



**Ted Lawrence,**  
Advertising Director  
Missouri Press Service

## MORE ON ADVERTISING:

### TEN REASONS WHY NEWSPAPERS DELIVER FOR POLITICAL CAMPAIGNS

Passing this along, from the John Kimball Group, in an effort to capture as many political dollars as possible this year!

- 1. NEWSPAPER READERS ARE VOTERS:** In presidential elections, between 8 and 9 out of 10 newspaper readers cast a ballot. In mid-term elections, when voting is typically much lighter, newspaper readers still deliver the vote, with more than 8 out of 10 newspaper readers going to the polls.
- 2. NEWSPAPERS ARE CREDIBLE:** Voters look to newspapers for the information they need to make up their minds about candidates and issues. Newspaper advertising gives your campaign an aura of credibility and respectability that's unmatched.
- 3. NEWSPAPERS CONSISTENTLY REACH VOTERS:** Voters consistently look to newspapers to help make up their minds about how they'll vote. While the perceived usefulness of other media rises and falls as the campaign progresses, newspapers maintain their strength for influencing voter opinion. Voters count on newspapers to deliver the whole story about the candidates and issues, from the earliest moments of the campaign right up until Election Day.
- 4. NEWSPAPERS REACH CRUCIAL UNDECIDED VOTERS:** The conventional wisdom among consultants says that only 10-15% of the electorate is typically up for grabs at the end of any campaign. But in reality, that number is much higher. That's because while only 10-15% of voters may be truly "undecided," many more are far from certain about their vote. Among those who say they experience some indecision, three out of four are regular newspaper readers. Newspapers can put your message in the hands of this crucial constituency.
- 5. NEWSPAPERS ARE RELIABLE:** Nobody reads the newspaper to escape from reality, as is often the case with television and radio. And unlike annoying telephone calls and tv/radio commercials, people actually enjoy reading newspapers. Newspaper readers seek out in-depth, detailed political information. With newspaper in your media mix, you can be sure your ad dollars have been well spent.
- 6. NEWSPAPERS MAKE TARGETING EASY:** Today's newspapers can deliver your message right to the doorsteps of the voters you need to reach. Most newspapers have established sections based on geographic zones and can target a pre-printed flyer or brochure for insertion and delivery within a specific zip code. Many can target delivery down to the census tract, block, or even house by house. You can have your message delivered in a flyer or brochure, on a "Post-it" note placed on the front page, or even on the poly/delivery bag in which the newspaper arrives.
- 7. NEWSPAPERS CAN PROVIDE MORE INFORMATION TO VOTERS:** Use newspapers to highlight endorsements, issue clarification, and candidate comparisons. Your candidate can also use a compelling newspaper ad to generate interest from the press and garner valuable earned media opportunities.
- 8. IT'S EASY TO ADVERTISE IN NEWSPAPERS:** Placing political ads in newspapers has never been easier. Your local newspaper is just a phone call away. Our service is focused on just what your campaign needs. Fast response; compelling messaging; eye-catching design.
- 9. ALL POLITICS IS LOCAL:** Voters know newspapers are the place to go to find out what's going on in their communities. They know that unlike television or radio news programs, newspapers cover local issues every day of the week. And they know with a newspaper, they'll get real, in-depth coverage of the local issues most important to them. The same issues that often determine how they'll vote on Election Day.
- 10. NEWSPAPERS ARE AN ESSENTIAL PART OF A SUCCESSFUL MEDIA MIX:** Broadcast, direct mail, and phone calls are all still important, but it's also recommended that you invest in the proven and effective advertising medium: newspaper.

For help in developing a winning package,  
please contact me at  
[tlawrence@mopress.com](mailto:tlawrence@mopress.com).

