



April 2009

The Buffalo News - Newspaper Warren T Colville

The New Buffalo News:

- Western New York's #1 source for advertising information!
- Now available 100% unduplicated market coverage on Sundays!
- More Color!
- New Products!
- New Anchored Positions!
- New ROP Zoning options!
- The New Buffalo News is constantly improving to better serve you

Benefits of Advertising with The Buffalo News:

- Paid circulation
- Audited by the most credible source (Audit Bureau of Circulations)
- News content/environment
- Section-by-section targeting
- 7 days per week frequency
- Franchise positions available
- High duplication of readership among shoppers and weeklies
- Proven to bring immediate results

In creating an effective ad, Print Ads Should...

- Have good proportion, balance, contrast, movement and unity
- Feature a dominant element, such as a photo, to grab the reader's attention and convey the sales message at a glance
- Use white space
- Use no more than 3 typefaces
- Use either spot color or four-color photos or illustrations
- Draw the reader's eye to the logo

Successful Advertising Results Require At Least Three Exposures,

Successful Advertising Results Require At Least Three Exposures, frequent advertising reaches the people in need of a specific product on any given day, helps establish brand loyalty, and allows you to beat the competition! Take Advantage of the #1 Newspaper among the Top 50 Newspaper Markets with Average Readership Daily: 524,000, Sunday: 726,600

(Source: 2003 Scarborough Report, Buffalo DMA; Buffalo News analysis of ABC Fas-Fax ended 9/30/04)



The Buffalo News:

- Reaches far more customers than any other media in WNY
- Is the #1 source for advertising information
- Reaches potential customers who are ready, willing and able to buy

Buffalo News
One News Plaza
Buffalo, NY 14240
Call 716.849.5448
tcoville@buffnews.com
www.buffalonews.com

Article Published by Buffalo Executives Association

3500 Main St,
Suite 130,
Buffalo, NY 14226
Call 716.852.6916
info@buffaloea.com
www.buffaloea.com