

A group of diverse people, including men and women of various ethnicities, are shown reading newspapers. The focus is on their faces and the papers they are holding, with a semi-transparent white banner overlaid across the middle of the image.

2016 ADVERTISING PLANBOOK GUIDE



Newspaper Association of America
www.naa.org

ADVERTISING PLANNING GUIDE

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HOW TO USE THE PLANNING GUIDE



Too many business people market themselves these days without first developing a plan, goals and success measures. They tend to spend from the proverbial register, if they have enough money in it this week. Advertising can be a critical component to marketing success, but advertising only works well if you have executed a well thought out plan. Ready, shoot, aim typically does not reap success. If advertising is not a core component of your marketing efforts, then maybe it should be.

“...advertising only works well if you have executed a well thought out plan.”

This guide is designed to be a tool for you to develop a strong advertising and marketing plan. It will remind you about things to incorporate, and it will assist you in developing a budget. In addition, this tool will give you considerations for media selection, guidance on creating good ads, and finish with a method of tracking what you have done and how it performs, watching variables beyond your own activity.

This year’s guide builds on the indispensable elements that have proved worthwhile for decades and adds modern approaches to assist you.

Please understand that newspapers only succeed if you do. We are always available to consult on any number of marketing issues.

TOP 10 REASONS TO ADVERTISE

1. Advertising establishes contact.

Advertising is a preferred method for introducing people to products and services. Advertising cultivates new prospects. Advertising builds awareness. Before exposure to advertising only one in five buyers is aware of a company and/or its products. Six out of 10 suppliers claim that maintaining or increasing awareness is a marketing objective. Buyers are always more aware of the most aggressively marketed products. A significant number of sales are lost because the consumer simply did not have enough knowledge of the product. As awareness increases, buyers are more likely to consider purchasing that specific product.

2. Advertising builds preference.

Consumers believe that buying a familiar brand usually guarantees approval (81 percent according to Simmons research). Brand preference is directly impacted by investing in advertising. Advertising is a proven means of raising a brand's reputation and preference level among consumers.

3. Advertising educates and develops prospects.

Consumers prefer to learn more about products through advertising. Advertising becomes the knowledgeable salesperson missing from many stores today. Advertising turns wants into needs. Advertising helps education, and it helps differentiate benefits and features.

4. Advertising reduces the cost of sales.

In a world with fewer knowledgeable salespersons, advertising reduces direct selling costs. Knowledgeable customers often know exactly what they want to buy, reducing the time needed to sell them. It costs about one-fifth as much to retain and sell to an existing customer as it does to acquire and sell to a new one. Advertising is a tool for selling existing customers more and reducing the cost of sales.

5. Advertising helps sell existing customers more products and services.

One study found that nine out of 10 buyers continue to look at a vendor's ads after making a purchase. Close to 90 percent of buyers (88 percent) cite one of the top reasons to read ads from vendors they have purchased from in the past is to learn about new models and upgrades. Advertising reassures buyers they have made a good decision. After-purchase assessment is important to 43 percent of all buyers surveyed. And, 92 percent of buyers continue to read ads for a product after a purchase is made, increasing the odds that they will be happy with their purchase and buy from you again.

6. Advertising helps close the sale.

Advertising builds traffic, provides incentives for acting now and links to website, coupons and toll-free numbers, which all can directly help close the sale. Point-of-sale ads, and as-seen-in-ad signage are used as sales tools

by advertisers to speed the closing process. Advertising reinforces good decisions and creates the best prospects for future sales.

7. Advertising is an effective sales tool.

Seven out of 10 salespeople surveyed said they use ad reprints as a selling tool.

8. Advertising saves time for both you and your customers.

Customers believe advertising saves them time and money in comparison shopping. Therefore, the customer who has been exposed to advertising is closer to making an informed decision, saving you time and money as well.

9. Advertising keeps you top-of-mind.

For most product categories, fewer than 4 percent buy a particular general merchandise product in a given week. About half of this 4 percent buy a particular item within a week of deciding to make the purchase. The purchase is typically unplanned. Once the decision to buy is made, the consumer relies heavily on advertising to help them decide where to buy.

10. Advertising works!

Millions of manufacturers, retailers, service businesses, and individuals advertise every day, over and over again, because advertising works.

PLANNING BUDGETING


MARKETING STRATEGY & PLANNING

HOW TO DEVELOP A MARKETING PLAN

Of course, deciding that advertising is an essential part of your marketing effort is not enough to ensure success. If you have a business, turning on the lights and unlocking your doors does not suggest that you now need only sit back and wait for the throngs of customers.

You need a plan. You need a strategy. The same is true about your advertising. Before you think about in which media you will want to advertise, think about your goals and objectives for your company, and then think about how much you can invest.

Marketing today is more competitive than ever. Consumers are less loyal, have more choices and are inundated with a myriad ad messages. Before you invest, take some time to write down your plan. This does not have to be a complex strategy or take inordinate amounts of time, but this plan will serve as a blueprint from which you can construct a successful marketing effort.



Effective planning ensures that everything you do remains consistent and coordinated, not only in terms of graphics but also content.

YOUR MARKETING PLAN:

- Identifies who your customers really are and not just who you'd like them to be.
- Forces you to consider your business as well as that of your competition.
- Helps you to avoid impulse decisions.
- Organizes your goals and objectives as you develop tactics.
- Helps you decide where to advertise and when.
- Offers you a benchmark for tracking results.

Remember that your marketing plan is not set in stone. It is a living, breathing document that should be under constant review. Be flexible and willing to change as needed.

GETTING STARTED

To do a good job at planning you need to consider:

- Your own business history
- Your offerings
- Your customers
- Your pricing
- Your competitors
- Your budget
- Your marketplace
- Your value proposition

YOUR OWN BUSINESS HISTORY

Chart your sales. How have you done over time? When are your key sales periods? Typically, your investment in advertising should mirror your business trends. No one advertises snow blowers in July, because they don't sell then.

Plot your plans on a calendar. Consider the big picture: annual events, promotions, holidays and key seasons. Know when your business spikes and trails off.

Evaluate your inventory and note what items sell best when. It is usually a better idea to advertise your most popular items rather than those that you really want to push. What will make your customers take action?

Understand that it is possible that you might need different plans for different areas of your business, and you need to be able to overlay those on top of each other. There is no need to compete with yourself. While it is possible that multiple plans can make things more complicated, you will find that this approach simplifies your efforts and focuses on what is really important. A good multilevel plan will typically produce significantly better ROI.

The more you know about your potential customers, the easier it is to target your advertising to them. While casting a wide net can be a good idea, from an advertising perspective you are better off targeting a lot of customers in a small segment.

Consider whether the market is “thin,” meaning a small number of people are actively in the market for your product or service. Thin markets, like those for major appliances, are highly fluid, with prospects entering and exiting the market quickly.

YOUR CUSTOMERS/TARGET MARKET

- Who are your current—and potential—customers? What is their age, sex, profession, income level, educational level and residence?
- Describe their lifestyle habits, interests, etc.
- What's the most effective way to reach them?
- What do they want?
- How can you position your product/ service to appeal to them?
- How will you target? Product line? Geography?
- How much will they spend on your product/service?



YOUR OWN BUSINESS HISTORY

YOUR COMPETITORS

- How competitive is the market?
- Who are your nearest competitors, directly and indirectly?
- How long have they been in business?
- Where are they located?
- What is their market share?
- What is their pricing/strategy?
- What are their product/service features?
- What are their strengths and weaknesses?
- Compare your products/services to your competition. What are similarities and differences?
- Don't forget to consider out-of-market competitors for share of your market, such as online businesses.

YOUR MARKETPLACE

- What economic factors will affect your business (population changes, industry health, economic trends, taxes, energy costs, etc.)?
- What legal or government factors affect your business?
- What emerging needs do the marketplace factors suggest?

YOUR PRODUCT/SERVICE

- What makes your business stand out?
- What is your value proposition?
- Why should a customer want to do business with you?
- Describe what you sell, emphasizing the special features.
- What advantages do you have over the competition?
- What are your disadvantages?
- What is the process funnel for your offerings? How long does it take a customer to decide to buy?
- What sorts of considerations happen along the way?
- How often will people need your product again?

YOUR PRICING

- How do you establish price?
- Retail costing and pricing (for retail).
- Multiple pricing (for services).
- Competitive position.
- Pricing below competition.
- Price-lining.
- Service components.
- Material costs.
- Labor costs.
- Overhead costs.

YOUR ADVERTISING BUDGET

- Include the following: media costs, promotion costs, production costs.
- What have you spent on each in the past?

YOUR MESSAGE

- What will you say about yourself that is going to result in a desirable consumer action?



HOW AMERICA SHOPS AND SPENDS

HOW TO UNDERSTAND SHOPPING BEHAVIORS OF CONSUMERS

Understanding the way your customers shop is critical to success in marketing your business to them. Today's shoppers are dramatically different from those of even two years ago. The only ways to grow your business are to drive existing customers to shop more often and to buy more in each basket, and to drive new customers. You now deal with a sharper customer who uses multiple sources to make more informed decisions, and you compete with multiple means of communication.

DID YOU KNOW...

79% of shopping episodes results in a purchase.

How do you drive shoppers your way and turn browsers to buyers?

The average in-store shopper shopped 1.5 stores while the average online shopper shopped 2.6 sites. How do you become the retailer of choice?

68% of shopping is planned and 31% impulse.

Don't you need both? Impulse shopping is more likely to occur in-store than online. How do you encourage customers to buy more?

88% of adults used at least one information source in the past week to plan shopping.

The average shopper uses four information sources in planning.

Source: NAA, How America Shops & Spends, 2014

TODAY'S SHOPPERS ARE

- More destination shoppers rather than browsers
- More considered purchasers than impulse buyers
- More time starved than ever

TODAY'S SHOPPER

- Makes the decision to buy and the actual purchase in a very short time—usually less than 24 hours
- Uses a variety of information sources starting with newspapers and friends/family
- Is less loyal than ever to one particular store
- Better informed and has more alternatives than any shopper ever



HOW AMERICA SHOPS AND SPENDS

ACTIONS BY CONSUMERS IN PAST 30 DAYS FROM PRINT NEWSPAPER ADVERTISING

78% Net any

48% Net purchased

41% Net online actions (purchase, search, visit sites)

60% Became aware of a sale

42% Clipped a coupon

45% Bought something advertised

43% Visited a retail store or showroom

38% Discussed or mentioned the product advertised with a friend or family member

37% Picked up shopping ideas

34% Visited a website to learn more about an advertised product or service

29% Used the search function online for more information about an ad in the paper

31% Tried something for the first time

16% Called for more information

16% Bought something at an Internet website

ASK YOURSELF

- Am I reaching today's shoppers?
- Am I positioning my business ahead of the competition?
- Am I promoting my business often enough?
- Am I using tools that will drive the most traffic to me, including my newspaper's website, to reach new shoppers?

The cumulative effect of the seven sorts of digital media used for shopping puts online in second position.

CUMULATIVE EFFECT

39% Email

21% Ad on newspaper website

20% Ads on portals

17% Search-engine ads

19% Social network ads

16% Mobile ads

7% Video-game ads



58% of adults used some type of online source for shopping in the past week.

