



### **CONSISTENCY YIELDS THE GREATEST RESULTS**

Research shows that consistent advertising yields greater results than sporadic advertising. A small ad that is run frequently yields greater results 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 them.

### **KEEP YOUR OLD CUSTOMERS SOLD ON YOU**

While advertising certainly can bring you new customers, repeat business is important too. When old customers don't hear from you, they forget you are an option.

### **YOUR BUSINESS IS OPEN 52 WEEKS A YEAR**

Through slower periods of business, as well as your peak season, you can count on the *East Bay Express* to make sure you reach your potential customers. Consistent advertising can help you increase your share of the market.

### **TELL YOUR STORY**

Consistent advertising lets you tell your story the way you want to. You'll be able to tell both current and potential customers what you have to offer, and convey the image you want to project.

### **GREATER DISCOUNTS**

The *East Bay Express* offers clients the greatest discounts based on the frequency and size of the ad. By running on a consistent basis, you can take advantage of our best discount, receiving the greatest return on your advertising dollar.

### **THE EAST BAY EXPRESS IS YOUR PARTNER**

By advertising regularly, you get more than just a great way to reach your target market. Our professionals can help you develop your marketing plan, assist in designing your advertising campaign and provide you with detailed market research — all at no additional cost.

<b>EAST BAY</b> express	1335 STANFORD AVE., SUITE 100, EMERYVILLE, CA 94608	RETAIL ADVERTISING: 510.879.3700
	<a href="http://WWW.EASTBAYEXPRESS.COM">WWW.EASTBAYEXPRESS.COM</a>	CLASSIFIED ADVERTISING: 510.879.3800