

THIS IS YOUR NEWSPAPER



As the old saying goes...
“In good times, you should advertise. In bad times, you’ve got to advertise!”

Advertising is not an expense - it's a necessity. There was never a company that developed a strong brand name for itself, or for its products, without first creating a methodical/long-term marketing strategy.

The short-term cost of a smart and well-executed advertising campaign should never be compared with the price of the company phone bill or the gas bill.

The fact is, it takes time to build a strong brand, and it takes money to connect with consumers. McDonald's didn't sell more than 1 billion hamburgers overnight!

In a rough economy, you really can't afford to throw your money away by advertising with the wrong or ineffective medium.

It's hard enough for small-business owners to keep an eye on their day-to-day operations, let alone know everything that there is to know about marketing and advertising.

That is why you should let us, your local newspaper, handle your advertising needs. We are delivered to every home in Halton Hills and have any size or shape of advertising to suit your budget.

Advertise Local - Shop Local!

The award-winning Independent & Free Press is your source for local news, regional news, upcoming events & sports. Delivered to every home every Wednesday and Friday.

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coupons worth clipping

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For more information on our next Coupon Book call 905-873-0301

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