

# Some things in life are essential.



Adults do more than read a newspaper.  
They are actively engaged in newspaper advertising.  
77% percent of U.S. adults took some action – clipped  
a coupon, bought something advertised or visited a store –  
as a result of a print newspaper ad in the past 30 days.

**Newspaper advertising – get in on the action!**

YOUR NEWSPAPER  
LOGO  
HERE

SOURCE: 2009 MORI Research  
National Newspaper Association