

## Newspaper

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### Positioning

- Broad reach within a defined market area
- Geographic selectivity is available in small towns
- Marketplace for competitive price shopping
- Targeting capability with regional delivery and advertising sections

### Disadvantages

- Broad choice of magazine titles
- Specific issue audience data is not typically available
- Magazines produce minimal short term (daily/weekly) reach
- Broad market reach is difficult to achieve because of niche readership behavior

### Newspaper and Outdoor

Outdoor can resolve some of newspapers' distribution shortcomings by offering selective targeting. Outdoor penetrates newspapers zones that are too large for reaching neighborhood target areas.

Newspapers have a short shelf life. Outdoor can extend the life of a newspaper campaign by presenting ad messages in a marketplace 24-hours per day, and 7-days per week.

Readership rates are declining and will likely continue due to increasing numbers of alternate news sources. Outdoor's very nature is unavoidable and impacts consumers lost to other source options.