

Can I afford to advertise?

In a slow economy, you can't afford NOT to!

Consumer spending went up, not down, during each recession within the past 50 years.

Many marketers spend the same—or even more—during hard times to be remembered by consumers who are still shopping.

According to a study by Buchan Advertising, sales and profits dropped off at companies that cut back on advertising, in the recessions of 1949, 1954, 1958, and 1961. Those companies never regained their market share.

Six other recession studies found that companies that do not cut their advertising budget during a recession experience higher sales and income during the slowdown than companies that cut ad spending. **AND** for up to three years following the Even a modest (20%) increase in spending delivers the same reduction in ROI as a cut in spending, but saves your market position.



**Don't
Stop
Advertising!**



**Protect Your
Market Position!**

Maintain top-of-mind awareness in consumers.

Keep the image of your company positive in their minds.

Spend strategically; don't forget promotions.

Focus on your target by using media that reach more of them.

**Radio reaches
92.4%
of Metro Area
persons age 12+**