

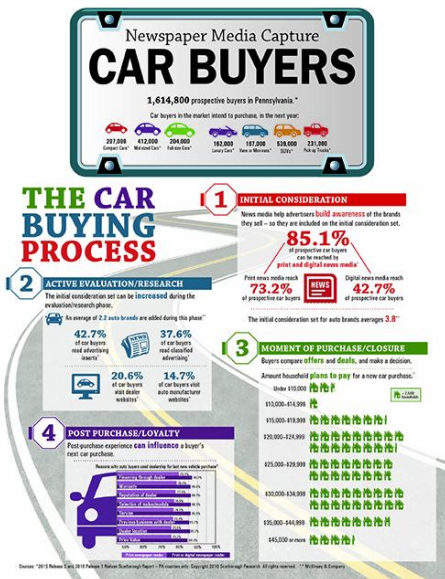
SECONDLOOK

Insight • Inspiration • Income

Welcome to Second Look - a new weekly email designed to help members capture more advertising revenue. Each email will highlight a helpful tool or resource that PNA has developed to support your sales and marketing efforts.

This week, take a second look at...

Automotive Sales Infograph



Newspapers, both print and digital, are an effective medium for auto dealers to advertise the newly-released models this fall. Share this [auto advertising infograph](#) with the local retailers in your area to demonstrate the large number of prospective car buyers that engage with newspaper media.

Complementary customizable automotive marketing flyers are available [here](#).



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