

Williston OBSERVER

WWW.WILLISTONOBSERVER.COM



**WILLISTON'S
LOCAL NEWSPAPER
SINCE 1985**

Local news that readers want and need to know

- Covering local people, governance, schools, businesses and non-profits
- Building community, conversation and civic participation
- Fostering a vibrant economy

Advertising that's trusted & remembered

- Newspapers are the most trusted advertising channel⁽¹⁾
- Reading an ad causes greater ad comprehension and recall than other media⁽²⁾

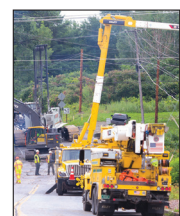
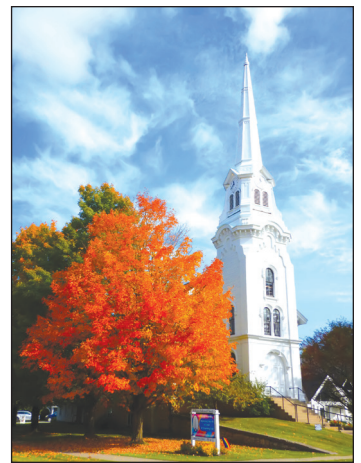
Reaching everyone in Williston and beyond

- Delivered free each Thursday to every home and business in Williston
- Distributed to racks throughout Williston, Essex Junction and Richmond
- Dynamic website with digital edition including all print ads

(1) Source: *Marketing Sherpa*, D. Burstein, 1/17/17

(2) *Paper Beats Digital in Many Ways, According to Neuroscience*, R. Dooley, Forbes, 9/16/15

Call Rick Cote today at (802) 373-2136. Email Rick@WillistonObserver.com





Why Newspaper Advertising?

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Newspapers are the most trusted advertising channel

— Source: Marketing Sherpa, Daniel Burstein, January 2017

- Consumers trust the ads in news more than in any other media. Conversely, online pop-up ads are least trusted.
— Source: AdTrust Wave 3 research IPSOS November
- 85% of consumers agree that "Seeing a brand or product in news brands gives me more confidence that it's right for me."
— Source: Newsworks/Flamingo/Tapestry, How people buy, 2020

News media – especially print – outperforms social

- Reading an ad leads to greater ad comprehension and recall than other media.
— Source: Paper Beats Digital in Many Ways, According to Neuroscience, R. Dooley, Forbes, 9/16/15
- Irrespective of ad type, ads in newspapers outperform Facebook by up to 4X.
— Source: The Benchmark Series: The powerful impact of placement. ThinkNewsBrands, March 2021

Adding newspaper advertising makes digital more effective

- Studies show that adding newspaper advertising makes digital campaigns significantly more effective.
— Source: IPA Databank Study, March 2021
- 74% of shoppers use multiple channels to make a single purchase.
— Source: eMarketer, October 2020.

Print advertising gives you control

- Unlike most digital media, you determine the timing and placement of your ads.

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Monthly Features



Prints every 3rd week of the month. The Hub focuses on the businesses and business people in the Williston area.



Prints every 1st and 3rd week of the month. Past Times is printed in partnership with the Williston Historical Society and focuses on the Williston of bygone days.



Prints every 4th week of the month. Living Green focuses on stories about our environment and sustainability.

Deadline for reserving space in one of these editions is the Friday prior to printing.

**To reserve your space call
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2022



JANUARY

Annual "Year in Review"

JULY

Fourth of July Preview
Fourth of July Scrapbook

FEBRUARY

Valentine's Day

AUGUST

Redhawks Sports Roundup
Back to School

MARCH

Annual Community Guide
Spring Home & Garden
Summer Camp
Golf Guide

SEPTEMBER

Fall Home & Garden
Leaf Peepers

APRIL

Redhawks Sports Roundup
Spring Home & Garden
Summer Camp
Easter

OCTOBER

Fall Home & Garden
Halloween

MAY

Spring Home & Garden
Memorial Day

NOVEMBER

Giving Guide
Veterans Day
Thanksgiving

JUNE

Spring Home & Garden
Kids Take Over

DECEMBER

Redhawks Sports Roundup

Williston **OBSERVER**

The Williston Observer is mailed to every home and business in Williston and St. George every Thursday. In addition, we provide rack distribution to locations in Williston, Richmond and Essex.

