

**With VPS,
it just takes **one...****

One call...

to Virginia Press Services gets your ad placed in any combination of newspapers across the nation. VPS researches rates, circulation and coverage areas, sends out and confirms insertion orders, delivers ad copy and verifies ad placement.

One bill...

forwarded to you by Virginia Press Services. We collect tearsheets and forward one itemized bill for all papers purchased.

One check...

You write one check to VPS and we pay the individual newspapers.

One reason...

Virginia Press Services makes it easier than ever to place your advertising message in newspapers — the medium with the best believability rating and high household penetration — with multiple buys. We are owned by the newspapers and have been in the media buying business since 1954.



**Newspaper readers
watch **advertising.**
Get their attention
with help from **VPS!****

Virginia
PRESS
Services

11529 Nuckols Road
Glen Allen, VA 23059
(804) 521-7580
www.vpa.net

**Place
your
newspaper
ad
anywhere.**



**Virginia Press Services
is the **simplest**
and most efficient **way**
to place your
multi-newspaper ad campaign.
And it's free.**

About Virginia Press Services

The Virginia Press Association was formed in 1881. In 1954, VPA created the media buying division of Virginia Press Services, Inc. (VPS).

VPS is an industry-funded ad placement service. We are here to provide you with a simple and effective way to place multi-newspaper advertising schedules. We will handle your entire newspaper ad buy, both in print and online, from start to finish. Since we are owned by our newspapers, there is no charge for our media buying services.

VPS serves as a one-stop shop for regional and national newspaper advertising planning and placement. VPS will provide you with all the information you need to make an informed, effective advertising buy every time.

VPS facilitates newspaper ad buys for any newspaper in the state or country!

VPS facilitates newspaper ad buys for financial institutions, state departments, telecommunication companies, political and advocacy issues, legal advertising, retail advertising, etc.

We handle all of the research on rates, circulation, mechanical ad specs and guidelines. Your staff will no longer need to spend hours collecting newspaper information. We will provide you with one itemized cost proposal with all the information you will need to make your decisions on what final newspaper ad schedule you want to purchase.

Once you approve the final schedule, we will send out all the orders to the papers, collect the confirmations, and send out the adcopy to all the individual papers. Once all the ads run, our staff will collect all the proofs of publication to confirm your ads ran as scheduled. We will then attach all the proofs of publication to ONE itemized invoice for you so all you need to do is send ONE check to VPS for your entire newspaper ad schedule.

We have made media buying for newspaper advertising fast, easy and stress-free!

Virginia Press Services doesn't stop at the state line.



Our services
are **nationwide!**

VPS places in daily,
non-daily and ethnic
newspapers
in the United States.

Put the **power** of newspapers to work for your **ad** campaign!

- **More than 111 million adults** read a newspaper or visit a newspaper website on an average Sunday.
- **100 million adults** read a newspaper or visit a newspaper website on an average weekday.
- **87 percent of U.S. newspaper readers** acted on information they read in the newspaper in the past three months: checking ads, clipping coupons, comparing prices, etc.
- **82 percent of U.S. adults** used a preprinted insert in the past 30 days.
- **80 percent of U.S. adults** look at advertising when reading the newspaper.
- **77 percent of U.S. adults** took some action as a result of a print newspaper ad in the past 30 days.
- **73 percent of U.S. adults** read a newspaper or visit a newspaper website in an average week.
- **60 percent of U.S. adults** followed up a newspaper ad by visiting a website or searching online.
- **59 percent of U.S. adults** prefer to receive coupons in newspapers.
- **56 percent of newspaper readers** researched or purchased a product they saw advertised in a newspaper during the past month.
- **48 percent of U.S. adults** say that seeing a product in the newspaper after seeing it online would make them trust it more and want to purchase it.
- **46 percent of U.S. adults** say that they prefer to receive ad information from newspapers.
- **41 percent of U.S. adults** say that newspapers are the medium they use most to check out ads.
- **36 percent of U.S. adults** who say they didn't read a newspaper in the past week still USED a newspaper to check ads, sales, coupons, etc.