



# Top 15 Reasons to Advertise in the Gainesville Voice

**1. Welcome Environment** – Your message will be welcomed by the readers in West Gainesville because this is information about where they live.

**2. Meets Needs** – News and information meets the needs of local residents, because it is information submitted by their neighbors about relevant topics to where they live.

**3. Target Market** – Your message will be reaching the targeted, influential market of West Gainesville. West Gainesville residents are well educated, the majority has some college and half are college graduates. The average household income is \$58,192.

**4. Smart Distribution** – Distributed in West Gainesville selecting only homes most likely to be consumers, omitting vacant and lower income households.

**6. Extends your Reach** – The Gainesville Voice is delivered to non subscribers of The Gainesville Sun, extending the reach of your message.

**6. Stretch your Advertising Dollar** – By combining both The Gainesville Sun and The Gainesville Voice your household duplication is lowered, effectively stretching your advertising budget.

**7. Timing** – A Thursday publication reaches consumers in time to plan weekend shopping and trips, maximizing the opportunity to build store traffic.

**8. Weekly Product** – The local content in this product increases its shelf life and extends ad effectiveness, offering the opportunity for multiple impressions at one low cost.

**9. Quick Response** – ROP advertising can produce immediate results for advertisers.

**10. Prospecting** – Newspapers influence unplanned purchases from new customers in addition to those that are already customers.

**11. Immediacy** – Ad deadline is the shortest deadline of most mediums, giving you a chance to react quickly to market and business changes.

**12. Preprints** – Preprints slide out of the paper demanding to be read and can be distributed for as little as 2 cents per household in The Gainesville Voice.

**13. Print and Deliver Programs** – Cost effective and efficient. Can be distributed for as little as 5 cents per household in The Gainesville Voice.

**14. Rack and Vendor Locations** – The Gainesville Voice will be highly visible in the community with more than 90 newspaper racks and store locations.

**15. Convenience** – You can work closely with your Gainesville Sun representative to reach this niche market.

**Let Your Voice Be Heard.**

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