

Myths about newspaper advertising:



Newspaper ads are ugly

If they're ugly. But they don't have to be.

Still, you may look at this page and say, "Sure you can make a newspaper page look beautiful, but I have a product to sell, and my product isn't pretty."

But a lot of businesses advertise in newspapers. Sometimes their products don't look pretty. But their ads do.

And so do their sales.

Print Advertising Association, 211 East 43 Street, New York, NY 10017

Illustration by John Alcorn, courtesy of Rubin & Newborn Associates

Call your OBSERVER ADVERTISING REPRESENTATIVE TODAY... 261-8600