

ROCK, PAPER, SCISSORS...

As kids we sometimes used Rock, Paper, Scissors to make choices. As adults, choosing the best medium for your business advertising is challenging.

Talk to your advertising representative today to find out why newspapers are the strongest marketing vehicle - print, online and combined.

46% say newspapers are their preferred medium to receive ad information; TV comes in fourth at 10%.

41% see newspaper ads as valuable in planning shopping; the Internet (25%) and direct mail (15%) rank second and third, respectively.



The choice is clear...newspapers **ROCK!**

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