

# 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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