HOW AMERICA SHOPS AND SPENDS

FOUR POINTS TO CONSIDER

1. Newspaper advertising is a leading medium for planning to shop & making purchase decisions

- 57% Newspaper media
- 55% Online
- 41% TV
- 24% Magazines
- 22% Radio
- 14% OOH

Used in past 7 days to plan shopping or make purchase decisions



2. Reader engagement in newspaper advertising translates into action

- 79% of readers took action as a result of advertising seen in a newspaper
- 51% clipped a coupon
- 48% bought something advertised
- 42% visited a retail store

3. Younger readers are taking action through Newspaper Print Advertising too

- 74% adults 18-34

4. Newspapers are also heavily used by online shoppers

- 55% of online shoppers took action as a result of seeing a print newspaper ad in the past 7 days
- 86% of online shoppers took action as a result of seeing a print newspaper ad in the past 7 days

NEWSPAPERS ARE CONSIDERED THE TOP MEDIUM FOR:

- Best for Bringing Sales to Attention
- Most Valuable for Planning Shopping
- Prefer for Receiving Ad Information
- Most Used to Help and Plan
- Most Believable and Trustworthy
- Look Forward to This Type of Ad

BRANDING

HOW TO UNDERSTAND BRANDING

Why should you care about your brand? Because there's inherent value, "brand equity"—whether an asset or liability—in your business. Your brand is the image that exists in consumers' minds about your company and its products' quality, reliability results, service and status. A well-established brand makes your product or service worth more, and this image is developed over a long period of time.

DEVELOPING YOUR BRAND

Your brand is encompassed in all that you do. In order to build your brand, consider the following 10 suggestions:

1. Seek your staff's and customers' input.
2. Establish support from your entire organization.
3. Secure resources needed, including staff, financial stability and creative energy.
4. Consider employing professionals as consultants or agencies.
5. Partner with your newspaper.
6. Explore promotional partnerships for cross-marketing opportunities.
7. Establish attributes of your brand as a benchmark through key questions—how do customers perceive you, and how do you want to be perceived? What are your brand assets and liabilities? What's your brand personality?
8. Conduct a focus group or study.
9. Support your brand performance through consistency.
10. Study your competitors' brands, considering the factors above.

Effective branding ensures that everything you do remains consistent and coordinated, not only in terms of graphics but also content.



HELPFUL HINT

Newspaper advertising, an effective method to establish and maintain brand development, is viewed as a trusted source of information that reaches large audiences consistently and quickly.

HOW TO DETERMINE A BUDGET

AN INDISPENSABLE PART OF YOUR BUSINESS

Your advertising budget is an indispensable part of your business, so give it the attention it deserves. The process is uncomplicated but necessary in building sales success.

THE 1-MINUTE ADVERTISING BUDGET TEST

This test will help you determine how much to budget. It's easy and only takes a minute!

Next to each category, check one of three answers. Then write corresponding points (1, 2 or 3) on the line provided. Add the four numbers and see the recommended amount.

I'm in a location that has:

- High traffic 1 point
- Average 2 points
- Low 3 points Total _____

My store's awareness in the market place is:

- High awareness 1 point
- Average 2 points
- Low 3 points Total _____

Amount of competition:

- Few competitors 1 point
- Average 2 points
- Many 3 points Total _____

My store concept has emphasis on price:

- Little emphasis 1 point
- Average 2 points
- High 3 points Total _____

Total Points _____

- 4-7** points Advertising dollars should be approximately **3-4** percent of sales.
- 8-11** points Advertising dollars should be approximately **4-5** percent of sales.
- 12** points Advertising dollars should be approximately **5-7** percent of sales.

A FORMAL ADVERTISING BUDGET OFFERS...

- Firm control of your advertising investment.
- In-store selling tie-ins to build extra sales.
- Elimination of poorly timed promotions.
- Full use of co-op advertising.
- Time savings.
- Better response and results!

Use the expertise of your newspaper's sales representative. That person can be your biggest ally in terms of planning and maximizing your investment.

THINGS TO AVOID

- Budgeting based on habit.
- Budgeting based on personal experience.
- Budgeting based on how much cash is in the register

THE FOUR-STEP AD PLAN

In its simplest form, advertising budget planning has four steps:

1. **Forecast your annual sales.**
2. **Forecast your monthly sales.**
3. **Forecast your monthly advertising budget.**
4. **Determine your monthly advertising schedule.**

A Note about Retail Square Footage: To use the ad planner, you will need to estimate the sales per square foot of for your advertising prospects. According to the International Council of Shopping Centers, in 2014, the typical sales per square foot for a non-anchor store in a mall were \$480. That data also show some variation by Census region. For example, in the West, sales per square foot were \$593, while in the Midwest the number was \$359. Sales per square foot in the Northeast averaged \$573 and \$468 in the South.

STEP 1: FORECAST YOUR ANNUAL SALES

Estimate the square footage your type of store (Similar size and location—See note above.)

- a. Find your industry average, per square foot.
- b. Determine your store's square footage and multiply it by the sales-per-square-foot figure.
- c. The resulting figure is your annual sales forecast.

Example

A typical **jewelry store** in a neighborhood shopping center has approximately 1,500 square feet and a sales-per-square-foot average of \$317:

\$1,500 your store's actual square footage sales per square foot

X \$317 sales per square foot

\$475,500 forecast annual sales

STEP 2: FORECAST YOUR MONTHLY SALES

Use the industry averages chart "Monthly Sales by Store Type" on page 17 to calculate each month's forecast.

- a. Multiply each percentage by the forecast annual sales figure.
- b. The resultant figure in your monthly sales forecast.
- c. Repeat the process in step 2 for each month in the year.

Example

A typical **jewelry store** in a neighborhood shopping center does 8.6 percent of sales in February.

\$475,500 forecast annual sales

X .086 monthly % (for Feb.) of year's sales

\$40,893 forecast February sales

STEP 3: FORECAST YOUR MONTHLY ADVERTISING INVESTMENT

Refer to the "Advertising-to-Sales Ratios Chart" on page 18 for a listing of average percentage of sales invested in advertising by different types of stores.

- a. Find the corresponding ratio for your store/industry.
- b. Multiply the forecast sales by month by the ratio.
- c. The resultant figure is your monthly advertising.
- d. Repeat the process in step 3 for each month in the year.

Example

\$40,893 forecast February sales

X .031 A/S ratio for jewelry store

\$1,268 February advertising budget

THE FOUR-STEP AD PLAN

STEP 4: DETERMINE HOW YOU SHOULD SCHEDULE ADS WITHIN THE MONTH

Consult with your newspaper advertising representative to map a schedule. When distributing your advertising over a month, consider the following:

- Payroll days of local major companies.
- Social Security paydays.
- Heavy-traffic days for your location and any special late-night hours.
- Tie-ins with national and local merchandising events (i.e. co-op)
- Current prices and inventory.
- Heavy-traffic items.
- Holidays and dates that offer heightened sales opportunities.
- New ideas or hot-selling trends.
- Expanded products and departments.
- Frequency, which build awareness.
- Competition.
- Strategic integration of your advertising (print, online, etc.).

Schedule your ads for each month. Mark on your Planning Guide calendar which days your ads will run. Chart the results to aid next year's planning. Note any unusual conditions on your calendar (weather, fads, inventory shortages, etc.) that would cause unusual sales results.

CHART A... IT SHOULD LOOK LIKE THIS

Note how ad expenditures are consistent with monthly sales.



CHART B... NOT LIKE THIS

Note how too much advertising is spent in June, relative to sales, while December shows insufficient advertising levels.



SAMPLE 4-STEP AD PLAN CHART

Remember to first insert Forecast Annual Sales from Step 1. The example below continues with the jewelry store example from page 13.

Month	Column 1 Step 2 Month's percentage of Contribution to Annual Sales (from Monthly Sales by Store Type on page 17)	Column 2 Monthly Store Sales (Annual Sales x Column 1 Figure)	Column 3 Step 3 Monthly percentage of Annual Advertising Expenditures (from A/S ratios chart on page 18)	Column 4 Monthly Advertising Expenditure (Column 2 x Column 3)
January 2016	6.2%	\$29,481	3.1%	\$914
February 2016	8.6%	\$40,893	3.1%	\$1,268
March 2016 Rows would continue through December 2016	7.0%	\$33,285	3.1%	\$1,032
Annual Totals	100%	\$475,500 (insert from Step 1)	3.1%	\$14,741

Keep in Mind... When you complete the four-step exercise, consider how the figures apply to your particular business. Do these projections give you confidence that can meet your sales goals? Should your investment be greater or less? Consider your competitive situation and any other special circumstances.



SAMPLE 4-STEP AD PLAN CHART

Remember to first insert Forecast Annual Sales from Step 1.

Month	Column 1 Month's percentage of Contribution to Annual Sales (from Monthly Sales by Store Type on page 17)	Column 2 Monthly Store Sales (Annual Sales x Column 1 Figure)	Column 3 Monthly percentage of Annual Advertising Expenditures (from A/S ratios chart on page 18)	Column 4 Monthly Advertising Expenditure (Column 2 x Column 3)
January 2016				
February 2016				
March 2016				
April 2016				
May 2016				
June 2016				
July 2016				
August 2016				
September 2016				
October 2016				
November 2016				
December 2016				
Annual Totals	100%	\$	%	\$

Definitions

Super regional shopping center: typical mall, usually about 1 million square feet, with three or more large anchor department stores.

Regional center: smaller mall, typically 500,000 square feet, with one or two anchor stores.

Community center: strip center with 100,000 to 300,000 square feet, with a junior department store or a cluster of merchandise variety stores.

Neighborhood center: typical strip center, built around a super-market, with a norm of less than 100,000 square feet.

Gross leasable area (GLA): the total floor area designed for tenants' occupancy and exclusive use, including any basements, mezzanines or upper floors, expressed in square feet and measured from the center line of joint partitions and from outside wall faces. Because GLA lends itself readily to measurement, the shopping-center industry has adopted it as the standard for statistical comparison.

Distribution of Annual Retail Sales by Type of Store by Month, United States, 2014

