

# Newspapers drive your business

## Newspaper Eliminates Wasted Coverage

Newspaper Designated Market (NDM) Retailers who use TV are spending a significant percent of their advertising budget to reach people who will never visit their locations, thus decreasing the efficiency of their ad dollars.

## TV Viewership is Down Again

Each year, the average spot delivery on TV goes down. Many advertisers wind up spending more each year to reach fewer people.

## Viewers Actively Ignore Commercial Spots

The percent of viewers who actively ignore commercials is on the rise. The introduction and spreading use of personal viewing devices means this viewer trend will continue to grow.

## Newspapers Deliver a More Desirable Audience

TV's best viewers are your retailer's worst nightmare. Pick the source (Media Dynamics, Scarborough, etc), and you'll find the audience most likely to see a retailer's commercial (TV's 1st quintile), consists of under-educated, lower-income individuals. Conversely, the worst TV viewers (5th quintile), are the better-educated, upper-income consumers who read newspaper more than anyone else.

## Production Costs & Agency Commissions Eat Away Advertising Budgets

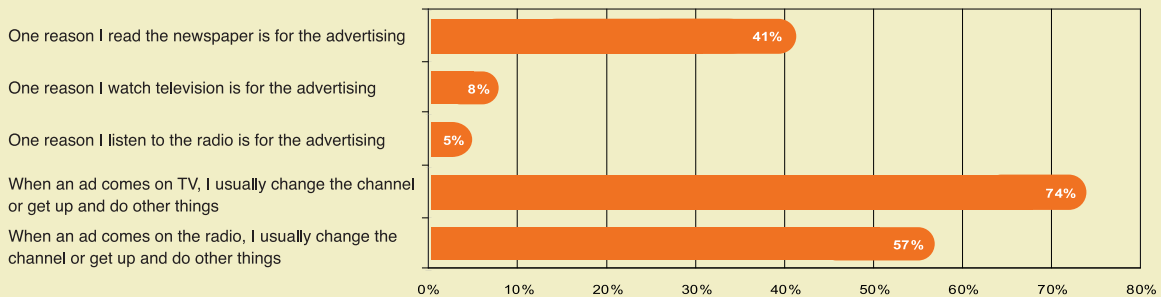
Few large retailers handle their own commercial production or media buying. And because agencies earn commission on media placement, they might be pushing electronic media. If this is the case, ask the client what \$1,000,000 of TV advertising gets them. The answer is \$850,000 worth of commercial time. And if the commercial spot produced is not effective, the client may feel compelled to run it anyway because of the cost already incurred.

## Newspaper is the Source

Newspaper, not TV, is the best source of customers. Nobody turns on the television to comparison shop or select a company with which to do business.

*Murray Woronoff, The Indianapolis Star*

## Where Consumers Look for Advertising



Source: Belden Continuing Market Study 2003.

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit [www.nacorp.com](http://www.nacorp.com).