

A QUIZ FOR BUSINESS PEOPLE



Why? Because we'll bet you didn't know...

1. How many adults read a newspaper on an average day?

- (A) None, most of them would rather watch TV.
- (B) Five out of ten.
- (the other five would rather go bowling)
- (c) Eight out of ten.

2. How many teenagers read a newspaper on an average day?

- (A) Seven out of ten.
- (b) Five out of ten.
- (C) Two out of ten. (these two are the future president and vice president)

3. What is the major source of news for 74% of our young people?

- (A) Their mothers.
- (B) Their fathers.
- (C) Newspapers



7. Who is more likely to see your ad --the prospect who buys often or the one who buys occasionally?

- (A) Both
- (B) The prospect who buys often.
- (C) The prospect who occasionally buys and then only antique hat racks.

8. Which medium do people rate as carrying more "trustworthy" advertising than any other medium?

- (A) Newspaper advertising
- (B) Cereal box advertising
- (C) Radio advertising.

9. Which medium do people rate as being more "helpful"?

- (A) The ads between the weather reports on TV
- (B) The ads between the weather reports on radio.
- (C) The ads between the pages of their newspapers.

ANSWERS: (1-C) (2-A) (3-C) (4-B) (5-C) (6-B) (7-B) (8-A) (9-C)

4. How many minutes a day does the average newspaper reader spend digesting both advertising and news content?

- (A) Three hours, if he hasn't had lunch.
- (B) Thirty-seven minutes
- (C) If he's a slow reader, thirty-eight minutes.

5. What is the best read feature of a newspaper?

- (A) The comics.
- (B) The column that tells you why you should stay married to your spouse, when you'd rather give it all up for a career in dentistry.
- (C) Advertising.

6. What percentage of readers will turn to the page carrying your ad?

- (A) 65%
- (B) 82%
- (C) 4% (These are people who've been eating peanut butter and have sticky fingers.)

If you scored 100%, you're a smart business person and are probably using newspaper advertising every day. If you blew a couple, you probably should know that the advantages included in this little quiz were compiled by the American Newspaper Publishers Association. There were more advantages listed. Here are a few additional goodies:

- People pick newspapers as "the best way to find out" for three out of five messages.
- Newspaper circulation is constant throughout the year with no seasonal slump.
- Ads in newspapers are flexible in size, timing and creative opportunity.
- Newspapers can pinpoint any market or combination of markets without waste.
- Newspapers can tailor copy appeals and vary ad size by market.
- From first page to last newspaper readership by men and women is constantly high.

We could go on and on, but if you've read this far, you realize that there's something to this thing called newspaper advertising. In fact, there's a lot. Let us show just how much.

The Observer & Eccentric Newspapers

LIVONIA--38251 Schoolcraft, 261-8600

BIRMINGHAM--1225 Bowers, 644-1100

Serving Avon Twp., Birmingham, Bloomfield, Canton Twp., Farmington, Farmington Hills, Garden City, Livonia, Plymouth, Plymouth Twp., Redford Twp., Rochester, Southfield, Troy, West Bloomfield and Westland