



# Fresh from California

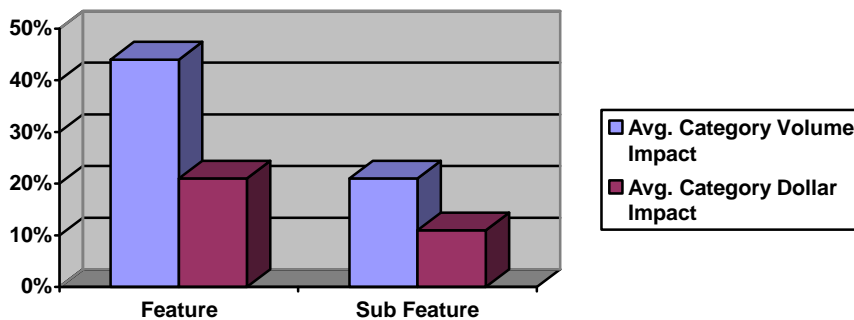
CALIFORNIA TABLE GRAPE COMMISSION

Fall/Winter (September – December) Category Impact by Ad Type.

Let's shift our focus to what kind of advertisement is best – feature or sub feature?

First, let's differentiate between the two. Feature ads are illustrated and larger than other ads on the page. They are also known as Type A or Size A. Sub feature ads are illustrated and approximately equal in size to other ads on the page, also known as Type B or Size B.

During the fall and winter, feature ads outperformed sub feature ads by 209 percent in volume and 190 percent in dollars<sup>1</sup>. Conclusion: the more prominent the ad, the better.



---

<sup>1</sup> Perishables Group, 2007