

# THE POWER OF COLOR



Studies show that color ads are **more effective**; that consumers spend **20% more time reading color ads**; and that they choose **color ads over B&W 62% of the time**. Here's **PROOF** from the SureWest Roseville Telephone directory:

**2001**

**2002**

55 Calls / Monthly Avg. → 78 Calls / Monthly Avg.

## 31.4% Increase in Calls

*The Power of Color*

- ✓ Attract Buyers' Attention
- ✓ Emphasis on Important Information
- ✓ Make Illustrations Look Realistic
- ✓ Motivate Buyers to Call
- ✓ Communicate Emotion
- ✓ Enhance the Image of Your Business

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