

# THE BENEFITS OF Digital Advertising

Consumers' online spending increased by 44% in 2020<sup>1</sup> and it is no wonder why. A recent study found that the average U.S. adult **spends approximately five hours per day on his laptop** and another five hours per day on his smartphone.<sup>2</sup> Given the sheer amount of time that consumers expend on their digital devices, advertisers can effectively reach motivated shoppers during nearly half of any given day.



**DIGITAL ADS ON NEWSPAPER WEBSITES ARE BENEFICIAL TO THE ADVERTISER.**

## Brand safe environment

Due to the credibility of newspaper websites, you never have to worry that your ads are positioned next to questionable content that can be devastating to your brand.

## Audience targeting

Reach your desired consumers by geography, demographics and psychographics, or by those who have recently searched for your product or service online, so you waste less money on people who are not interested.

## Personalized messaging

Deliver ad messaging that is highly relevant and engaging to your recipient and choose from the best options to deliver your message. The news media's digital properties can deliver standard banner ads, rich media, video, native sponsored content, eNewsletters and many other interactive options.

## Measurable results

Directly connect your marketing spend to actual results such as increased traffic to your website, requests for information or product sales.

## Fast turnaround

Newspapers already provide one of the quickest to-market advertising channels, but by combining digital ads with print, you can reach a desirable local market in less than 24 hours.

## Massive reach

A large portion of the population, more than 6 in 10 U.S. adults, reads a print or digital newspaper each week<sup>3</sup>, making it the perfect media for you to promote your products and services.

## Interactive content

Encourage online sign-ups to start compiling a database of interested consumers or build entries to your online contest through digital advertising.

## Flexible messaging

Experiment with different ad combinations and messaging options to determine the most successful approach.

## Budget friendly

Local ad reps can design a digital package to meet the needs of advertisers with budgets of all sizes.

