







## Think outside the box.

## And get results from your advertising.

- 81% of adults read a community newspaper at least once a week.\*

• 50% of adults rely on the local newspaper as their primary news source.\*

• Only 16% watch television for community information.\*

## How will you reach your target audience?



1205 Main St., Goodland, KS • (785) 899-2338

\* - Survey conducted by the National Newspaper Association and the Center for Advanced Social Research at the Missouri School of Journalism at the University of Missouri-Columbia. Researchers surveyed adults 18 years old and up in markets with fewer than 100,000 residents. Winking in the dark is like **not** advertising your business. Only **You** know what you are doing.

> "Learning how to respond to and master the process of change - and even to excel at it - is a critical leadership skill for the 21st century. Constant, rapid change will be a fact of life for all of us."

> > Jennifer James

## Godland Star-News

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