

Let Us Be Of Service

Our goal is not to sell ads. Our goal is to help promote your business and make you successful.

Only if we help you can we be successful. So let us help you. Let us show you how to promote your business more effectively. Let us show you how to be successful.

We can help you in many ways:

- Overall promotional consultation and design
- Regular advertising
- Focused advertising
- Full advertising campaigns
- Public relations
- Photography
- Flier delivery
- Sign making
- Printing of business forms, fliers, business cards, stationery, signs, you name it

Why do some ads work and some fail?

Why do some ads sell and some ads fail?

Why do some ad campaigns make millionaires and some lead to financial catastrophe?

Advertising should not be a gamble, a waste of needed capital, or a necessary evil. It is an investment. If an investor understands the keys to innovative promotion, the investment can pay great dividends. If the investor treats advertising like a slot machine, he will almost surely come out on the short end.

Most ads are ineffective. They have very little appeal. They fail to take advantage of basic human motivations. They do not use art, graphics, borders and white space effectively.

Consistent with our desire to really serve you and not just sell you advertising--whether it's effective or not--let me explain a few important principles of advertising. I have instructed our advertising salesmen to advise clients when they are not using these principles effectively and not wait until after the advertiser has wasted his money on ineffective promotion.

First, you must understand basic human motivations and take advantage of them. Don't just sell seeds and gardening tools. Sell a way to save hundreds of dollars on our readers' grocery bills. Don't sell dresses. Sell love. Don't sell steaks. Sell the sizzle.

Some of the basic motivations to which you should appeal include money, prestige, love, social acceptance, curiosity, excitement and drama, and fulfillment of basic human needs and appetites such as rest or hunger.

Keeping in mind these basic human motivations, determine which of these needs your service or product can best help to fulfill. Now consider how to best reach your audience. How to get the message through to them. It's not enough to just put the message on a wide-circulation medium, such as a shopper or pennysaver. You have to somehow get the prospective client to actually read the ad

and accept its message.

You should consider how credible and how well read your proposed medium is. And you should consider how to attract readership to your ad, as opposed to the hundreds of other items in the newspaper or pennysaver.

In choosing your medium, you should understand that weekly newspapers have the highest per page readership--a little higher than daily newspapers and a lot higher than shoppers and pennysavers. Buying wide circulation with poor readership is no better than buying low circulation with high readership. The ideal is to find a medium which offers both circulation and readership. Likewise, high circulation in Niagara Falls probably does little or no good for an advertisers in West Seneca. Know where your circulation is aimed.

Now how are you going to attract the readers' attention away from other ads, stories and distractions to your message?

The strength of your appeal is important, but so is the way you present it. Consider the unique. People are attracted by something which is different, something unusual, something unique. A unique TV show is popular until all the other producers try to copy it. Then it is no longer unique and begins to fall in the ratings. In deciding what to say, how to say it, what graphics, borders, and art to use--consider the unique.

The Leader Newspapers offer a medium aimed at your market area, a medium with high circulation and high readership. Our sales representatives have been instructed to help you to formulate effective advertising, not to entice you to gamble with your hard-earned money. We want you to make a wise investment in your future.

Allow us to serve you.

Sincerely,
The Publisher