

WE'RE INFLUENTIAL PEOPLE...

MORE THAN 2,850 FAMILIES READ OUR PAPER!!!

The following story is reprinted from the January 24, 1971 issue of the Asheville Citizen-Times.

NEW YORK, N. Y.—Newspapers, radio and television in Atlanta, Ga., met head-on in a test of their relative advertising effectiveness, and newspapers influenced more sales at less cost than both broadcast media combined, according to the Bureau of Advertising. The test showed: newspapers deliver more than three times the efficiency per advertising dollar.

Participants in the test were Atlanta Newspapers, Inc., publishers of The Atlanta Journal and The Atlanta Constitution, and Cox Broadcasting Corp., owners of WSB-TV and WSB-Radio. The test involved a measurement of advertising response for ten items advertised by Rich's, Atlanta's largest department store.

Atlanta Newspapers, Inc., and Cox Broadcasting Corp., each participated with Rich's in the design of the project. Rich's employed the interviewing service and tabulated the findings from the study.

Based on the findings from 2,176 interviews with Rich's customers in the departments which sold the advertised items, The Atlanta Journal and Constitution claims:

The \$16,910 spent by Rich's to advertise the test items in The Atlanta Journal, The Atlanta Constitution and The Sunday Journal and Constitution produced 71 per cent of the advertising influences reported by shoppers who attributed their purchase decisions to advertising. The \$27,158 spent by Rich's in broadcast media produced 33 per cent of these influences. Another 9 per cent of the advertising influences were attributed to Rich's mail circulars.

When overlapping answers were eliminated, the score stood: 61 per cent newspapers versus 23 per cent broadcast.

A comparison between newspapers and television which together accounted for 90 per cent of all advertising influences, showed 62 per cent attributed exclusively to newspapers; 19 per cent exclusively to TV, and nine per cent to both.

Items included in the test were mattresses, carpeting, draperies, vacuum sweeper, color television, handbags, girdles, women's shoes, men's shirts and pant suits.

....if you would like to influence someone, call

THE YANCEY RECORD

682-2120