

ACTION FIGURES

Ten Reasons to Use ROP in Newspapers

1. Portability & Flexibility

Newspapers are portable, and ROP as part of the editorial, is more likely to be carried. ROP also allows ultimate control of size and position.

2. Specificity

Advertisers can request to have their ads in specific sections that appeal most to their customers; e.g., tire ads in sports sections.

3. Reader Involvement

Newspaper readers are not passive (like television or radio users). They have to spend time on a page reading an article, which means longer eye contact with adjacent ads. According to NAA's Consumer Usage of Newspaper Advertising study, over two thirds (68%) of newspaper readers regularly read or glance through ROP advertising when reading the newspaper.

4. Avoidance of Clutter

Newspaper ads offer a less competitive environment.

5. Reach

You can reach prospects in addition to customers. Newspapers offer the fastest way for an advertiser to reach a local mass market.

6. Superior Audience Quality

Whether it is higher income households, higher educated households or households holding higher level jobs, newspapers do even better reaching a higher demographic audience. . In 2010, more than 73% of adults with \$100,000 or more household income read a newspaper in an average week.,80% of College graduates read a newspaper in the past week Professionals involved with management, business and financial operations, more than 70% read a newspaper in the past week.

7. Editorial Environment

It builds incremental credibility for the advertiser.

8. Immediacy

ROP has the shortest deadlines of almost any medium and can produce immediate results for advertisers.

9. Permission Marketing

Readers buy their newspapers and look forward to ads, especially in the Sunday newspaper.

10. Selectivity vs. Intrusiveness

Turning pages is faster than a speeding remote control.

Research Scarborough 2010 Release 1
How America Shops and Spends/ MORI Research 2009

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