

America's Newspapers

*America's Newspapers recently sponsored a national market study, conducted by Coda Ventures, that documents the **power of local newspapers**.*

*Now you can capitalize on that initiative by creating custom sales sheets that effectively position your newspaper's **print and digital** audience to **advertisers**.*

What you get...

Market Profile

An overview of your market's size and composition, including key market demographics.

Audience Profile

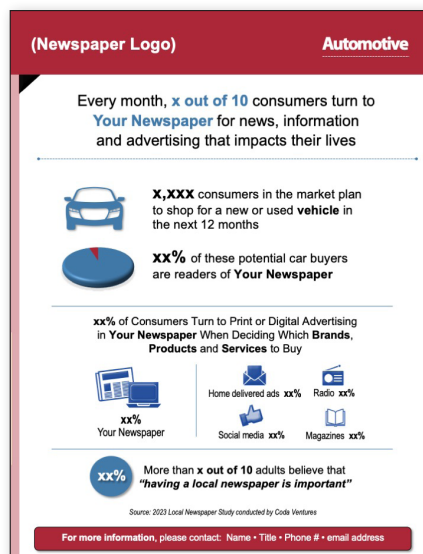
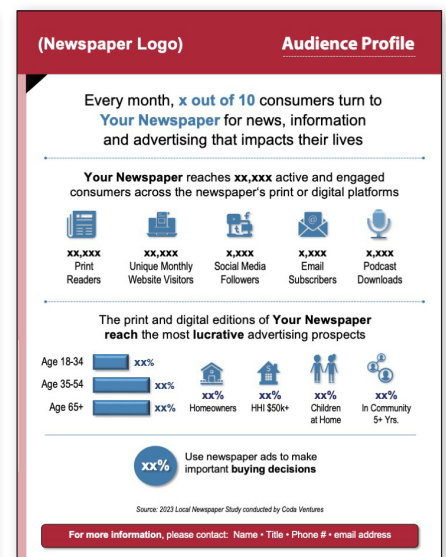
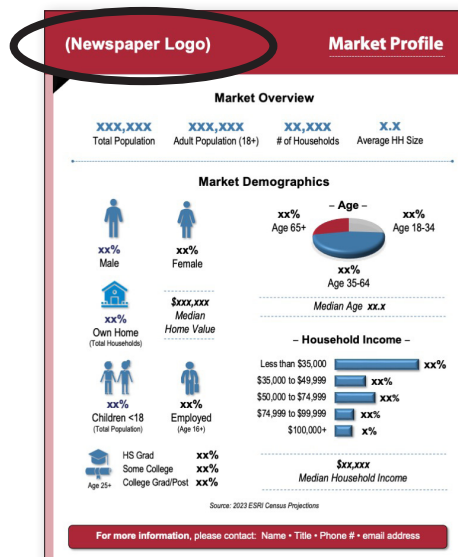
Your total audience delivery across print & digital platforms, including your reach of the consumers that advertisers want the most.

Plus, the importance of newspaper advertising and the role it plays in consumers buying decisions.

Ad Category Sales Sheets

Individual sales sheets that are customized for your ten most important advertising categories. Featuring the total number of potential buyers in your market for specific products and services, and your newspaper's print and digital reach of that target audience.

Plus, how newspapers deliver for advertisers versus other local media competitors.



For more information, please contact:

Greg Watson, Chief Marketing Officer gwatson@newspapers.org 847.282.9850 ext. 104