

# More On Advertising

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The Newspaper Association Managers, in partnership with Metro Creative Graphics and Pulse Research, have developed some new wrinkles in their Relevance Project Revenue Resource 2020. Upon review, we believe it's a free resource worthy of examination for our members.

## Here are the nuts and bolts:

It's free to MPS members.

It provides you with great market analysis that applies to YOUR TOWN. For five Revenue Resource categories -- Heating/Air Conditioning Services, Banks, Jewelry Stores, Opticians/Eyeglass Stores, and Continuing Education Services -- you will receive access to household buying research presented in a teaser graphic.

It provides you with eye-opening marketing materials, including house ads, post cards, and sales handouts.

It provides you with focused, attractive spec ads and creative services that provide up to 10 options for personalized ads that your sales reps can take to potential clients.

It's backed by reliable Pulse Research. The Pulse component features an audience shopping calculator. When you enter your circulation total, you will be amazed at the value of your audience, and so will your local businesses. It doesn't matter if you are a 400-circulation weekly or a 40,000-circulation daily. You'll be able to show potential advertisers how many households in your town are interested in buying that particular product or service.

Your information will be relevant for 2020. All of the responses were collected by Pulse during the pandemic.

You'll be proud to present the graphics. All creative services come from Metro's vast library of designs, templates and promotions.

The benefits don't stop with just 5 business categories. For other Call to Action categories, a spec ad is available -- again FOR FREE. All you have to do is find it on the offer page and download it.

To put it simply, here's the process.

## Start here:

<https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>

Find the LOCAL MARKET ADVERTISING SOLUTIONS box at the bottom of the Revenue Resource page. It will take you to the COMPLIMENTARY OFFER. Follow the instructions.

For more information, contact Ted Lawrence, at [tlawrence@mopress.com](mailto:tlawrence@mopress.com).

Apparel  
7 out of 10 newspaper readers who read an apparel ad took action after seeing the ad. [Download](#)

Auto  
7 out of 10 newspaper readers who read an automotive ad took action after seeing the ad. [Download](#)

Circulars  
7 out of 10 newspaper readers who read a circular took action after seeing the ad. [Download](#)

Coupons  
8 out of 10 newspaper readers act after seeing coupons in an advertisement. [Download](#)

Educational Services  
6 out of 10 newspaper readers took action after reading an educational services ad. [Download](#)

Eyewear  
6 out of 10 newspaper readers took action after reading an ad for eyewear. [Download](#)

Financial Services  
7 of 10

Grocery  
8 of 10

Home Services  
6 of 10

Enter Your Circulation Number to See...  
How many households you reach who plan to shop in the next 3 months:

### Heating and Air Conditioning Service

**TEASER AD**

Do you plan to get heating or air conditioning service in the next three months?  
**1,224**  
LOCAL HOUSEHOLDS SAID YES!  
Would you like to connect with them?

Get Free Pulse Audience Value Presentations and 10 spec ads for 5 important business categories. [Click Here](#)

**MIAD® SPEC ADS**

Your Local Heating & Cooling System Specialists

**HVAC System Tune-Up & Inspection Only \$59**  
(Offers end 03/31/20)

License# 000000000  
Hammond Brothers HVAC  
1234 Washington Street  
Somerville Heights  
000-000-0000  
[www.hvawebiste.com](http://www.hvawebiste.com)

Contact-Free Quotes & Service  
Call today for your free consultation and estimate!

Get 10 Free spec ads for this category using MIAD Wizard. [Click Here](#)