



## **10 Reasons to Advertise on WMGH and WLSH During These Tough Economic Times**

### **1. Advertising Creates Store Traffic**

Continuous store traffic is the first step toward increasing sales and expanding your base of shoppers. The more people who come into the store, the more opportunities you have to make sales.

### **2. Advertising Attracts New Customers**

Newcomers to your area mean new customers to reach. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

### **3. Advertising Encourages Repeat Business**

Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones.

### **4. Advertising Generates Continuous Business**

Your doors are open. Employees are on the payroll. Even the slowest days produce sales. You've got overhead to meet and new people to reach.

### **5. Advertising is an Investment in Success**

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising.

### **6. Advertising Keeps You in the Competitive Race**

There are only so many customers in the market ready to buy at any one time. You must advertise to keep or expand your market share or you will lose to more aggressive competitors.

### **7. Advertising Keeps Your Business Top-of-Mind With Shoppers**

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Your name must be fresh in their minds when they decide to buy.

### **8. Advertising Gives Your Business a Successful Image**

Rumors and bad news travel fast. Nothing sets the record straight faster than Advertising. Vigorous and positive advertising can bring shoppers into the marketplace, regardless of the economy.

### **9. Advertising Maintains Morale**

Positive advertising boosts morale. When advertising or promotion is suddenly cut or cancelled, salespeople and employees may become alarmed or demoralized. They may start false rumors that your business is in trouble.

### **10. Advertising Brings in Big Bucks for Your Business**

Advertising works. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

**Call us today and we'll help you make  
the most of your advertising budget.**

**800-326-WLSH**

**570-622-WMGGH**

