

Why Newspaper Advertising?

Why use newspaper advertising? Thomas F. Barnhart, advertising specialist and associate professor of journalism at the University of Minnesota gives fourteen pertinent reasons. They are

1. Newspaper reading is a universal habit. Newspaper advertising, therefore, reaches all who read and buy.

2. A newspaper advertisement can always be seen by the reader.

3. The newspaper advertisement, as part of the complete paper, goes into the home as a welcome guest.

4. The newspaper advertisement can have as much news value and reader interest as the news item.

5. The amount of text used in newspaper advertisements is dependent only on the size of the space.

6. Newspaper advertising is flexible.

7. Newspaper advertising is quickly controlled.

8. Newspaper advertising may be adjusted to different conditions.

9. Newspaper advertising enables manufacturers and dealers to state where their products may be bought.

10. Newspaper advertising is inexpensive. Merchants have learned that it covers more families for less money than any other form of advertising.

11. Newspaper circulation is known and is comparatively unaffected by daily change.

12. Nearly all of a newspaper's circulation is concentrated in its own market.

13. Newspaper advertising reduces selling costs, because it entails no waste in circulation. This helps reduce costs for the consumer.