Store Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Appliances,TV, and Other Electronics Stores	7.2%	7.4%	7.9%	7.2%	7.8%	7.7%	8.0%	8.3%	8.0%	7.9%	10.1%	12.4%
Automobile Dealers	6.9%	7.3%	8.8%	8.5%	9.0%	8.4%	8.9%	9.1%	8.2%	8.3%	7.9%	8.7%
Automotive Parts, Accessories and Tire Stores	7.7%	7.8%	8.7%	8.6%	8.7%	8.4%	8.7%	8.6%	8.2%	8.7%	8.2%	7.7%
Beer, Wine, and Liquor Stores	7.0%	6.9%	7.6%	7.6%	8.6%	8.4%	8.7%	8.7%	7.9%	8.4%	8.5%	11.5%
Book Stores	13.2%	6.4%	6.0%	6.0%	7.0%	6.2%	6.2%	14.8%	9.4%	6.4%	6.5%	11.9%
Building Materials and Supplies Dealers	6.5%	6.2%	7.6%	9.0%	10.0%	9.4%	9.3%	8.7%	8.7%	8.9%	8.0%	7.7%
Clothing Stores, Family	5.8%	6.4%	7.9%	8.1%	8.4%	7.6%	8.3%	8.7%	7.6%	8.5%	10.1%	12.6%
Clothing Stores, Men's	6.2%	7.0%	7.6%	8.6%	8.8%	7.8%	7.5%	8.0%	8.1%	8.8%	9.3%	12.3%
Clothing Stores, Women's	5.8%	6.7%	8.4%	8.6%	9.0%	7.7%	7.7%	8.4%	7.9%	8.5%	9.4%	12.1%
Department Stores, Conventional and National Chain	6.3%	6.9%	7.9%	7.8%	8.3%	7.7%	7.5%	8.4%	7.2%	7.8%	10.1%	14.2%
Discount Department Stores	6.6%	7.0%	7.9%	7.8%	8.3%	7.8%	7.8%	8.7%	7.2%	7.9%	9.8%	13.1%
Drinking Places	7.6%	7.6%	8.9%	8.1%	8.9%	8.3%	8.2%	8.6%	8.2%	8.9%	8.2%	8.5%
Electronics and Appliance Stores	7.5%	7.5%	8.0%	7.1%	7.6%	7.5%	7.8%	8.0%	8.0%	7.9%	10.2%	12.9%
Furniture Stores	7.4%	7.7%	8.6%	7.8%	8.7%	7.9%	8.3%	8.8%	8.6%	8.4%	8.8%	9.0%
Gasoline Stations	7.9%	7.5%	8.5%	8.7%	9.3%	9.0%	9.2%	9.0%	8.4%	8.4%	7.4%	6.8%
Grocery Stores	8.3%	7.6%	8.2%	8.1%	8.6%	8.2%	8.5%	8.5%	8.1%	8.5%	8.5%	8.8%
Hobby, Toy, and Game Stores	5.8%	6.2%	7.0%	6.9%	6.7%	6.2%	6.8%	6.8%	7.2%	7.8%	12.3%	20.2%
Home Furnishings Stores	7.1%	6.9%	7.6%	7.9%	8.2%	7.9%	8.5%	8.6%	8.1%	8.4%	9.0%	11.7%
Jewelry Stores	6.2%	8.6%	7.0%	7.5%	9.3%	7.1%	7.0%	7.3%	6.6%	7.1%	8.2%	18.2%
Pharmacies and Drug Stores	8.2%	7.6%	8.2%	8.2%	8.4%	8.1%	8.3%	8.2%	8.3%	8.7%	8.1%	9.6%
Restaurants, Full Service	7.7%	7.7%	8.8%	8.2%	8.8%	8.2%	8.3%	8.7%	7.9%	8.4%	8.2%	9.1%
Restaurants, Limited Service	7.3%	7.2%	8.4%	8.3%	8.8%	8.6%	8.8%	8.9%	8.2%	8.7%	8.2%	8.6%
Shoe Stores	6.0%	7.7%	8.6%	8.4%	8.4%	7.5%	8.3%	10.7%	7.3%	7.6%	8.4%	11.1%
Sporting Goods Stores	6.1%	6.2%	7.8%	7.8%	8.1%	8.7%	8.5%	9.7%	7.7%	7.6%	8.7%	13.2%
Warehouse Clubs and Superstores	7.4%	7.5%	8.2%	7.9%	8.6%	8.2%	8.2%	8.7%	7.7%	8.3%	9.1%	10.2%

Source: Census Bureau, Monthly Retail and Food Service Sales

Advertising-to-Sales Ratios 2014

Commodity or Class of Business	Percentage of Annual Sales Spent on Advertising				
Air Courier Services	0.8%	Electric Housewares and Fans	8.1%	Motion Picture Theaters	0.7%
Amusement and Recreation Services	3.5%	Engineering, Accounting, Research, Management and Related Services	0.4%	Office Furniture	0.2%
Amusement Parks	6.1%	Family Clothing Stores	2.0%	Ophthalmic Goods	6.0%
Apparel and Accessory Stores	3.1%	Farm Machinery and Equipment	0.6%	Paints, Varnishes and Lacquers	2.3%
Auto Dealers, Gas Stations	0.5%	Furniture Stores	6.6%	Perfume, Cosmetic, Toilet Preparations	21.1%
Auto and Home Supply Stores	1.3%	Grocery Stores	0.8%	Personal Credit Institutions	1.7%
Bakery Products	0.5%	Hardware, Plumbing, Heating Equipment (Wholesale)	3.1%	Photographic Equipment and Supplies	0.9%
Beverages	3.9%	Hobby, Toy and Game Shops	3.7%	Racing, including Track Operations	2.3%
Books, Publishing and Printing	3.2%	Home Health Care Services	1.3%	Radio, TV and Consumer Electronic Stores	2.2%
Building Materials, Hardware, Garden (Retail)	1.3%	Hospitals & Medical Service Plans	0.4%	Record and Tape Stores	0.8%
Cable and Other Pay TV Services	2.1%	Hospitals	0.2%	Real Estate Agents and Managers	4.4%
Carpets and Rugs	0.6%	Hotels and Motels	1.3%	Retail Stores NEC	3.5%
Catalog, Mail-Order Houses	4.0%	Household Appliances	1.8%	Security Brokers and Dealers	2.1%
Commercial Banks	0.7%	Household Audio and Video Equipment	5.0%	Shoe Stores	2.3%
Computer and Office Equipment	0.6%	Household Furniture	6.8%	Skilled Nursing Care Facilities	0.2%
Convenience Stores	0.4%	Insurance Agents, Brokers and Service	0.3%	Sporting and Athletic Goods NEC	10.3%
Cutlery, Handtools and General Hardware	1.4%	Investment Advice	3.1%	Television Broadcast Stations	12.1%
Dairy Products	2.1%	Jewelry Stores	3.1%	Tires and Inner Tubes	2.0%
Department Stores	4.4%	Leather and Leather Products	5.8%	Transportation Services	26.7%
Dolls and Stuffed Toys	11.0%	Lumber and Other Building Materials (Retail)	1.5%	Variety Stores	0.9%
Drug and Proprietary Stores	0.3%	Malt Beverages	3.9%	Wine, Brandy and Spirits	5.5%
Eating and Drinking Places	3.8%	Membership Sports and Recreation Clubs	0.6%	Women's Clothing Stores	4.3%
Educational Services	11.1%	Mortgage Bankers and Loan Correspondents	2.2%	Women's Misses, Juniors Outerwear	10.3%

Source: Shonfeld & Associates, Inc. Advertising Ratios & Budgets, 2014

THE 'WIN-WIN' OF CO-OP ADVERTISING

If you haven't looked into co-op advertising, you may be missing out on a great source of funding. Simply, it's an agreement between a manufacturer and a retailer to share the cost of advertising the manufacturer's products. Using co-op dollars to advertise not only can lead to a stronger relationship with your retail suppliers but also generate more traffic in your store. That's a win-win! The more product you sell, the more co-op dollars you can receive.

THE 6-STEP CO-OP ACTION PLAN

1. List the retailer's top 15 suppliers. These companies produce most of a retailer's business and will probably provide most of the co-op money available. Because retailers already advertise their suppliers' products, it is likely the co-op money they receive will match their budget for promoting items within their full product line.

2. Learn everything there is to know. Using a vendor's account number, a newspaper representative can determine all the important elements of a particular co-op program: the co-op accrual level, the time period involved and any special requirements.

3. Allocate co-op money. Divide each product's co-op dollars on a month-by-month basis, consistent with monthly sales trends for the product category. If monthly figures are not available, refer to the monthly sales figures on page 17.

4. Integrate co-op funds into advertising plans. This could help allow for larger or more frequent ads for a retailer's most popular products in its best-selling seasons. Enlarge an ad, add color or increase frequency.

5. Create co-ops that pull. Any ad should move merchandise, promote a retailer's image and meet the requirements of the supplier.

6. Collect the co-op money due. The faster claim packages are submitted, the faster the supplier repays the retail partner.



ADVANTAGES OF CO-OP

1. Allows you to advertise more
2. Increases awareness of your company
3. Provides the opportunity to use bigger or more colorful ads that will increase engagement

THE 'WIN-WIN' OF CO-OP ADVERTISING

A CO-OP PLAN CONTAINS SIX KEY ELEMENTS:

- **Accrual**—the amount of co-op money available to a retailer for advertising.
- **Accrual period**—when co-op funds are earned. An entire year's schedule can be set up with one query, or funds may be earned as the year (and purchasing) continues.
- **Participation**—the manufacturer's share of the advertising cost, which, in some cases, can be 100 percent!
- **Manufacturer requirements**—the rules the manufacturer sets to qualify for its particular plan. In some cases, the manufacturer will supply the ad, making production easier for the retailer.
- **Performance period**—the time period in which a particular co-op plan is in effect. Generally, the period is 12 months, but it can vary by manufacturer.
- **Claim**—A request for reimbursement to the manufacturer or distributor that is filed by the retailer or by the newspaper on the retailer's behalf.

VENDOR PROGRAMS

Celebrating an anniversary or grand opening? Talk to your newspaper about producing a special section that highlights your business. Vendor programs are often feasible, thanks to the financial support from your vendors. Your newspaper can create a program that best fits your needs, from a one-time section to an entire year's campaign.

HELPFUL HINTS

- Call on your newspaper sales representative to tap co-op funding for you. Many newspapers have access to information and services designed to do the work for you.
- Newspaper is a qualified medium for 85 percent of all registered co-op programs, according to the National Association of Promotional Advertising Allowance (NAPAA). This compares with only 18 percent for Yellow Pages, 21 percent for cable TV and 64 percent for radio.

Daily newspapers continue to be the top manufacturer-recommended medium for co-op advertising.



BARTER: An age-old concept of companies trading goods for advertising

If you haven't considered Barter in putting together your advertising plan, you are missing out on an age-old concept of companies trading for goods. These goods can be distressed or expired products, unused real estate or idle equipment. A company has value in its excess inventory. The excess inventory can be traded for assets, such as buying media—including newspaper space.

A stigma used to surround Barter companies. Often after a company did a barter exchange, the media inventory was less than desirable and positioning was poor. The industry has changed and the reputations have become stellar due to Advertising Agencies setting up their own Barter Companies, and being accountable to their clients. In turn, independent Barter Companies have stepped up to the plate due to demand of accountability. The need for Barter is greater than before because of the sluggish economy and rising rates of media. Barter now offers quality inventory, positioning and guarantees.

HERE IS HOW IT WORKS FOR COMPANIES:

Barter is based on trading a product and receiving credit for the trade. Barter as a rule does not involve cash. It is a good method to either improve cash flow or conserve cash.

A number of factors need to be present for a barter or trade to work.

- You have a product or service to trade
- You must be able to offer something of value in exchange
- There needs to be another party offering what you need (i.e. media)
- The other party must want what you are offering

HOW IT WORKS FOR MEDIA COMPANIES AND THE ADVANTAGES FOR NEWSPAPERS:

Newspapers have deadlines to meet, and unsold ad space inventory. This inventory may be offered to Barter Companies and in turn the newspapers may receive products/services—such as furniture, train/air transportation or hotel space. In addition, when a newspaper has a contest, many of the prizes can be available through barter, such as restaurant meals, cameras, or bottles of wine.

A TYPICAL BARTER TRANSACTION:

- A company has extra unsold new computers with a value of \$10,000.
- The company has a need for a newspaper ad campaign, and will use the (Barter) dollar value of \$10,000 to trade with a newspaper
- The newspaper agrees to an exchange of \$10,000 Barter dollars' worth of unsold newspaper space inventory in exchange for the new computers.
- No cash is exchanged, only products for products [computers for newspaper ads].



ALLOCATING SPENDING AND TRACKING

MEDIA PLANNING: RIGHT TIME, RIGHT PLACE, RIGHT AUDIENCE

HOW TO EVALUATE AND COMPARE MEDIA

Advertising is designed to build a business relationship with potential customers. To succeed, you must know who your prospects are, understand their buying cycles and get your name in front of them when they are ready to buy. A well-defined ad campaign can do that. Remember, advertising is a process, not a one-time event. Research suggests that a consumer usually needs to see an ad three to seven times before responding.

Maximizing an advertising budget is simple; the best way is to run the least expensive ads to reach the widest possible audience of likely buyers when they are ready to buy. Of course, that is more easily said than done.

Advertising succeeds when it effectively matches the appropriate medium with the message, the creative and the goal.

To effectively decide which media to buy, how often and when, you need to understand a few key subjects:

- Your target customer
- Your media budget
- Your key sales seasons

YOU NEED TO UNDERSTAND

- Audience
- Reach and Frequency
- Penetration
- CPM (cost per thousand)



Advertising succeeds when it effectively matches the appropriate medium with the message, the creative and the goal.

