



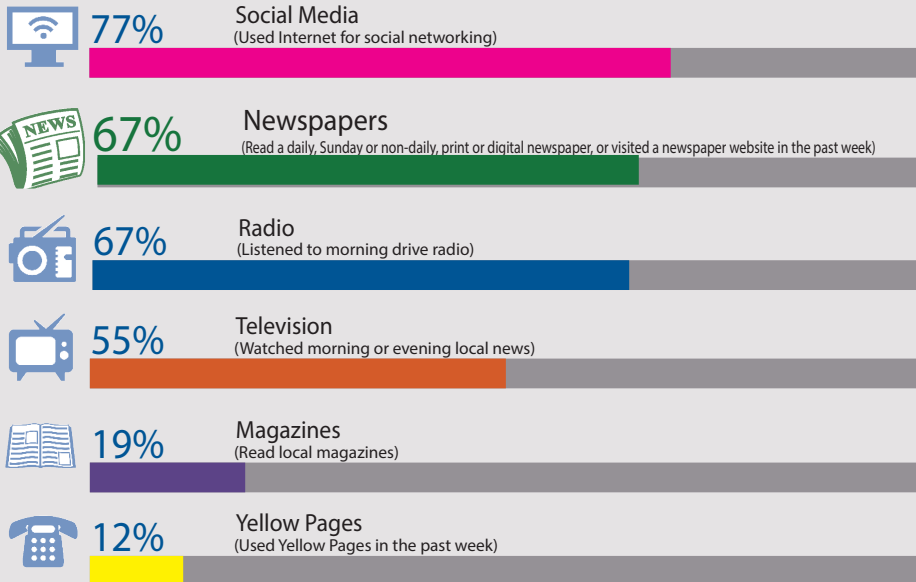
Bank Users are Newspaper Readers

59.8% of bank users have taken action in the past year as a result of a newspaper ad.

Potential bank switchers are **31%** more likely than the average person to read a newspaper 6 to 7 days a week.

Peak sales months for banks:
 april • may • june • august • september

Household uses a bank or credit union



top 5 attention grabbers

Attract more attention to your ad by including details about:

- 1 Cash management
- 2 Collection services
- 3 Online/mobile banking
- 4 Tax and retirement planning
- 5 No monthly fees

marketing strategies

- ▶ Most customers (consumers and small businesses) are drawn from a 3-mile radius; target those groups.
- ▶ Invest in in-branch technology and create a more inviting social environment to remain competitive.
- ▶ Schedule advertising to coincide with national event tie-ins, including College Savings Month, Financial Wellness Month, Credit Education Month, and Community Banking Month.



for more information, contact: