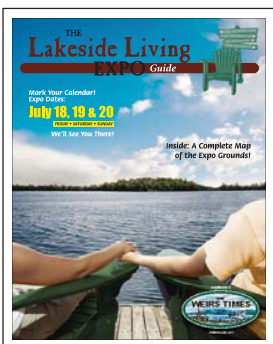
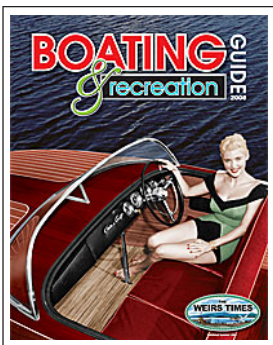




www.TheWeirsTimes.com

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9 Nine Reasons to Advertise in a Weirs Times **Focused Advertising** Section



1. Focused Advertising sections allow you to focus your ads on a specific target market.
2. Focused Advertising sections create marketplaces within the Weirs Times which draw targeted audiences. They can also tie in with a specific event or time of year making them more relevant for the reader.
3. Focused Advertising sections support your ad with tailored content.
4. We promote Focused Advertising sections...sometimes for months in advance!
5. Focused Advertising sections are typically stand-alone sections within the Weirs Times, making them, and your ad, easily located.
6. Focused Advertising sections are typically saved by our readers, giving your ad longer shelf life.
7. Focused Advertising sections often tie your brand more closely to the community you serve.
8. Focused Advertising sections are great opportunities for co-op and vendor funding.
9. Focused Advertising sections allow you to target merchandise and services that would appeal to the special section reader.