MEDIA PLANNING: RIGHT TIME, RIGHT PLACE, RIGHT AUDIENCE

There is always the temptation to abandon an ad campaign before it really gets going. You see your ad every time it runs, so it is common for you to get tired of it long before your target audience does. Do not pull your ad too soon or change it too often.

AUDIENCE

Audience is defined as the total number of readers or viewers of the media in which you are advertising. Audience can be further refined to reflect the number of readers/viewers in your target market. You may achieve high reach of the people in a geographic area, but if the audience of the medium does not match your target customer, your ad investment might be wasted.

REACH AND FREQUENCY

Reach is the number of people who are exposed to an ad at least once over a set period of time (usually a month). Frequency is the average number of times over that period the average person is exposed to the ad. In a perfect world, you would need to run an ad but one time to create action, but in today's world frequency is needed. When thinking about how often an ad should run, consider that it is probably better to be noticed by buyers five times in five months rather than five times in five years, but there are so many ads being run by so many advertisers in so many media that it is impossible to know exactly how many people will see an ad how often. The bottom line is that a smaller ad should run more often and budget aside, is better than an ad that is larger and run less often.

PENETRATION

While reach is the number of people exposed to an ad, penetration is the percentage of people in the marketplace who are exposed one time to your ad.

You may reach a good number of people, but if you are not reaching a higher percentage of your target audience, you may need to cast your ad net wider.

CPM (COST PER THOUSAND)

Cost per thousand is the term advertising planners use to evaluate and compare various media options in relative terms. CPM is the cost of reaching 1,000 people across different media.

In essence, you take the cost of an ad and divide that by the number of people to whom the ad is being exposed. The difficulty lies in deciding what size newspaper or magazine ad compares to what length TV or radio spot and in how audiences are defined.

Television sales people would like to compare those who have TV sets turned on to their station to the number of newspapers sold. However, research allows you to be more precise these days so comparing viewers to readers is likely a better measure and looking at the cost to reach your demographic target within your defined geography would be better yet.

COMPETITIVE MEDIA

Typically, no one advertising medium will meet all your needs, so understanding how media work together is important. In addition, since no one can afford to do all the advertising on all the media available it is usually a good idea to "pyramid" your buy. Start your media budgeting with what might be considered the core medium, the one that is likely to be the heavy lifter for you (many retailers say that their core media is their newspaper because it drives store traffic and sales). Then layer in the media that offer the incremental benefits that you most desire based on how they add to your core medium and how much budget you have.

NEWSPAPER ADVERTISING ADVANTAGES

REACH

No other advertising vehicle has the reach of newspapers. Nationally, 164 million adults read a print newspaper in an average week. Two out of three (65 percent) read a newspaper or visit a newspaper website in an average week. The mobile newspaper audience is growing fast, reaching a total of 34 million adults

QUALITY

Generally, your very best prospects are newspaper readers—people who are typically labeled upscale (meaning upper income, higher education, professional/managerial occupations) all count themselves as newspaper readers.



TARGETED

From ad placement by section readership to using Post-it notes to targeting a few residential blocks, newspapers can fine-tune your message.

IMMEDIATE

Newspaper advertising is among the fastest forms of advertising allowing advertisers to place orders and run ads in just a matter of days.

FLEXIBILITY

Newspapers offer a wide variety of ad sizes, shapes and placements.

CREDIBILITY/TRUST

More than any other medium, consumers believe in newspaper advertising. The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised.

WELCOMED

Unlike any other medium, shoppers seek out advertising in newspapers to help them make their buying decisions. Newspapers are the medium shoppers use most for shopping in an average week.

RELIED UPON

Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. In terms of media used to check out ads, the most valuable media in planning shopping, comparing prices, most convenient, most up to date, most trustworthy, believable and preferred, is newspapers. Newspapers outdistance all other forms combined.

RESULTS

Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and, yes, establish brands. We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers is one sure thing when it comes to producing results.

NEWSPAPER ADVERTISING ADVANTAGES

CONSIDERATIONS...

- Today's newspaper is more than merely the core daily newspaper. Think about how to maximize your exposure with targeting.
- Look at the arsenal of newspaper products and consider whether niche products, geographic zones and/or demo-targeted sections are right for you.
- Many advertisers utilize preprinted inserts rather than ROP (run-of-paper) advertising in newspapers. Many newspapers will deliver pieces you printed to subscribers, subsets of subscribers, and even geo-targeted non-subscribers. Inserts have time-tested ROI and leave production control in your hands. Many newspapers will even print for you.
- Newspapers will also create ads for you. This will save you considerable expense of production, and it may save you creatively.
- Newspapers are such strong printed brands that many people forget that newspaper media includes digital offerings. If you are thinking about online advertising including online display, search, e-mail blasts, or other emerging options, a good place to start is with your newspaper.



WHO READS NEWSPAPERS?

HOW TO UNDERSTAND READERSHIP

Consider the Facts...

- 1. Extensive coverage delivers you the largest potential customer base.** In a fragmented world of media and advertising options, newspapers—print and digital—still deliver a large, reliable and desirable shopping audience.
- 2. Newspapers deliver you more affluent and educated customers.** Buying power generally rises among consumers with higher household incomes, higher levels of education and more job responsibility.

HIGHLIGHTS

67% of adults read a print newspaper or access newspaper digital content in an average week.

71% of adults with a household income greater than \$100,000 a year read a print newspaper or accessed newspaper digital content in the past week.

78% of adults with a college degree read a print newspaper or access newspaper digital content in an average week.

The Newspaper Media Audience by Household Income Group

	Household Income —Less than \$50K	HHI \$50K —\$99K	HHI \$100K —\$249K	\$250,000 or more
Newspaper Print—Past Week	51%	55%	58%	60%
Newspaper Print or Newspaper Website	55%	63%	68%	69%
Newspaper Print or Website or Mobile	59%	68%	74%	75%

Source: Nielsen Scarborough, USA+, Release 2, 2014

The Newspaper Media Audience by Education Level

	High school graduate or less	Some college (1-3 years-not Graduate or AA/Associates)	College graduate (4 year college)	Any post graduate work or post graduate degree
Newspaper Print—Past Week	49%	56%	56%	63%
Newspaper Print or Newspaper Website	53%	62%	66%	74%
Newspaper Print or Website or Mobile	57%	68%	72%	80%

Source: Nielsen Scarborough, USA+, Release 2, 2014

WHO READS NEWSPAPERS?

3. Targeted opportunities offer advertising placements with the highest likelihood of being read and acted upon by your best consumers. All groups, despite racial or sociocultural factors, seek newspapers for advertising circulars, inserts and fliers—strengthening a preference for newspapers as a shopping source.



The Newspaper Media Audience by Occupation and Employment Type

	Occupation				Employment Type		
	Management, Business and Financial Operations	Professional and Related Occupations	Healthcare Practitioners and Technical	Sales and Related Occupations	Small business owner	Work at home (most of the time or always)	Self-employed
Newspaper Print—Past Week	55%	54%	56%	51%	52%	49%	52%
Newspaper Print or Newspaper Website	64%	65%	64%	58%	61%	59%	59%
Newspaper Print or Website or Mobile	72%	72%	70%	65%	68%	66%	65%

Source: Nielsen Scarborough, USA+, Release 2, 2014

The Newspaper Media Audience by Age Group

	Adults 18 - 34	Adults 35 - 49	Adults 55 or older
Newspaper Print - Past Week	41%	48%	67%
Newspaper Print or Newspaper Website	50%	57%	70%
Newspaper Print or Website or Mobile	58%	63%	72%

Source: Nielsen Scarborough, USA+, Release 2, 2014

WHO READS NEWSPAPERS?

4. “Welcomed” advertising. Your message is in front of consumers who are actively looking to buy. Consumers value their newspaper as a shopping guide. When they want to save money, most consumers turn to the newspaper for coupons.

- Leading actions included comparing prices (60 percent) and coupon clipping (58 percent). More than half saved the inserts for a later shopping occasion, and 44 percent of adults made an unplanned purchase from information conveyed in an insert.
- **Circulars While Shopping:** Another 44 percent of adults said they took the circular with them while shopping, and 51 percent of adults used circulars distributed in stores in the previous seven days (a majority of which were in grocery stores). There is substantial overlap between these two groups: Two-thirds (67 percent) of those who take newspaper inserts to the store also recently used in-store circulars. Sixty percent of those using in-store circulars also take newspaper inserts to the store.
- Different scenarios are consistent with these overlap behaviors. Some in-store circular users may not receive newspaper inserts for the particular stores involved; or they may get them and not remember to take the inserts to the store on some occasions; or they may intentionally use in-store fliers as reminders of what they had already reviewed at home or to check for new information.
- Those who say other media are primary for advertising information also use newspaper circulars at a similar level. For example, among the 31 percent who rely most on the computer platform, some 77 percent acted on newspaper circulars in the 30-day time frame. Those relying mostly on TV included 80 percent who acted on newspaper inserts. Similarly, those relying on direct mail include 74 percent who acted on newspaper inserts.

- Behavior this widespread has to be broad-based. For example, among demographic groups, the 81 percent total average ranges from 74 percent for those ages 18 to 34 up to 85 percent for the \$75,000 to \$99,999 income segment. (See table.)

5. Beyond Newsprint: Digital. Digital newspapers add increased audience—and valuable shoppers—to the core newspaper audience, and it’s no surprise that the audience increases with education level.



WHO READS NEWSPAPERS?

The Newspaper Media Audience & Financial Services

Financial services HHLed has/use	Newspaper Print	Newspaper Print or Newspaper Website	Newspaper Print or Website or Mobile
401k plan	54%	63%	69%
529 plan/college savings plan	58%	69%	75%
Auto loan	54%	62%	68%
Certificates of Deposit (CDs)	62%	69%	74%
Checking account	54%	61%	67%
Debit/ATM card	53%	60%	66%
Home improvement loan or home equity loan	63%	70%	74%
Home mortgage	55%	64%	69%
IRA (Individual Retirement Account)	60%	68%	73%
Money market account	59%	68%	73%
Online banking	53%	62%	68%
Online bill paying	54%	63%	69%
Personal loan	50%	57%	63%
Refinance home mortgage	57%	66%	72%
Savings account	54%	62%	67%
Student loan	49%	59%	66%

Source: Nielsen Scarborough, USA+, Release 2, 2014

The Newspaper Media Audience & Investments

Investments	Newspaper Print	Newspaper Print or Newspaper Website	Newspaper Print or Website or Mobile
Bonds	61%	69%	73%
Money market funds	61%	69%	74%
Mutual funds	61%	69%	74%
Second home or real estate property	59%	66%	71%
Stocks or stock options	60%	68%	73%
Other security or investment	60%	67%	71%
Any investment	59%	67%	71%

Source: Nielsen Scarborough, USA+, Release 2, 2014

WHO READS NEWSPAPERS?

