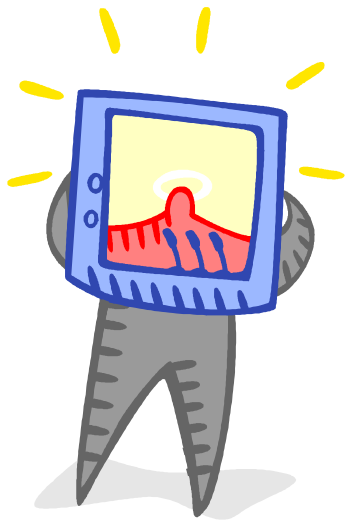


# WSAZ NewsChannel 3

## Reasons to Advertise

Only advertising gets your message into the minds of thousands of potential customers at once...building awareness of and desire for your product or service.

**Here are just a few ways television advertising can start improving your sales.**



### Advertising works!

A survey of more than 3,000 companies found advertisers who maintained or expanded advertising over a five-year period saw their sales increase an average of 100%. Companies which cut advertising grew at less than half the rate of those which continued to advertised steadily.

▶ **Advertising Creates Store Traffic** – Continuous store traffic is the first step toward increasing sales and expanding your base of shoppers.

▶ **Advertising Attracts New Customers** – Newcomers to your area, new income, lifestyle changes and changing buying habits mean new customers to reach.

▶ **Advertising Encourages Repeat Business** – With mobility and freedom of choice, shoppers don't have the store loyalty as they once did. Stores must promote to get former customers to return and to seek new ones.

▶ **Advertising Generates Continuous Business** – As long as you're in business, you've got overhead to meet and new people to reach. Television can generate traffic now and in the future.

▶ **Advertising is an Investment in Success** – Television advertising gives you a long term advantage over competitors who cut back or cancel advertising.

▶ **Advertising Keeps You Competitive** – You must advertise to keep or expand your market share or you will lose them to more aggressive competitors.

▶ **Advertising Keeps Your Business Top-of-Mind** – Many people go from store to store comparing prices, quality and service. Advertising must reach them steadily throughout the entire decision-making process.

▶ **Advertising Gives Your Business a Successful Image** – In a competitive market, rumors and bad news travel fast. Nothing sets the record straight faster than advertising.

▶ **Advertising Brings in Big Bucks for Your Business** – Businesses that succeed are usually strong, steady advertisers. The most aggressive and consistent advertisers are almost invariably the most successful.



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