



# MYTH SMASHERS

## MYTH:

NEWSPAPER ADVERTISING DOESN'T WORK.

## REALITY:

GOOGLE'S OWN RESEARCH SHOWS THAT 56 PERCENT OF CONSUMERS RESEARCHED OR PURCHASED PRODUCTS THEY SAW IN A NEWSPAPER. GOOGLE ALSO SAYS THAT NEWSPAPER ADVERTISING REINFORCES ONLINE ADS: 52 PERCENT ARE MORE LIKELY TO BUY PRODUCTS IF THEY SEE IT IN THE NEWSPAPER.

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