The Newspaper Media Audience & Grocery Shopping

	Newspaper Print	Newspaper Print or Newspaper Website	Newspaper Print or Website or Mobile
Amount household spent on groceries past 7 days			
Less than \$50	52%	57%	62%
\$50 - \$74	54%	60%	64%
\$75 - \$99	55%	61%	66%
\$100 - \$124	55%	60%	66%
\$125 - \$149	54%	61%	67%
\$150 - \$199	54%	61%	66%
\$200 or more	52%	59%	64%
Shopped in the Past Week			
Any grocery store	54%	60%	65%
Any online grocery store	56%	64%	71%
Convenience stores bought any item past 7 days (HHL D)	53%	59%	65%

Source: Nielsen Scarborough, USA+, Release 2, 2014



The Newspaper Media Audience & Restaurants

	Newspaper Print	Newspaper Print or Newspaper Website	Newspaper Print or Website or Mobile
Base Total	54%	60%	65%
Any restaurant used past 30 days			
Any quick service restaurant past 30 days	54%	60%	65%
Any restaurant used past 30 days	54%	60%	66%
Any sit-down restaurant past 30 days	55%	62%	67%

Source: Nielsen Scarborough, USA+, Release 2, 2014

How Household Usually Obtains Cents-off Coupons

Sunday or Weekday Newspaper (Net)	45%
Sunday newspaper	40%
Weekday newspaper	18%
In-store coupons	39%
Mail	33%
Preferred customer card/loyalty card	26%
E-mail	24%
In-store circulars	23%
Product packages	16%
Magazines	15%
Internet sites/apps	15%
Text messages	8%
Other source	5%
QR code (mobile device barcode)	3%

Source: Nielsen Scarborough, USA+, Release 2, 2014

WHO READS NEWSPAPERS?

The Newspaper Media Audience & Purchasing Plans

Items/services HHLD plans to buy in next 12 months (HHLD)	Newspaper Print	Newspaper Print or Newspaper Website	Newspaper Print or Website or Mobile
ATV (all-terrain vehicle)	49%	56%	64%
Blu-ray/DVD player	53%	59%	64%
Boat	52%	60%	69%
Computer (desktop or laptop)	53%	60%	66%
Day care service	46%	54%	61%
Digital camera	51%	57%	63%
Digital Video Recorder (TiVo, etc.)	51%	57%	62%
Energy saving appliance	53%	60%	65%
eReader (Kindle, Nook, etc.)	51%	58%	64%
Furniture	51%	57%	64%
HD Radio	51%	57%	63%
High-definition television (HDTV)	52%	59%	66%
Home security system	52%	61%	66%
Major appliance	53%	59%	65%
Mattress	50%	56%	62%
Mobile/manufactured home	48%	53%	60%
Motorcycle	50%	56%	63%
MP3 player (iPod, Sony, etc.)	52%	60%	67%
Office in the home	46%	56%	63%
Personal watercraft	50%	56%	64%
Pest control service	53%	59%	64%
Pool, hot tub, or spa	49%	55%	61%
Primary house or condo—existing construction	51%	59%	65%
Primary house or condo—new construction	51%	59%	66%
Satellite radio (Sirius XM)	51%	58%	63%
Satellite TV subscription	46%	51%	59%
Second home	52%	61%	69%
Smartphone (Android, BlackBerry, iPhone, etc.)	52%	61%	68%
Solar panels	50%	57%	65%
Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)	51%	59%	65%
Video game system	47%	54%	61%
VoIP (Vonage, Skype, MagicJack, etc.)	55%	60%	68%
Wireless/cell phone service	50%	55%	60%

Source: Nielsen Scarborough, USA+, Release 2, 2014

WHO READS NEWSPAPERS?

HOW “NON-READERS” ACT ON NEWSPAPER INFORMATION

“Reading” a newspaper can mean different things depending on the frame of reference. Consumers typically describe the behavior as investing some time paging through the paper and reading items of interest in a usage occasion demarcated by a remembered period of time, location and occasion. Standard readership indicators typically undercount other usage occasions that are briefer but still of measurable value to the consumer and to advertisers.

More than one-quarter (26 percent) of respondents who did not qualify as “readers” in the previous seven days by a standard general question noted in a follow-up several types of content gleaned from their newspaper and resulting actions taken during the same seven day period.

Top actions of non-readers included checking for sales at local stores (16%), clipping coupons (13%), comparing prices (6%) and checking for entertainment options.



ACTIONS ON NEWSPAPER CIRCULARS

“Non-Reader” Actions Past 7 Days

26%	Net any in past week
15%	Checked sales in local stores
13%	Clipped a coupon
9%	Checked the weather forecast in the local area or somewhere else
8%	Read a cartoon or comic strip
6%	Compared prices for an item you’re looking to buy
6%	Checked sports scores
6%	Checked a classified ad from the newspaper
6%	Checked local entertainment options such as a concert or show
5%	Used a recipe
5%	Checked stock prices
5%	Checked the horoscope
4%	Checked movie listings
4%	Checked local TV listings

Base = have not read daily or Sunday newspaper in past 7 days.

Source: How America Shops and Spends 2014, NAA

QUESTION: In the past 30 days have you ever done any of the following with newspaper circulars or ad fliers?

IN PAST 30 DAYS (TOTAL ADULTS)

- 78% Net Any

- 52% Used it to compare prices

- 56% Clipped and saved a coupon

- 56% Saved it until you visited the store

- 53% Compared one circular or ad flier to another

- 48% Gave or showed it to your spouse, family member or friend

- 46% Saved it until you needed to purchase the item

- 48% Used circulars to plan shopping at a store or online

- 42% Took the circular or ad flier to the store with you

- 41% Used a special ad, sale or promotion offer to make an unplanned purchase

- 35% Checked online regarding something you saw in the ad flier

Base = total adults.

COUPONS

Six in 10 adults regularly or occasionally use coupons for groceries or food products, and 53 percent of adults use them at least occasionally for non-food items. Women, who typically do more of the household shopping, lead men by 14 points on both categories.

Coupons are a major attraction for newspaper readers. For example, among past-month Sunday newspaper readers, 70 percent regularly or occasionally save food or grocery coupons and 61 percent save non-food coupons. For each category, Sunday newspaper readers lead non-readers by 24 points.

SOURCES USED FOR COUPONS IN PAST 30 DAYS

69% Newspapers (net)

- 61% Sunday newspaper inserts or circulars

- 46% Weekday newspaper inserts or circulars

- 32% Ads in regular pages of newspaper (ROP)

Other media

- 58% Advertising that comes in the mail

- 45% Online where you download and print out a coupon

- 39% Online for downloading to a handheld device that you scan at a store

- 25% Magazines

Source: How America Shops and Spends 2014, NAA

COMBINED WITH NEWSPAPER, WEBSITES BRING YOU ADDITIONAL DESIRABLE CUSTOMERS

Newspaper websites broaden media usage for consumers because advertising information is among the top reasons they visit. Consumers who are young, educated and affluent are more likely to visit newspaper websites than adults in general.

Internet Sites Visited/Apps Used Past 30 Days

	Total Adults	Men	Women
ABCNews	11%	11%	12%
Amazon	34%	34%	34%
AngiesList	2%	2%	2%
AOL	10%	9%	10%
Ask	6%	5%	7%
Bing	17%	18%	15%
CareerBuilder	4%	3%	4%
CBSNews	9%	9%	8%
CNN	12%	15%	10%
Craigslist	23%	25%	21%
Did not visit any site or use any app	18%	18%	19%
eBay	21%	24%	19%
ESPN	16%	25%	8%
Facebook	57%	53%	62%
Foursquare	1%	1%	1%
FOXNews	13%	16%	11%
FOXSports	7%	10%	4%
Google	69%	70%	69%
Groupon	13%	11%	16%
Huffington Post	8%	9%	8%
Hulu	6%	6%	5%
iHeartRadio	6%	6%	6%

	Total Adults	Men	Women
Instagram	13%	10%	16%
LinkedIn	12%	14%	10%
LivingSocial	5%	4%	7%
MLB or team website	7%	10%	4%
MLSsoccer or team website	1%	2%	1%
Monster	3%	3%	3%
MSN	13%	13%	13%
MTV	2%	2%	3%
NASCAR	3%	4%	2%
NBA or team website	5%	7%	3%
NBCNews (MSNBC)	7%	8%	7%
Netflix	24%	24%	23%
NFL or team website	10%	14%	6%
NHL or team website	3%	5%	2%
Pandora	20%	18%	21%
Patch	1%	0%	1%
Pinterest	14%	5%	21%
Spotify	4%	4%	3%
TheWeatherChannel	23%	24%	22%
Yahoo!	34%	35%	34%
Yelp	6%	6%	6%
YouTube	44%	47%	41%

Source: Nielsen Scarborough, USA+, Release 2, 2014

TOP REASONS TO ADVERTISE IN A NEWSPAPER

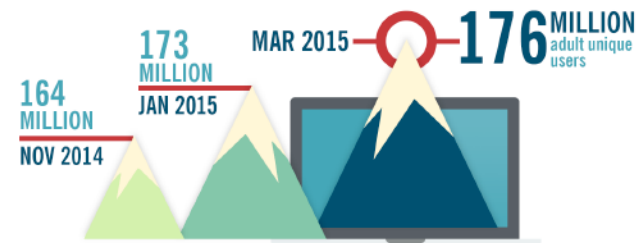
- 1. Reach:** Newspapers deliver powerful reach across many platforms. The vast majority of American adults (176 million) read newspaper media content in print or online in a typical week, or access it on mobile devices in a typical month. The majority (58%) of young adults, ages 18-24, also read newspaper media content in print or online in a typical week, or access it on mobile devices in a typical month.
- 2. Quality:** Your very best prospects are newspaper readers. People who are typically labeled upscale, meaning upper income, higher education, professional/managerial occupations all count themselves as newspaper readers. In 2013, 71% of adults with \$100,000 or more income read a newspaper or visited a newspaper website in the past week, as did 78% of college graduates and 74% of those employed in professions or management roles.
- 3. Targeted:** From targeting ad placement by section readership to Post-it notes, to a few residential blocks, newspapers can fine tune your message.
- 4. Immediate:** Newspaper advertising is among the fastest forms of advertising with extremely short deadlines that allow ads to be created and run in a matter of days.
- 5. Flexibility:** Newspapers, unlike most other media allow the advertiser to build an ad in any size.
- 6. Credibility/Trust:** More than any other medium, consumers believe in newspaper advertising. 58% of adults surveyed find newspapers are trustworthy or the most trusted source of all media available.

Newspapers Continue to Innovate and Transform, Reaching New Audiences and Discovering New Revenue Streams

**NEWSPAPERS ARE ENTERING
A NEW ERA FILLED
WITH OPPORTUNITY**

**NEWSPAPER MEDIA IS REACHING MORE
AMERICANS THAN EVER BEFORE**

**DIGITAL AUDIENCE REACHES
NEW PEAK**



SHARE THIS
f t g+

TOP REASONS TO ADVERTISE IN A NEWSPAPER

7. Selective vs. Intrusive: Shoppers are less willing today to accept advertising that is spooned out to them. They seek out advertising on their own. Newspapers are the medium shoppers use most for shopping in an average week. 52% of adults use print newspapers to make shopping plans or purchases in the past 7 days. This exceeds TV (41%), Magazines (24%) and Radio (22%).

8. Environment: The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised.

9. Relied Upon: Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. In terms of media used to check out ads, the most valuable media in planning shopping, used for comparing prices, most convenient, most up to date, most trustworthy, believable and preferred, newspapers out distance all other forms combined.

10. Results: Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and yes, establish brands. We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers are one sure thing when it comes to producing results.

Sources: Nielsen Engagement Study 2013; How America Shops and Spends 2014, NAA



We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers are one sure thing when it comes to producing results.

Newspaper advertising. A destination, not a distraction.

ONLINE ADVERTISING

THE POWER OF THE WEB

Advertisers looking to utilize the power of the Web have a tough choice when it comes to selecting where to get the best return-on-investment (ROI) online.

There are in excess of 100 million websites to choose from and more than 25 billion Web pages on which to advertise. However, with an average click-through rate of less than one-tenth of 1 percent, how do you best affect your results from the more than 250 million monthly Web users in North America?

When consumers go online, they typically have a purpose. The question is, during what Web activity do advertisers have the best chance of making a meaningful connection with consumers?

