

TOMA: Top of Mind Awareness

The Post and Courier

Where do you rank in the minds of local consumers? Do they think of your business first when they need your products or services? Building Top Of Mind Awareness has never been easier or more affordable. Now you can profit from the power of TOMA advertising in The Post and Courier!

TOMA advertising is the perfect compliment to your Yellow Pages advertising program.

When they last used the yellow pages, almost 60% of the Charleston area consumers surveyed already had the name of the business in mind.*

When asked "if you saw a large ad for a business you had never heard of, or a small ad from a business you had heard of, which one would you call?", the majority (54%) said they would call the small ad.* Quite simply, your goal is for consumers to know you before they need you!

*TOMA Research, 2006

What is TOMA?

TOMA (Top of Mind Awareness) advertising is small space, high frequency advertising designed to make your business the first one that comes to mind when consumers need the service you provide.

When your business comes to mind first in your category, consumers are more likely to do business with you!

TOMA Rates

TOMA ads per week	Net rate per inch
6	\$23.70
5	\$25.74
4	\$27.93
3	\$30.48
2	\$33.87

Normal Open Rate is:
Daily \$71.06 pci, Sunday
and Preview \$78.22 pci.
Copy content and copy
change restrictions apply.
Ask your account executive
for details. Prices effective
February 1, 2009.

Gross Impressions Worksheet

Number of ads per week	Average Circulation	Readers per copy	Number of Weeks
_____	100,000	2.5	_____

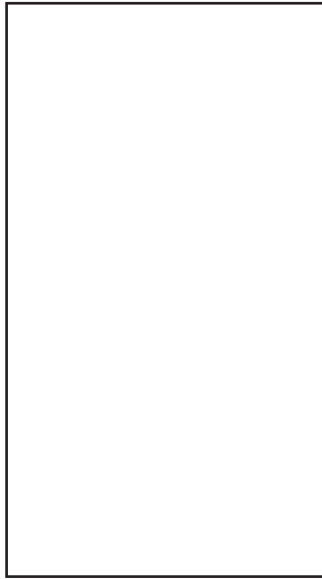
Number of Selling Impressions: _____

Impressions: Every exposure to your advertising message is an "impression." Gross impressions (similar to GRP) account for each exposure an individual target prospect has to your message. Net Impressions (similar to Reach) count only the first impression to your message.

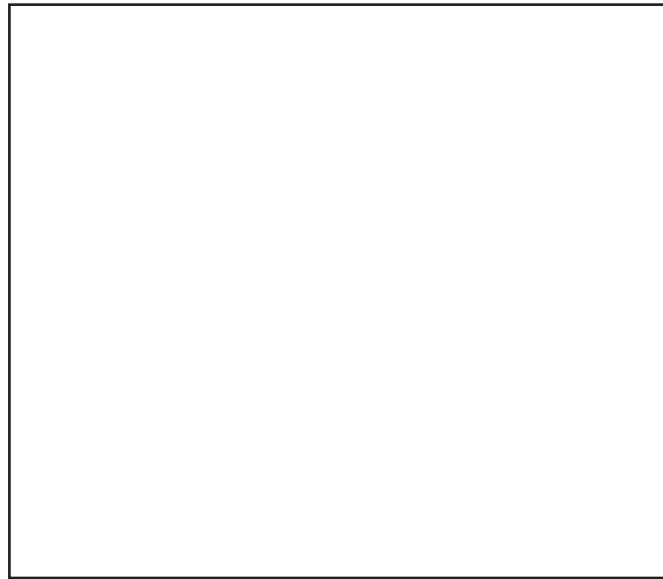
6 month TOMA minimum of 3 times a week — Get a free zone ad (same size)

12 month TOMA minimum of 3 times a week — Get a free TV Times ad weekly and a free Household Helper ad once a month (same size)

The Post and Courier
Reach. Results.



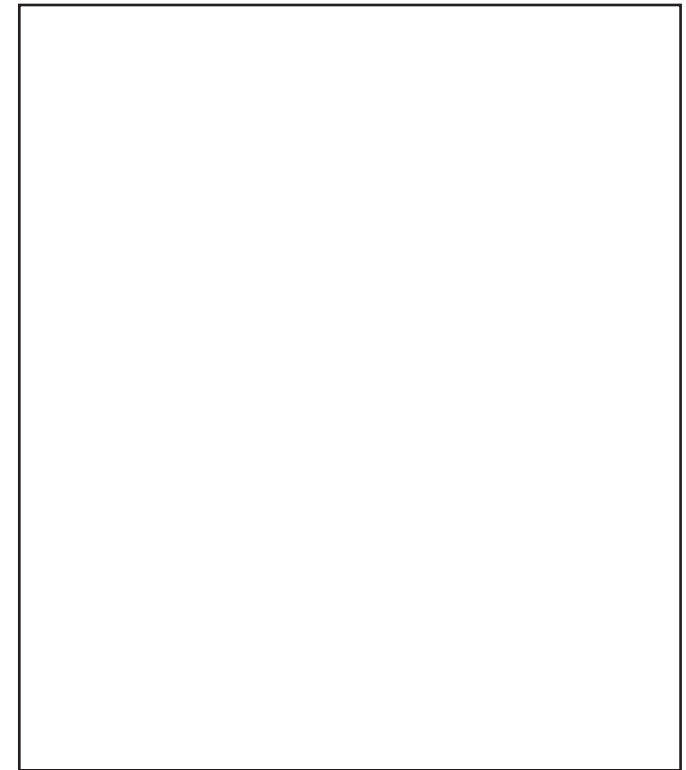
1 x 3



2 x 3



2 x 2



2 x 4

**Ad spaces are shown actual size.
Use these areas to design your
TOMA ad!**