

NEWSPAPERS

Outperform Billboards



Newspapers are **more engaging** than billboards.



average time spent viewing a billboard¹

9 minutes



average time spent reading a newspaper each day²

Newspaper ads result in **more purchases** than billboards.⁴

Traditional media used to find information to make a purchase in the past 30 days.
(ranked from most used to least used)

- | | |
|----------------------------|-----------------------------|
| 1. Local newspaper | 6. Local radio station |
| 2. Email newsletter | 7. Local television station |
| 3. Direct mail | 8. Local publication |
| 4. Coupon book | 9. Billboards |
| 5. Local newspaper website | 10. Yellow Pages directory |

Newspaper ads have more **staying power**

Saving the ad for future reference is one of the **top-rated** newspaper reader actions.³

People simply **scan billboards** as they drive by.



Newspapers ads provide **more flexibility**

Based on the length and complexity of the advertising message, retailers can choose from a **variety of newspaper ad sizes** – from smaller units up to full-page and two-page spreads.

Billboard ads should contain only **three basic elements** – an image, a copy line, and a company name or logo. Copy should be kept to nine words.²

Newspaper ads can be **placed, and changed when necessary**, within a day or two. Billboard creative is often posted for 30 days.