Today's consumer is besieged by advertising. And, while consumers do not appreciate intrusive advertising (56 percent complain about interruptive ads), consumers agree that advertising consumption is both widespread and useful. When asked if advertising would make consumers more likely to purchase—both national and local newspapers scored highest along with their website versus local TV news websites and local TV.

- 35% Local Newspaper
- 35% National Newspaper
- 28% Local TV news website
- 26% Local TV

Source: 2013 Nielsen Cross engagement study

Newspaper websites are much stronger than other media in key engagement metrics, which influence and drive purchasing decisions. These behaviors include:

Trustworthiness: When asked whether different media “are trustworthy,” newspapers and their websites were the highest, especially versus cable TV, local TV news websites and twitter/blogs, or social networks:

- 56% National Newspaper
- 55% Website Local Newspaper
- 53% Website Local TV News
- 51% Website
- 46% Cable TV
- 37% Twitter/Blogs/Social Network

Source: 2013 Nielsen Cross engagement study

Higher Trustworthiness leads to stronger advertising engagement. This includes “usually notice ads” and “likely to purchase.” Newspaper Websites were much stronger than other media in ad engagement:

- 106 Newspaper Websites
- 93 Local TV News Websites
- 89 National News Websites
- 89 Social network websites
 - Facebook/Google+/Foursquare

Source: 2013 Nielsen Cross engagement study

ONLINE ADVERTISING

Local newspaper websites also deliver on retail’s biggest shopping period of the year, when it matters most—Black Friday. Local newspaper websites rank the highest in holiday shopping, when asked “Where is the best place to get useful information about sales, store hours and special offers?”

- 47% Local Newspaper Websites
- 41% Local TV news websites
- 39% Local TV
- 30% Cable TV

Source: 2013 Nielsen Cross engagement study

Local/National Newspaper websites are reliable and trustworthy:

	Local Newspaper Websites	National Newspaper Websites
Trustworthy	55%	56%
Ethical/Public	51%	52%
Inspires me	33%	39%

Use of **Mobile news apps** is on the rise:

All smartphone and/or tablet users	Mobile News App Users
30% Q1 2012	48% Q1 2012
50% Q1 2013	85% Q1 2013

Newspaper apps are most popular. About half of all mobile news consumers downloaded newspaper apps, making it the most downloaded app category versus TV News Apps, Radio News Apps, and News Service Apps:

- 47% Newspaper apps
- 37% TV News apps
- 33% Radio News apps
- 26% News Service apps

Source: Reynolds Journalism Institute & Digital Publishing Alliance (2013)



ONLINE ADVERTISING

SITE MATTERS

Given the plethora of online choices and the natural consumer reaction to intrusiveness, the site on which you advertise matters.

OPA research points out those audiences on content sites have higher engagement. The OPA research further indicates that local media sites attract consumers who spend more money online. Looking at consumers who spent \$500 or more online in the past 12 months, media sites reached more of these individuals than portals or consumers overall, with newspaper sites reaching 40 percent of these shoppers.

IMPORTANT CONTENT ON LOCAL MEDIA WEBSITES

A spring 2008 OPA study conducted by Jupiter Research points out that advertising is an important content component on local media sites and those sites are more likely to generate action. That OPA research shows that almost one-half (46 percent) of local online content users took some action buying, researching, or visiting a store after seeing local advertising on a newspaper site. That study shows that consumers are 24 percent more likely to act on local ads placed on newspaper sites versus the portals.

Local newspaper sites have the greatest overall reach as a source of local information according to a comScore study in 2009. More than one-half of online consumers use newspaper sites to consume local information, with even higher incidences occurring among high-income earners (\$75,000 or higher) and those with some college-level education.

The data show that local newspaper websites rank highest (57 percent), ahead of online portals (54 percent) and local television websites (53 percent).

40% of shoppers are reached through newspaper sites

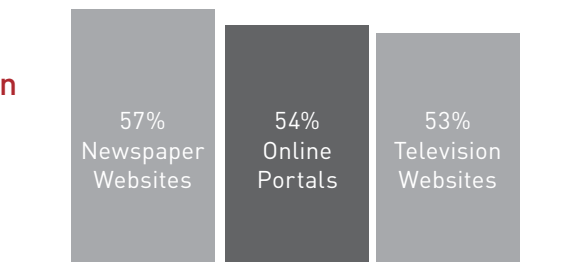
Local newspaper websites recorded high incidence levels for upper-income households (63 percent), for the college educated (60 percent) and for those age 35 or older (58 percent).

Remember that local newspaper sites compete most closely with local TV station sites, but many local markets typically have only one local newspaper website. The abundance of television sites compared with newspaper in a given market underscores the value of the one local newspaper site to advertisers. The abundance of types of websites in a typical market is even more so for local radio and there are a plethora of specialty websites and social-networking options for consumers.

Keeping in mind that the online portals contain search components, it is perhaps unsurprising they rank high—and they also can result in displaying content from other local media websites, including newspapers.

The strength of local newspaper websites grows when respondents were asked to identify websites used most often for specific types of local content. Newspaper sites ranked first as a source for local information (29 percent), local sports (27 percent), local entertainment (26 percent) and local classifieds (39 percent), ahead of both local television websites and online portals. Local newspaper websites and local television websites were cited by nearly identical percentages (30 percent and 31 percent, respectively) as sources relied on most often for local news.

Online Consumption of Local Information



ONLINE ADVERTISING

RELIABLE AND TRUSTWORTHY LOCAL NEWSPAPER WEBSITES

Local newspaper websites rate better overall than other local competitors in terms of being trustworthy or reliable. While virtually tied with local television websites as the one source considered most trustworthy or reliable for local news (33 percent vs. 32 percent), newspaper sites had a larger lead in all the other content areas. Local newspaper websites led television by 12 percentage points (34 percent vs. 22 percent) for local information, by six points for local sports (30 percent vs. 24 percent), by 10 points for local entertainment (30 percent vs. 20 percent) and by 29 points for local classifieds (42 percent vs. 13 percent).

Four in 10 adults agreed that their opinion of the advertising they see online is influenced by the type of website on which the ad appears. Younger adults (ages 18–34) are more likely than those 55 and older to agree that the type of website matters for advertising (46 percent vs. 31 percent).



4 in 10 agreed that their opinion of an ad seen online is influenced by type of website the ad appears

Where you advertise online matters! If you want action, effectiveness, credibility and trust, as well as to be recognized within the local community, newspaper websites do provide a quality, premium environment.

Those in higher-income households are slightly more likely to agree than those with lower household incomes (42 percent vs. 38 percent). However, education level does not appear to make a difference.

The comScore research says that 78 percent of consumers believe that newspaper websites have ads that are more likely to be current, 48 percent say newspaper websites have ads that are likely to be more credible, ads tend to be more local (46 percent), ads are from sources that are more familiar due to the printed paper (30 percent), that newspaper websites offer a combination of advertising and other local content (23 percent), and newspaper websites are perceived to have less “junk” advertising (21 percent).

comScore behavioral data also reveals that ads on newspaper sites drive more search than ads on other sites. In addition, ads on newspaper sites drive consumers to advertisers’ sites in the two weeks after a display ad runs on a newspaper site.

Ads on newspaper sites drive consumers to advertisers’ sites in the two weeks after a display ad runs on a newspaper site.

ONLINE ADVERTISING

THE NEWSPAPER DIGITAL AUDIENCE

The digital audience engaging with newspaper content reached a new peak in March 2015, totaling 176 million adult unique visitors, a 10% increase from comScore’s previous measurement in March 2014.

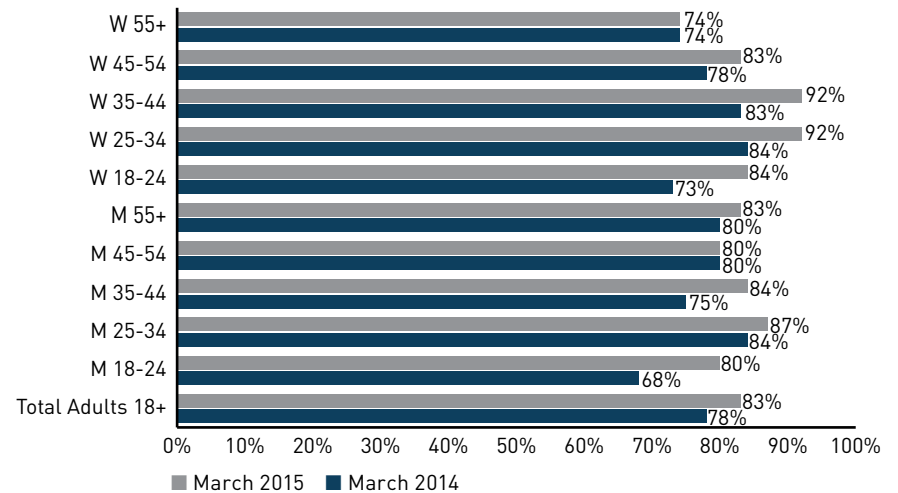
The net reach of newspaper digital content continues to grow for nearly all age groups. Among women age 35-44, the net reach rose 9 points, from 83% to 92%. Similarly, net reach among women 25-34 increased 8 points, from 84% to 92%. An especially large jump in net reach—12 points—occurred among men 18-24, from 68% to 80%.

These impressive net reach numbers demonstrate the importance consumers place on engaging with newspaper digital content and further reveal the vitality of newspaper media in an era where all businesses are challenged to enhance performance.

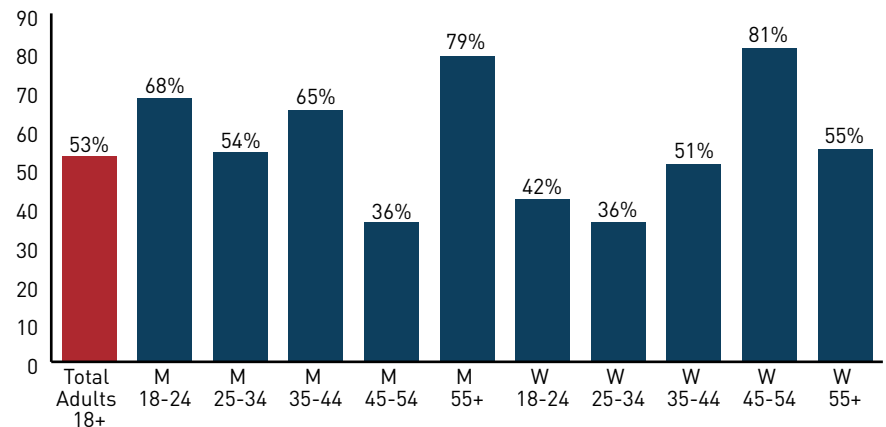
The increased usage of mobile devices—smartphones and tablets—have driven upward the audience reached by newspaper digital media. In March 2015, this segment totaled 71 million adult unique visitors and accounted for 40% of the total newspaper digital audience, a 53% increase. By contrast, in March 2014 the mobile-only audience comprised 29% of the newspaper digital audience.

- Those who use only mobile devices during the month to access newspaper digital media now exceed those who use only desktop/laptop computers and those who use both mobile and computer technology.
- 51 million use a combination of mobile and desktop or laptop devices during the month to connect with newspaper digital content, accounting for 29% of the newspaper digital audience in March.

Net Reach by Age & Gender, Newspaper Digital Content (March 2015 vs. March 2014)



Growth in Mobile-Exclusive Audience for Newspaper Digital Content by Age & Gender (March 2015 vs. March 2014, Adult Unique Visitors)



TOP REASONS TO ADVERTISE ON A NEWSPAPER WEBSITE

1. Frequency: The online newspaper website user spends more hours online than the general website user. Almost half of newspaper website users (48%) spend an average of ten or more hours engaging in a variety of activities online during an average week. More than one in four of those newspaper website users (26%) spend more than an average of twenty hours online.

