

# THE RIGHT MESSAGE THE RIGHT AUDIENCE THE RIGHT TIME

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## THE SMITHFIELD TIMES

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**Right Message, Right Time** - As our Newspaper continues to provide more digital products and expertise it's important for our readers that could be potential advertisers to know that we are a provider of audience in paper and online. That we can help them reach their potential customers where they are with the "Right message", referring to our ability to put the right marketing message in their ads. "In front of the right audience", referring to our ability to strategically place that message where we think their audience is, either in print or on the internet. And to serve their message at "The right time", which refers to our ability to serve ads at times where we know their customers are looking. The strategy behind this ad was to help promote that we are more than just a provider of a print audience and help us increase digital sales while not leaving our print products off the table in the promotion.