

SECONDLOOK

Insight • Inspiration • Income

This week, take a second look at...

2nd Quarter Sales Opportunities

sales opportunities
second quarter
april

Community Banking Month
Community banks are relationship lenders who want their customers to understand their finances so they can be smart consumers who are in control of their financial well-being.

Newspaper readers are more likely, than the average person, to:

- Have Certificates of Deposit (CDs)**
- Invest in stocks and bonds**
- Hold a home equity or home improvement loan**
- Own a checking and savings account**
- Possess an auto loan**

More than 9 in 10 adults in Pennsylvania who use a bank read a newspaper each week.

Top Advertising Prospects:
Auto dealers • Colleges/Universities • Community banks • Credit unions
Financial planners • Home builders • Realtors • SMAs • Senior living facilities

Click here to download, and customize, marketing flyers related to automotive, banking, and financial planners, in your market area.

Income Tax Filing Deadline - April 15, 2017
Local advertisers can create a sale where they offer a discount equal to the state sales tax for selected purchases incorporating the theme, "As the Tax Sale," or "You've Paid Enough" Taxes Sale."

Accounting/Tax service clients are more likely, than the average person, to:

- Read a newspaper 6-7 days a week**
- Enjoy the business/money/finance section of the newspaper**
- Take action as a result of a newspaper ad**
- Donate at least \$100 to a charity in the next year**
- Be proactive about planning for retirement in the next year**
- Purchase life insurance in the next year**

Nearly 9 in 10 adults in Pennsylvania who use a tax preparation service read a newspaper each week**.

Top Advertising Prospects:
Accountants • Attorneys • Bars/Nightclubs • Charitable organizations • Computer/Software stores • Financial planners • Grocery stores • Insurance providers • Pizza delivery services • Restaurants • SMAs • Tax preparation services

Click here to download, and customize, marketing flyers related to attorneys, bars/nightclubs, financial, grocery, men's clothing, restaurants, and women's clothing, in your market area.

Enhance your second quarter planning with information and statistics about newspaper readers as they relate to seasonal events such as Community Banking Month, Easter, Mother's and Father's Days, and more. A list of advertising prospects for each topic is included, along with links to corresponding customizable marketing flyers.

Be sure to share this information with your editorial staff so you can plan and build the optimal advertising product for each category.

[Click here to download.](#)



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at JaneH@pa-news.org.