2. Reach: In 2015, online newspaper media content reached more than 176 million unique visitors in March alone. 77% of American adults follow links on social media for news stories. 43 million adults accessed content from newspaper sources on tablets and smart phones in an average month.

3. Credibility: Branded content brings a higher quality audience. Based on our Nielsen Cross Media Engagement study (2013), newspaper websites are seen as extremely trustworthy and ethical environments versus other media outlets. This is extremely important when consumers are viewing ads.

4. Targeted: If you want to focus on a particular backyard, advertising in an online newspaper is more personal and more relevant because it is local. Newspapers also publish a plethora of niche sites (e.g. youth, women, movie fans, Hispanics) for virtually any demographic advertisers could possibly hope to reach. “Newspapers know more than

ever about their Web audience because of online registration programs and audience segmentation software.”

5. Purchasing Power: Combined with newspaper printed product, newspaper media reach 74% of households with \$100,000 in annual income each year. This means greater discretionary income for greater purchasing power.

6. Mobile Explosion: The percentage gain is even more dramatic for visitors who use only mobile devices—tablets or smartphones—to get newspaper digital content. That group has seen 53% growth to an average monthly unique visitor number of 71 million, representing 40% of newspapers total digital audience.

7. High Profile: Over 7 of every 10 professionals are reached by a combination of newspaper digital and print each and every week. This reflects an influential group of white collar professionals from a variety of corporate cultures with significant purchasing capabilities.

8. Engagement: The highest percentage of any medium for advertising engagement is the combined power of Newspapers Print/Digital, with 39% of Adults saying they “usually notice ads”, “likely to purchase” and “Best place for Black Friday shopping” versus 34% for Radio, 33% for internet, and 32% for TV/TV Web.



9. Cutting Edge: Newspaper website users are more likely to own a smartphone (24%) or Tablet (26%) than the general online user. They are also much more likely to spend larger amounts of money purchasing online. Newspaper website users are 60% more likely to spend \$2,500 or more buying online than the general online population.

10. Mix: A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.

Scarborough Research 2014

MORE REASONS TO ADVERTISE ON A NEWSPAPER WEBSITE

VIDEO:

Newspapers are embracing video in a big way! For some journalists, the advent of video is a career enhancement and brand extension of the newspaper's quality and image. The still photos from the traditional print newspaper are now moving online, being embedded within the text and converted to videos. The reader clicks on the video and viewers can see and hear the photo through the video.

Some newspaper videos can be entertaining, such as promoting a local contest "how hot does it have to be to fry an egg?" While videos may be amusing, additionally they can cover serious journalism, such as interviews with political candidates or of a student demonstrating a science project. Often a side effect of compelling videos is that they go viral and the image is viewed around the world.

This viral action of the video reflects a strong statement of the power of journalism and newspapers!

The first video was by the Associated Press during 2003 when the coverage of Iraq was filmed. Today online newspaper readers expect the "sight and sound" with their digital newspaper. Today around 200 broadcasters pick up the newspaper videos and then use these videos on their programs.

Source: 2012 Sprout Social

20.6 million people watched online video (via desktop) on Newspaper sites in June 2015.

Source: ComScore Video Metrics, February 2015.

63% of U.S. adults watch online videos, and of those, 36% watch news videos."

Source: Pew Research Center, State of the News Media, March 2014.

(<http://www.journalism.org/2014/03/26/news-video-on-the-web/>)



HOW TO EVALUATE AND COMPARE MEDIA

CONSIDERATIONS FOR EFFECTIVE MEDIA MIXING

RADIO ADVANTAGES...

- Radio is a medium used by large segments of the population at one time or another during the day in a variety of locations.
- Radio offers a huge variety of program formats that allow advertisers to target narrowly defined audiences that best match your customers.
- Radio spots tend to be inexpensive.
- Free creative assistance is often available.
- Radio offers short lead times to place ads and change ads quickly.
- Radio can create emotion and personality for your brand.

RADIO DAY PARTS

Morning Drive 6–10 a.m.

Evening 7 p.m.–12 a.m.

Mid-day 10 a.m.–3 p.m.

Overnights 12–6 a.m.

Afternoon Drive 3–7 p.m.



CONSIDERATIONS...

1. Radio listeners are dispersed over many stations and many formats making it a frequency medium rather than a reach medium. How many spots will it take to give you sufficient reach of your target?
2. Radio listeners are typically spread out over the course of the day with even smaller reach numbers during non-drive times. Try to prevent your spots from running out of the listening window.
3. Radio commercials are short lived and fleeting. People do not retain information long.
4. Radio is more emotional than fact based. Do not saturate your spots with too much detail.
5. Radio ads are an interruption to the program being listened to. It will take frequency to break through the tune-out factor and get attention.
6. In today's multi-tasking world, make certain that your radio spots don't make your target work too hard. When radio is background, remember that you can't rewind to hear details again.
7. To avoid ad fatigue, consider flighting spots a few weeks on and then a few off.
8. Most listeners maintain a few favorite stations to listen to. Research suggests selecting no more than three stations for your target.
9. Radio inventory is limited. Rates go up when demand exceeds supply. There will be times when the time slots you want are not available.
10. The surge in MP3 players, HD radio and satellite radio all reduce the listenership of commercial radio and the reach of your spots.

Radio Audience by Format Type

Radio format profiles (M-S 6am-Mid cume)	Percent Listening by Format Type		
	Total Adults	Men	Women
80's Hits	0.1%	0.2%	0.1%
Active Rock	5.3%	7.0%	3.6%
Adult Contemporary	21.9%	19.9%	23.8%
Adult Hits	7.5%	8.4%	6.7%
Adult Standards	0.6%	0.6%	0.6%
Album Adult Alternative	3.5%	4.0%	3.0%
Album Oriented Rock	3.5%	4.5%	2.6%
All News	4.9%	5.6%	4.2%
All Sports	9.8%	15.1%	4.9%
Alternative	8.0%	9.1%	6.9%
Blues	0.0%	0.0%	0.0%
Children's Radio	0.0%	0.0%	0.0%
Christian Adult Contemporary	1.0%	0.8%	1.2%
Classic Country	1.5%	1.7%	1.2%
Classic Hits	15.0%	16.3%	13.8%
Classic Rock	14.5%	18.4%	10.7%
Classical	3.4%	3.6%	3.1%
Comedy	0.2%	0.2%	0.1%
Contemporary Christian	6.8%	5.8%	7.8%
Contemporary Inspirational	1.3%	1.0%	1.6%
Country	24.2%	23.5%	24.9%
Easy Listening	0.2%	0.2%	0.2%
Educational	0.6%	0.6%	0.5%
Family Hits	0.0%	0.0%	0.0%
Format Not Provided/Unknown	31.3%	32.4%	30.2%
Gospel	1.0%	0.6%	1.3%
Hot AC	18.1%	16.4%	19.8%
Jazz	1.1%	1.3%	1.0%
Latino Urban	0.0%	0.0%	0.0%
Mainstream Rock	1.4%	1.9%	0.9%
Mexican Regional	4.7%	4.8%	4.6%
Modern AC	1.1%	1.1%	1.2%

Radio format profiles (M-S 6am-Mid cume)	Percent Listening by Format Type		
	Total Adults	Men	Women
New AC/Smooth Jazz	0.1%	0.1%	0.1%
New Country	1.6%	1.5%	1.8%
News/Talk/Information	17.9%	22.0%	14.1%
Nostalgia	0.0%	0.0%	0.1%
Oldies	2.3%	2.5%	2.1%
Other	0.1%	0.1%	0.0%
Pop Contemporary Hit Radio	24.3%	21.9%	26.6%
Religious	2.4%	2.3%	2.6%
Rhythmic AC	2.2%	2.2%	2.2%
Rhythmic Contemporary Hit Radio	10.8%	10.5%	11.1%
Rhythmic Oldies	1.3%	1.3%	1.2%
Smooth AC	0.6%	0.6%	0.6%
Soft Adult Contemporary	1.7%	1.5%	1.9%
Southern Gospel	0.2%	0.2%	0.2%
Spanish Adult Hits	2.2%	2.3%	2.2%
Spanish Contemporary	3.7%	3.6%	3.8%
Spanish Contemporary Christian	0.1%	0.0%	0.1%
Spanish Hot Adult Contemporary	0.7%	0.8%	0.7%
Spanish News/Talk	0.6%	0.7%	0.5%
Spanish Oldies	0.1%	0.1%	0.1%
Spanish Religious	0.3%	0.2%	0.5%
Spanish Sports	0.2%	0.3%	0.1%
Spanish Tropical	1.5%	1.5%	1.5%
Spanish Variety	0.4%	0.4%	0.4%
Talk/Personality	2.1%	2.7%	1.6%
Tejano	0.3%	0.3%	0.2%
Urban AC	7.7%	7.1%	8.2%
Urban Contemporary	7.6%	7.3%	7.9%
Urban Oldies	0.6%	0.5%	0.6%
Variety	2.1%	2.5%	1.8%
World Ethnic	0.3%	0.3%	0.3%

Source: Nielsen Scarborough, USA+, Release 2, 2014

HOW TO EVALUATE AND COMPARE MEDIA

TELEVISION ADVANTAGES...

- People spend a good deal of time in front of the television.
- Television can be an effective method for building your brand.
- Individual television spots can be affordable.
- Television allows you to reach a large number of people in a region or nationally over a short period of time.
- The incorporation of audio and video in television advertising elicits emotional responses from viewers.

TV Dayparts	
Early Morning	6 a.m.–10 a.m.
Daytime	10 a.m.–4 p.m.
Early fringe	4–5 p.m./5–6 p.m. (except for news)
Early news/prime access	5–7 p.m./6–8 p.m. (time varies)
Prime time	7–10 p.m./8–11 p.m.
Late news	Following prime time, usually 30 minutes
Late fringe	Late news until sign-off



CONSIDERATIONS...

1. Television spots can be very expensive and time consuming to produce. Remember that your spots will compete with those that cost hundreds of thousands of dollars, even if yours is cost efficient.
2. Television advertising is difficult and expensive to change quickly.
3. Best case: Television spots run for 30 seconds. This lack of flexibility also means that you don't have a lot of time to convey your message, and the information you give must be brief.
4. Availability of desired spots is limited. Local television spots are typically restricted to a cluster around station breaks and local news.
5. Television spots are usually preemptable, meaning they can be bumped for advertisers willing to pay more even if you have already purchased.
6. Television advertising often requires significant frequency to impact a viewer.
7. With the advent of DVRs and video-on-demand, along with incremental cable channels, the audience on any particular station at any particular time has become quite small.
8. When you buy local broadcast television, you are subject to reaching the audience of that station's geographic signal, which might not match yours.
9. For many television viewers, the intrusiveness of television advertising can be seen as a nuisance.
10. Television audiences increasingly take action to avoid commercials. Channel flipping, ad skipping, snack and bathroom breaks are common techniques used to avoid your spot.

HOW TO EVALUATE AND COMPARE MEDIA

CABLE ADVANTAGES...

- Cable spots are typically less expensive than other broadcast options.
- Cable typically offers greater spot availability.
- Cable allows for more precise targeting than broadcast television.
- Cable operators usually operate in finite geographic areas, which provides for the potential of good geo-targeting.

CONSIDERATIONS...

