



# THE RESULTS ARE IN



**3/4** of all U.S. adults have read a newspaper in print or online in the past week! *What would it mean for your campaign to reach these engaged and involved voters?*

**Local Matters ~ Content Matters ~ Newspapers Matter**

North Carolina Press Services makes it easy for you to reach voters using newspaper media with our new **Political Network program!**

Reach voters by choosing your selected geography. Choose a ROP size below, online ad, or Insert. We do the rest for you! All media is priced on **a cost per thousand basis including print ROP!**

## ***Newspaper Media Menu:***

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| <ul style="list-style-type: none"><li>• ROP Quarter page= \$45 cpm</li><li>• ROP Half page= \$50 cpm</li><li>• ROP Full Page= \$78 cpm</li><li>• <u>Add Full color= \$8 cpm</u></li></ul> | <ul style="list-style-type: none"><li>• Online= \$6 cpm /500,000 minimum</li><li>• Inserts= \$36.50 cpm*</li></ul> <p><i>*printing also available</i></p> |
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Learn more at [www.NCPSads.com](http://www.NCPSads.com) or call  
April Norris at 919-789-2086



**As always, a good media mix is optimal, but newspapers in print & online are more credible and more persuasive than any other available media, here are 6 reasons why:**

### **Newspaper readers are voters**

In the 2010 mid-term elections, when voting is typically much lighter, newspaper readers still delivered the vote, with more than 8 out of 10 newspaper readers going to the polls. **Let NCPS help plan your campaign!**

### **Newspapers are credible**

Voters look to newspapers in print & online for the information they need to make up their minds about candidates and issues. Newspaper advertising gives a campaign an aura of credibility and respectability that's unmatched.

### **Newspapers consistently reach voters**

Voters consistently look to newspapers in print & online 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.

### **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.

### **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, 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.

### **Newspapers make targeting easy**

Today's newspapers can deliver the 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 flier 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 "Sticky Note" note placed on the front page, or even on the poly/delivery bag in which the newspaper arrives. NCPS can help you plan the most effective plan!

\*All statistics based on a nationwide poll of voters and the media conducted jointly by the Cromer Group, a Washington, D.C. based Democratic firm, and Moore Information, a Republican firm headquartered in Portland, Oregon.