Williston

Belle's Café
Dorothy Alling Memorial Library
Fairfield Inn
Gardener's Supply
Green Mountain Bagel
Hannaford
Healthy Living Williston
Home2Suites
Korner Kwik Stop
Marriott Courtyard
Men At Wok
People's United Bank
Ramunto's
Rehab Gym
Shaw's
Shell Gas Station (Essex Rd)
Simon's Mobil Williston
Simply Divine Café
Sonesta
Sunoco Station
Town of Williston Offices
UPS Store
Williston Coffee Shop

Essex Junction

Essex Automotive
Five Corner Variety
Hannaford (at Essex Shoppes)
Inn at Essex
Mac's Market
Martone's Deli
Price Chopper
Quality Bake Shop
River Road Beverage

Richmond

Cumberland Farms
Richmond Free Library
Richmond Market
Richmond Mobil Mart

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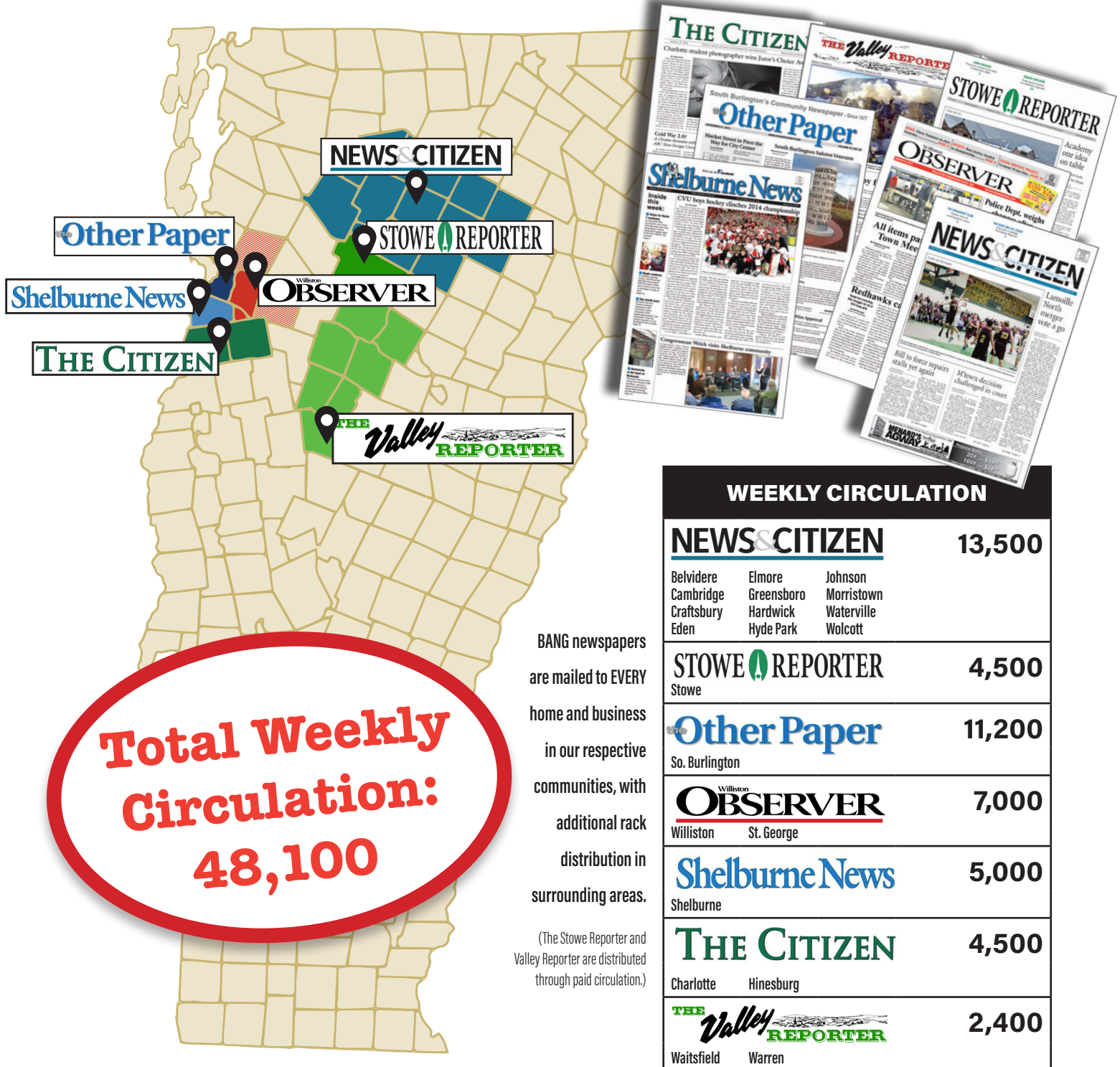




Burlington Area Newspaper Group

Increase your reach!

Advertise in three, or more, community newspapers with just one call.



WEEKLY CIRCULATION

NEWS&CITIZEN	13,500
Belvidere Cambridge Craftsbury Eden Elmore Greensboro Hardwick Hyde Park Johnson Morristown Waterville Wolcott	
STOWE REPORTER	4,500
Stowe	
Other Paper	11,200
So. Burlington	
OBSERVER	7,000
Williston St. George	
Shelburne News	5,000
Shelburne	
THE CITIZEN	4,500
Charlotte Hinesburg	
Valley REPORTER	2,400
Waitsfield Warren	

**Total Weekly
Circulation:
48,100**

BANG newspapers
are mailed to EVERY
home and business
in our respective
communities, with
additional rack
distribution in
surrounding areas.

(The Stowe Reporter and
Valley Reporter are distributed
through paid circulation.)

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