

# SECONDLOOK

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This week, take a second look at...

## 2016 Media and Advertising Use in Pennsylvania Survey Results



A recent survey by independent research firm American Opinion Research (AOR) reaffirms the power of advertising in Pennsylvania's newspapers and their digital products.

The AOR study confirmed that newspapers are by far the primary source of advertising and shopping information in Pennsylvania, as well as the source that best explains important local news and information.

Join Anthony Casale, CEO of AOR, as he presents the results of the "2016 Media and Advertising Use in Pennsylvania Survey" during two webinars - Tuesday, Sept. 20 from 2 p.m. - 3 p.m., and Tuesday, Sept. 27 from 10 a.m. - 11 a.m.

[Register here to attend these complimentary sessions.](#)



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