

TEN REASONS TO USE **COLOR** ADS

1. Readers prefer color ads.

2. Adding a color raises "noting" scores by 20%.

3. FOUR COLOR ROP ADS ARE NOTED 13% MORE THAN TWO COLOR.

4. Color ads are read more closely than black and white.

5. Color boosts in-depth reading 60%.

6. PRINTING TECHNOLOGY MAKES COLOR ADS VIVID.

7. COLOR IS AVAILABLE IN MORE SECTIONS THAN EVER.

8. CONSUMERS ASSOCIATE COLOR WITH QUALITY.

9. Color is more cost efficient than ever.

10. Color attracts the readers eye.

