

ARE YOU PAYING TOO MUCH FOR ADVERTISING?

So-called total market circulation publications charge advertisers for every person who receives their newspapers. Whether the recipient wants it. Whether the recipient reads it.

Statistics tell us that 10%-20% of the population is functionally illiterate. And, sad to say, many people who *can* read, *don't* read.

So the fact that a publisher delivers a newspaper to someone's address doesn't mean it will be read.

THE BEACON, on the other hand, is picked up by 15,000-20,000 people who wouldn't take it if they didn't intend to read it. And since our advertising rates are based on that circulation, instead of 40,000 circulation, much of which is wasted, your advertising in **THE BEACON** cost less and is more efficient.

Advertising dollars are too precious to waste.

Trust Them To

The Beacon.

We Mean Business For You.

