

ROCK, PAPER, SCISSORS...

Making decisions is harder than ever these days with so many choices.

So it really comes down to who you trust.

To readers, the advertising in a newspaper is every bit as important as the news.

Newspapers are the medium used most for shopping in an average week

59% use newspapers,
38% use television,
18% search engines

Ask your newspaper representative how to increase your market share.



PAPER covers everything!

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