

# ROCK, PAPER, SCISSORS...

**Cut it out! No, seriously...the newspaper is the most used advertising source for coupons. Consumers depend on newspaper as their shopping guide.**

**Ask your newspaper representative how to use coupons to grow your market share.**

**Sources adult consumers use to obtain coupons —**

**NEWSPAPER 55%**  
**IN-STORE COUPONS 38.8%**  
**MAIL 30.2%**  
**IN-STORE CIRCULARS 23.7%**  
**MAGAZINE 16.2%**  
**INTERNET SITES 11.1%**



**Newspapers CUT through the competition.**

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