

# An Advertiser's Plus

Every advertising message is designed with one thought in mind: to announce a service or merchandise to the largest possible audience.

There are some pretty fancy names for this aspect of advertising: penetration, saturation, reach, cost-per-thousand, etc.

But, basically, what an advertiser looks for is the least expensive method of addressing his sales message to the greatest number of people.

Cost is important. It affects both the price of his merchandise and his eventual profit.

Considerably enlarging the audience, or readership, of his advertising message for only a fractional increase in cost makes good business sense.

And that is the plus offered to an advertiser who schedules his sales message in both The Herald and the Tri-County Shopping News.

The advertiser buys the proved readership of Georgetown's first newspaper, The Herald, and for only a fraction of that cost adds the three-county distribution of the Tri-County Shopping News.

It's a good buy.

The Herald is a paid circulation weekly newspaper with saturation coverage within Georgetown. It is a complete newspaper, including news, pictures, comment, high-readership features and advertising.

The Tri-County Shopping News is a weekly free-distribution publication with an emphasis on advertising. More than 12,000 copies are carrier delivered to homes in Acton, Milton, Streetsville and surrounding areas.

Together, they make up an unbeatable combination of low-cost, high-readership distribution of your advertising message.



## the HERALD

Home Newspaper of Halton Hills

• A free-distribution publication with an emphasis on advertising

• A complete weekly newspaper. News, comment and features



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