

I UNDERSTAND THE POWER OF NEWSPAPER ADVERTISING. YOU SHOULD, TOO!



“Camden Clark's mission is to meet the healthcare needs of our community. One of the ways in which we accomplish that mission is by keeping our community informed about services and events at the hospital as well as providing information about good health. We feel very strongly that traditional media still has a significant impact in this area. The marketing opportunities provided by The Parkersburg News and Sentinel not only allow us to fulfill our mission by keeping our community informed but provide us with innovative and creative ways in which to do that.”

TIM BRUNICARDI

DIRECTOR OF MARKETING AND PUBLIC AFFAIRS — CAMDEN CLARK MEDICAL CENTER

The Parkersburg
News and Sentinel

Let us show you how newspaper advertising can help your business grow
Call Matt Tranquill at 304-485-1891

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“ I believe that newspaper advertising is a very effective tool. Small businesses don't have the budgets of large chain restaurants. I have generally run a small ad three days a week since the early nineties. The ads that we run in *The Parkersburg News and Sentinel* are plain and simple, but I know that they are effective because the increase in business we get can be directly tied to what we are advertising. ”

JIMMY COLOMBO

COLOMBO'S FAMILY ITALIAN RESTAURANT

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“From a small hand tool to a Bobcat excavator we’re here to rent tools that will make people’s job easier; on our party side we rent a full line of items to help make your event successful. We run an ad three to four times per week in *The Parkersburg News and Sentinel* so people think of us when they need something to get a job done. Regular advertising helps remind our customers what we have available.”

JIM JOHNSTON

OWNER, GRANT’S RENTAL, 2910 DUDLEY AVE., PARKERSBURG

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“ I think that placing a coupon in *The Parkersburg News and Sentinel* is a more consistent way of advertising than other media. I know I always have something out there. We have placed an ad in the *TV Weekly* for more than 30 years. Recently we got a great response from a sticker ad that we placed on the front page of the newspaper. ”

SHERRY DUGAN

OWNER, DAS ROOKHAUS, 2911 DUDLEY AVE., PARKERSBURG

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“ We like to reach the people of the Mid-Ohio Valley, and The Parkersburg News and Sentinel helps us do that. We are regular advertisers in the newspaper, running both front page stickers and ads in both the sports and classified sections. We and The Parkersburg News and Sentinel have been part of the fabric of the Valley for more than 100 years and we are both strong because of our commitment to the people that live here. ”

KEITH LYTLE

MANAGER, McCLINTON CHEVROLET

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“I recently started running ads in *The Parkersburg News and Sentinel*, and have realized that the newspaper is a valuable part of our business plan. We feature our sausage in our ads and we have seen a tremendous growth in our sales. We are thrilled with the results.”

JAMES KINCAID
OWNER, JAMES' IGA, LUBECK

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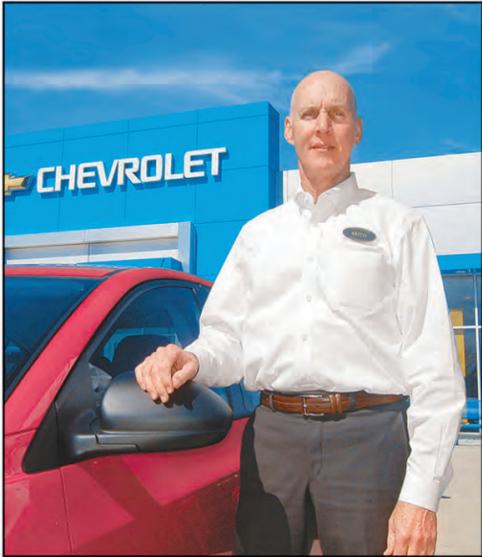
“The hardest thing about being a realtor is finding customers. Advertising in *The Parkersburg News and Sentinel* allows me to invite people to do business with me. The newspaper is a tool that lets the seller know that I am working for them and it lets the buyer see the home, know the price and the location. My *News and Sentinel* ad has helped me bring the buyer and seller together for the past 13 years.”

VALERIE YOUNG
OWNER, VALERIE YOUNG REALTORS, LLC

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WE UNDERSTAND THE POWER OF NEWSPAPER ADVERTISING.



KEITH LYTLE
MANAGER
MCCLINTON CHEVROLET, PARKERSBURG



VALERIE YOUNG
OWNER, VALERIE YOUNG REALTORS, LLC, VIENNA



SHERRY DUGAN
OWNER, DAS ROOKHAUS,
PARKERSBURG



TIM BRUNICARDI
DIRECTOR OF MARKETING
AND PUBLIC AFFAIRS
— CAMDEN CLARK MEDICAL CENTER,
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JIM JOHNSTON
OWNER, GRANT'S RENTAL, PARKERSBURG



JAMES KINCAID
OWNER, JAMES' IGA, LUBECK



JIMMY COLOMBO
COLOMBO'S FAMILY ITALIAN
RESTAURANT, PARKERSBURG

YOU SHOULD, TOO!

These area business owners and managers understand how advertising in newspapers can help their business grow and thrive. The Parkersburg News and Sentinel has a variety of advertising solutions that can help turn our readers into your customers. Give us a call and let us explain how the power of newspaper advertising can help your business prosper.

The Parkersburg News and Sentinel

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HE

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YOU SHOULD, TOO!

“Advertising in *The Parkersburg News and Sentinel* can help your business grow in a number of ways. There are a lot of options available to help you get your message across in a way that not only fits your business, but also your budget.”

Options include:

- **High frequency Brand Builder** ads that get your message in front of the public in a consistent manner.
- **Cost efficient classified ads** that can be used to get a very targeted message in front of the desired niche.
- **Front page stickers** that will put your message front and center before the entire community.
- **Display ads.** From business card size to full page, a display ad can be customized to get your information in front of the public when, where and how you want it.

MATT TRANQUILL

ADVERTISING DIRECTOR, THE PARKERSBURG NEWS AND SENTINEL

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