

NEWSPAPERS

Outperform Billboards in Michigan

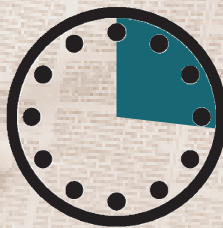
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Newspapers are **more engaging** than billboards.



average time spent viewing a billboard²

16 minutes



average time spent reading a newspaper each day¹

Newspaper ads result in **more purchases** than billboards.



79% Eight in ten newspaper readers took action as a result of reading a newspaper ad in the past 30 days⁵

2.3% 2.3% of adults made a purchase in the last 90 days as the result of a billboard ad⁴

Newspaper ads have more **staying power**

Saving the ad for future reference is one of the **top-rated** newspaper reader actions.³

The newspaper is often **passed along to someone else** who sees the ad. Daily/Sunday newspapers average 1.9 readers per copy⁴

People simply **scan billboards** as they drive by.



Newspapers ads provide **more flexibility**

Based on the length and complexity of the advertising message, retailers can choose from a **variety of newspaper ad sizes** – from smaller units up to full-page and two-page spreads.

Billboard ads should contain only **three basic elements** – an image, a copy line, and a company name or logo. Copy should be kept to nine words.²

Newspaper ads can be **placed, and changed when necessary**, within a day or two. Billboard creative is often posted for 30 days.