



## **Your Business Can Gain with The Community Advocate's Local Business Advertising**

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Local businesses need every advantage they can find to stand out and engage with their target market. This is made possible through trusted local newspaper advertising.

The local newspaper, The Community Advocate, serves Central and Eastern Massachusetts with local news like police news, [local newspapers obituaries](#), education news, etc. It also offers a variety of advertising services to support business growth. Businesses can increase brand awareness through the newspaper's print and digital advertising services.

Here are some ways that advertising with The Community Advocate can benefit your business:

### **Boost Your Brand with Newspaper Advertising**

Newspaper advertising is still a good success strategy for local businesses. For more than forty years, the Community Advocate has been the preferred source for local advertising, assisting over 1,000 companies in establishing relationships with their communities.

Julio's Liquors, a well-known local company, has effectively used The Community Advocate to educate customers and promote their brand through regular columns. President Ryan Maloney of Julio's Liquors emphasizes how their frequent newspaper columns and

advertising have increased business and educated customers. Constant exposure has made them a popular destination among the locals.

### **Using Digital Advertising**

Understanding the value of digital marketing, The Community Advocate established Brightway Digital, a division that provides full-range digital services. Brightway Digital can assist your business in targeting specific local customers at competitive prices through the newspaper's [Shrewsbury events](#).

Businesses can use email marketing campaigns to keep a direct channel of contact with prospective customers or geo-targeted campaigns to draw in local consumers.

### **Effective online display advertising**

The Community Advocate's website is ideal for display advertising, receiving over 130,000 local page views monthly. With digital ads, a local business can show ads to a focused audience, increasing customer interaction and brand awareness.

Avidia Bank, a leading local bank, has successfully reinforced its message to both the residential and business sectors by utilizing The Community Advocate's online display advertising.

### **Affordable Print Advertising**

[Advocate classified ads](#) in The Community Advocate are reasonably priced. The publication's high readership and solid reputation guarantee that your ads will receive the attention they deserve.

For many years, The Community Advocate has been a partner of the Corridor 9/495 Regional Chamber of Commerce, using their print advertising to increase exposure. The newspaper has also been crucial in creating its branding, logos, and graphics for several programs, according to Karen Chapman, President & CEO of 9/495 Regional Chamber of Commerce.

Show your local presence with The Community Advocate now!

Visit <https://www.communityadvocate.com/> for more details.

Original Source: <https://bit.ly/4bWrGi6>

