

© Newbin Research 2006

For your headline, pick a powerful fact and make a point loud and clear. If it is not “creative” that is fine - this is a fact sheet. The font is **Glypha**. If you don't have that font substitute **Lucida**. Make sure that you kern and letterspace your headline.

Use this area to emphasize the numerical advantage that newspaper offers. “How many times better”... etc. The font is **El Grande**. If you don't have that font substitute **Futura Extra Bold Extended**. Make sure that you use all **Caps** and kern and letterspace your headline. Put a light drop shadow behind the type if your software can do that.

NEBRASKAN
HOUSEHOLDS
**READ
CIRCULARS**
72%

When Nebraskans want shopping info, they know right where to turn.

The name of this font is **Officina**. If you don't have that font substitute **Times** or **Century** instead. Make sure that you kern your copy block.

The logo element has been provided to you as a .jpg. Import it into your file.

- Pick an item from the survey that shows the power of newspaper advertising.
- Using the formula in the back of the booklet, calculate the buying opportunities in your market area based on its population.
- Use bullet points to make these points easy to read and understand.
- Adapt the copy from the ads if desired.
- Include the source of your claims by using the qualifying statement below.

Source: Nebraska Statewide Survey 2006
Nebraska Press Association www.nebpress.com

You said it, Nebraska!

(based on a 2006 statewide survey)

**NOTHING WORKS
LIKE NEWSPAPER
ADVERTISING.**