

advertising category sell sheets

WHAT'S AVAILABLE

7 DMAs

Erie
Harrisburg/Lancaster/Lebanon/York
Johnstown/Altoona
Philadelphia
Pittsburgh
Wilkes-Barre/Scranton
Statewide*

categories include^:

- Appliances
- Assisted Living
- Athletic Wear
- Attorneys
- Automotive
- Banking
- Bars & Nightclubs
- Bathroom Remodel
- Boats
- Bookstores
- Bridal
- Card & Gift Shops
- Cardiologist
- Casinos
- Cellphones
- Children's Clothing
- Chiropractors
- Continuing Education
- Cosmetic Surgery
- Day Care
- Day Spas
- Dental
- Dermatologist
- Drugstores
- Dry Cleaning
- Financial Planning
- Fitness Centers
- Flooring
- Florists
- Footwear
- Funeral Services
- Furniture
- Games & Toys
- Grocery Stores
- Heating & Cooling
- Home Accessories
- Home Improvement
- Home Supplies
- Hospitals
- Hotels
- Jewelry
- Kitchen Remodel
- Landscaping
- Malls & Shopping Centers
- Men's Clothing
- Motorcycles
- Movies
- Music & Video Stores
- Office Supplies
- Orthopedists
- Painting Supplies
- Pest Control
- Pets
- Plumbing
- Political Voting Habits
- Pool Supplies
- Real Estate
- Restaurants
- Roofing
- RV/Motor Homes
- Siding
- Sporting Goods
- Tax Preparation
- Travel Agents
- Vision Centers
- Women's Clothing
- Women's Health

For more information, contact the
sales & marketing hotline
717-703-3041

*Statewide versions include information from all Nielsen Scarborough measured counties.

^Not all categories are available for all DMAs.

boats
ERIE DMA
REACH NEARLY **2,600** POTENTIAL NEW CUSTOMERS
2,896 ad impressions
90.0% ad effectiveness
69% of boat shoppers have taken action in the past 30 days as a result of a newspaper ad.
The average boat is age 50-54 and is looking for comfort, quality of product, outstanding customer service and financing.
Appeal to boaters by marketing comfortable boats that are easy to boat.

home siding
HARRISBURG/LANCASTER/LEBANON/YORK DMA
REACH MORE THAN **21,500** POTENTIAL NEW CUSTOMERS
25,320 ad impressions
85.2% ad effectiveness
102% more likely than the average person to respond to a newspaper ad in the past 30 days.
133% more likely than the average person to respond to a newspaper ad in the past 7 days a week.
92% more likely to visit a local newspaper website.

dry cleaners
JOHNSTOWN/ALTOONA DMA
REACH MORE THAN **17,500** POTENTIAL NEW CUSTOMERS
22,011 ad impressions
79.9% ad effectiveness
More than half of all dry cleaning customers have responded to a newspaper ad in the past 30 days.
Dry cleaning customers are 78% more likely to respond to a newspaper ad in the past 30 days.
Dry cleaning customers are 78% more likely to visit the average person to believe that newspapers are a valuable source of content that they cannot find anywhere else.

florists
PHILADELPHIA DMA
REACH MORE THAN **162,500** POTENTIAL NEW CUSTOMERS
198,666 ad impressions
81.8% ad effectiveness
More than half of florist shoppers have responded to a newspaper ad in the past 30 days.
Florist shoppers are looking for:
-arranged flowers
-house plants
-candle centerpieces
-local, non-traditional arrangements.
Florist shoppers are more likely than the average person to read a newspaper in the home each week.

cosmetic surgery
PITTSBURGH DMA
REACH MORE THAN **8,980** POTENTIAL NEW CUSTOMERS
13,381 ad impressions
81.0% ad effectiveness
Cosmetic surgery patients are 99% more likely than the average person to have responded to a newspaper ad in the past 30 days.
Cosmetic surgery patients are 68% more likely than the average person to read a newspaper 6 to 7 days a week.
Rapid growth markets projected 2010-2015: facial aesthetic treatments and injectables, laser skin resurfacing, dental fillers and botox injections.

bridal shops
WILKES-BARRE/SCRANTON DMA
REACH MORE THAN **19,900** POTENTIAL NEW CUSTOMERS
21,553 ad impressions
92.6% ad effectiveness
Bridal shop customers are 107% more likely than the average person to have responded to a newspaper ad in the past 30 days.
Bridal shop customers are 99% more likely than the average person to read a newspaper 6 to 7 days a week.
Highlight choices for plus-sized, pregnant, LGBT, non-traditional and more casual brides.

pest control
PENNSYLVANIA
REACH MORE THAN **128,000** POTENTIAL NEW CUSTOMERS
154,056 ad impressions
83.1% ad effectiveness
Pest control clients are 59% more likely than the average person to have responded to a newspaper ad in the past 30 days.
Pest control clients are 89% more likely than the average person to read a newspaper 6 to 7 days a week.
Demand is on the rise for pest control services. Focus on your "green" products and services.
Promote the importance of prevention of pest infestations, such as termite, rodents and birds.
Top factors people consider when choosing pest control company: price, service, reliability, safety, location, price.