

# GARAGE SALES

## Advertising in the Local Newspaper

### Why Print Listings Still Matter, and How to Write a Great One

Online ads may be flashy, but for local garage sales, print is still powerful. Newspaper classifieds reach loyal readers who are serious about sale-hopping — and often plan their routes based on what they read in print.

If you're getting ready for a garage sale, placing an ad in your local newspaper could be one of the best ways to get traffic through your driveway.

#### PRINT READERS ARE SERIOUS SHOPPERS

Many devoted garage sale regulars still rely on the newspaper for listings. They're not just browsing — they're circling ads, mapping routes and planning out their Saturday morning. If your sale is listed alongside others in the print classifieds, you're much more likely to become one of their stops.

Even smaller neighborhood papers often publish a "garage sales" section on Thursdays or Fridays to give buyers time to plan. Placing your sale there gives it legitimacy and visibility you might not get from online posts alone.

#### A GOOD AD IS CLEAR AND SPECIFIC

Most newspapers charge by



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the line or by word count, so every word needs to earn its spot. Start your ad with a clear headline — "Huge 2-Family Sale" or "Multi-home Sale Sat Only" works better than just "Garage Sale."

Then list your best items: tools, toys, furniture, clothing (by size or type), home decor or collectibles. Mention anything that might be in demand, like baby gear,

vintage finds or seasonal items.

Be sure to include:

- Date and time (e.g., Sat 8–2, rain or shine)
- Street address (double-check spelling and house number)
- Neighborhood or landmarks (if helpful for directions)

Avoid filler like "something for everyone." Focus on what makes your sale stand out.

#### DOUBLE DOWN WITH DIRECTIONAL SIGNS

A newspaper ad gets attention, but you still need to lead people to your driveway. Use simple, sturdy signs at major intersections near your home. Match your wording to the ad so shoppers know they've found the right place.

If your house is tricky to find, include landmarks like "behind grocery store" or "corner lot with red mailbox."

The easier it is for people to find you, the more likely they are to stop.

Newspapers are still one of the most trusted ways to get the word out — especially for a neighborhood event like a garage sale. With a sharp ad and a little planning, you'll make sure your sale gets seen by the buyers who matter most.



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#### SELLER'S TIP

##### Deadlines Come First

Most newspapers require classified ads to be submitted 2 to 3 days before publication — don't wait until the last minute.

## AD SPACE