

M *the Portland* **MERCURY**

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portlandmercury.com

BENEFITS OF FREQUENCY

CONSISTENCY YIELDS THE GREATEST RESULTS.

Consistent advertising yields greater results than sporadic advertising. A small ad run frequently leads to greater market exposure than a large ad run randomly.

YOUR COMPETITION ISN'T QUITTING.

At any given time, there are only so many people in your target market who are ready to buy. You've got to fight for your share of their dollars... or lose their business to your competitors.

KEEP YOUR OLD CUSTOMERS SOLD ON YOU.

While advertising can certainly bring you new customers, repeat business is important. Regularly reminding customers, new and old, that you are out there keeps you in the forefront of your customers' minds.

YOUR BUSINESS IS OPEN 52 WEEKS A YEAR.

Through slower periods of business, as well as peak season, you can count on the *Mercury* to reach your potential customers every day, every week, every month. Consistent advertising can help you increase your market share all year long.

TAKE ADVANTAGE OF TOURISM DOLLARS.

Portland brings in millions per year in tourism dollars. By advertising each week, you are reaching all of the tourists that use the *Mercury* as their city resource guide.

TELL YOUR STORY.

Consistent advertising lets you tell your story the way you want to. You can tell both current and potential customers what you have to offer, where you've come from and where you're going.

GREATER DISCOUNTS.

The *Mercury* offers clients the greatest discounts based on frequency. By running on a consistent basis, you can take advantage of our best discounts and get the greatest return on your advertising investment.