1. It will take a considerable number of spots to reach a desired audience, as viewership is typically much lower on cable.
2. Targeting in cable must be more precise given the choices. This can be difficult.
3. Local spots on cable are often relegated to limited time slots.
4. All of the things you need to think about on broadcast also apply to cable.
5. Try to buy only a few cable channels at a time (four is a good number).
6. Make sure you know how many unique viewers you will actually reach across multiple exposures of your ads.

DIRECT MAIL ADVANTAGES...

- Direct mail offers targeting opportunities down to the individual level.
- Your message is tangible in a target's hands.

- Direct mail response rates are typically easier to measure.
- Direct marketers have total control over the presentation of the message.
- Direct mail allows for the elimination of wasted distribution more easily than other media.
- Direct mail offers a wide variety of ad formats to stand out.

CONSIDERATIONS...

1. Good direct mail will have long production lead times.
2. Direct mail can be very expensive in terms of both production and distribution.
3. Creating and managing direct mail lists often requires considerable resources.
4. Many consumers see direct mail as "junk mail" and discard it before exposure to the message.
5. Direct mail delivery dates tend not to be precise.
6. Direct mail requires the most precise targeting of all advertising.

OUTDOOR ADVANTAGES...

- Outdoor can be targeted to very local geographies.
- Good outdoor advertising can grab attention.
- Outdoor can produce good micro local reach.
- Outdoor is an effective brand/reminder vehicle.

Cable TV Viewing by Network

Cable Networks /stations watched past 7 Days	Total Adults	Men	Women
A&E	27.2%	27.4%	27.1%
ABC Family	16.5%	11.8%	20.8%
Adult Swim	6.5%	8.5%	4.5%
AMC	16.8%	19.7%	14.0%
Animal Planet	15.2%	14.4%	15.9%
BET	8.0%	5.9%	10.0%
Bio (Biography)	5.3%	5.1%	5.6%
Boomerang	1.8%	1.8%	1.8%
Bravo	9.5%	6.7%	12.1%
CI (Crime & Investigation Network)	3.9%	2.8%	4.8%
CMT (Country Music Television)	7.6%	7.2%	8.0%
CN (Cartoon Network)	5.5%	5.6%	5.3%
CNBC	7.3%	9.2%	5.5%
CNN	18.0%	19.6%	16.5%
CNN en Español	1.3%	1.2%	1.5%
Comedy Central	14.4%	18.0%	11.0%
Cooking Channel	13.2%	10.6%	15.8%
Destination America	2.2%	2.6%	1.7%
Discovery Channel	27.2%	31.8%	22.9%
Disney Channel	14.9%	11.5%	18.1%
DIY Network	4.1%	4.0%	4.2%
E!	9.1%	6.1%	11.8%
ESPN	27.4%	38.5%	16.9%
ESPN Classic	4.1%	6.2%	2.1%
ESPN Deportes	1.6%	2.4%	0.9%
ESPN2	14.8%	22.7%	7.3%
ESPNews	4.9%	7.7%	2.2%

Cable Networks /stations watched past 7 Days	Total Adults	Men	Women
ESPNU	4.4%	7.0%	1.9%
Food Network	18.8%	16.3%	21.2%
FOX Business Network	3.7%	5.2%	2.2%
FOX Deportes	1.1%	1.6%	0.7%
FOX News Channel	17.4%	19.9%	15.1%
FOX Sports 1	6.7%	10.2%	3.3%
FOX Sports Network	8.6%	12.3%	5.1%
FX	15.6%	18.4%	12.9%
G4	1.2%	1.8%	0.7%
Galavisión	2.1%	1.8%	2.3%
Golf Channel	5.5%	7.9%	3.3%
GSN (Game Show Network)	3.8%	3.0%	4.6%
H2 (History 2)	7.4%	10.6%	4.4%
Hallmark Channel	16.1%	10.3%	21.6%
HGTV	18.3%	14.1%	22.2%
History	28.6%	36.2%	21.3%
HLN (CNN Headline News)	4.3%	4.4%	4.2%
IFC (Independent Film Channel)	3.6%	4.9%	2.5%
INSP (The Inspiration Network)	2.2%	1.6%	2.7%
Lifetime	18.4%	10.4%	25.9%
LMN (Lifetime Movie Network)	9.6%	5.0%	14.0%
LRW (Lifetime Real Women)	0.6%	0.2%	0.9%
MLB Network	3.6%	5.6%	1.8%
MSNBC	7.6%	9.0%	6.3%
MTV	9.7%	8.4%	11.0%
MTV2	4.0%	4.0%	4.1%
MUN2	0.7%	0.6%	0.9%

Cable TV Viewing by Network

Cable Networks /stations watched past 7 Days	Total Adults	Men	Women
National Geographic Channel	15.5%	18.3%	12.8%
NBA TV	2.8%	4.0%	1.7%
NBC Sports Network	6.7%	9.3%	4.3%
NFL Network	8.6%	12.6%	4.7%
NHL Network	1.9%	2.8%	1.1%
Nick	8.6%	7.3%	9.9%
Nick at Nite	5.0%	3.9%	6.0%
Nick Jr.	7.4%	4.9%	9.8%
NuvoTV	0.3%	0.2%	0.3%
Outdoor Channel	4.2%	6.4%	2.2%
Ovation	0.7%	0.4%	0.9%
OWN (Oprah Winfrey Network)	7.3%	3.8%	10.6%
Oxygen	7.8%	4.0%	11.3%
Reelz	3.0%	3.4%	2.6%
Spike	10.6%	14.1%	7.2%
Sportsman Channel	2.0%	3.3%	0.8%
Syfy	13.6%	15.6%	11.8%

Cable Networks /stations watched past 7 Days	Total Adults	Men	Women
TBS	21.1%	23.2%	19.1%
TCM (Turner Classic Movies)	10.9%	11.4%	10.5%
TeenNick	2.6%	1.8%	3.3%
The Weather Channel	21.6%	22.0%	21.2%
TLC (The Learning Channel)	12.0%	8.8%	15.0%
TNT	24.5%	26.3%	22.7%
Travel Channel	9.2%	10.0%	8.4%
TruTV	8.6%	10.0%	7.2%
TV Land	9.0%	8.4%	9.6%
TV One	2.4%	1.8%	3.0%
TVGN (TV Guide Network)	1.9%	1.4%	2.5%
USA	21.8%	22.6%	21.1%
VH1	7.3%	6.2%	8.3%
We TV	3.7%	2.2%	5.1%
WFN (World Fishing Network)	0.5%	0.6%	0.4%
WGN America	3.7%	4.3%	3.2%

Source: Nielsen Scarborough, USA+, Release 2, 2014

SOCIAL MEDIA

Paid social media ads are an effective way to drive incremental sales or leads for brands.

Performance for social ad campaigns typically falls between paid search and traditional display.

In social media, trust is critical and translates into links and verity. Trust, though is not attained solely through paying for placement of ad.

Display ads generate most ad dollars on social media sites. Tracking and analyzing social media advertising is extremely critical, since it's an ever changing space in which buzz is a big factor.

Along with an advertising and marketing plan, social media success depends on attracting and maintaining a robust fan base.

Key social media channels are Facebook, Instagram, LinkedIn, YouTube and Twitter. All of these social media venues offer extensions to Newspaper's value and integrity by being the source of information that is often lifted, quoted, commented on and gone viral.

FACEBOOK

Facebook serves a high proportion of display ad impressions compared with other digital means, given social media's very sizable audience and reach. Demographics such as age and education can be highly targeted in ads featured in Facebook.

Facebook users can also indicate where they live, which offers a prime opportunity to localize and focus on a specific geographic area. Facebook's introduction of quality controls means that advertising is held to a higher standard and therefore tends to be received well.



Unlike most ad networks that offer CPM (Cost per thousand) or PPC (Pay per click) pricing, Facebook allows companies to determine whether they are more focused on exposure and awareness (CPM) or on conversion and providing more information (PPC).

People tend to use Facebook as a social and sharing tool rather than as a means to buy something. This creates issues when companies focus on conversion rates.

Facebook enables advertisers to target friends of current brand fans. Since friends tend to have similar interests, this type of targeting can produce higher CTR (Click-through) rates.

Some Facts about Facebook:

- 11 years old
- More than 1 billion monthly users
- 945 million mobile users
- 757 million daily users
- 71% of all adults use Facebook

Source: Pew Research 2015

SOCIAL MEDIA

INSTAGRAM

Instagram is a site where you take a photo or video, post it and share with your friends by Facebook or Twitter.

Some Facts about Instagram:

- Launched in 2010
- Over 300 million monthly users
- 65% of users are outside of USA.
- Average of 60 million photos per day
- Selfie- started with this site- a self-portrait is taken and posted
- Instagram is owned by Facebook

Source: Instagram 2015

LINKEDIN

LinkedIn is a social networking site designed specifically for the business community.

The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Each member creates a profile of their business experience, like an online resumé.

Some Facts about LinkedIn:

- Launched in 2003
- 187 million unique visitors monthly
- Over 40 million members from 200 countries, representing 170 industries
- More than 50 million unique visitors each week
- Over 2.8 million business have a LinkedIn

Source: LinkedIn 2015

YOUTUBE

A video sharing service that allows users to watch videos posted by other users and upload videos of their own.

It offers an opportunity for ordinary people to get noticed by posting videos they create.

Some Facts about YouTube:

- The service was started as an independent website in 2005 and acquired by Google in 2006.
- The slogan of YouTube website is "Broadcast Yourself."
- The first YouTube video posted was by one of the founders of YouTube. The video was shot at the San Diego Zoo in April 2005, in front of the elephant enclosure.
- The most viewed/liked video (not including music videos) is "Charlie bit my finger" (baby shot) and "Sneezing Baby Panda".
- More than 1 billion unique users visit YouTube each month.
- 100 hours of video are uploaded to YouTube every minute.

Source: YouTube 2015



SOCIAL MEDIA

TWITTER

Although a quarter of the size of Facebook, Twitter offers a unique and compelling opportunity to target prospects on the go through short bursts of text (140 characters) and video. The age of the average Twitter user is very consistent with mobile newspaper users—the median adult age of a Twitter user is 32, whereas, the median adult age of a newspaper mobile—exclusive is 33. Also, newspapers drive tweets. Local newspapers are higher than all other media in generating retweets—with a 54% greater likelihood. (TVB Research)

Some Facts about Twitter:

- 288 million active users every month
- 50 million tweets are sent per day
- 80% of Twitter users are on mobile device
- 77% of Twitter accounts are outside the U.S.
- Vine (Twitter video) has more than 40 million viewers

Source: Twitter, 2015



CONSIDERATIONS...

- 1. Create Tweets That Resonate.** Combine exciting, useful content with an engaging, unique tone to emotionally connect with your audience. Include pictures and videos.
- 2. Keep Tweets Short & Sweet.** Tweets shorter than 100 characters get a 17% higher engagement rate (Buddy Media 2013).
- 3. Make It Real Time.** Timing matters, especially for breaking news or live tweets. Depends on content of tweet, objectives, audience geography and more.
- 4. Tweet Often.** Tweeting frequently depends on audience, purpose and message objectives. A good rule of thumb is to do 3-5 tweets per day.
- 5. Follow accounts** that are interested in your business.
- 6. Simply @Reply.** This is intended to make communication between users easier and seamless.
- 7. Stay Trendy.** Participate in Twitter trends, whether organically or through promoted trends. Trends will drive conversations.
- 8. Win at Contests.** Hosting a contest or sweepstakes is a great way to improve engagement on Twitter.
- 9. Measure Your Impact.** Based on objectives—follower growth, quality, engagement, reach, traffic, etc.
- 10. Cost.** Twitter will never charge you for organic activity only: when people follow your promoted account or retweet, reply, favorite, or click on your promoted tweets.

TRACKING

TRACKING YOUR PERFORMANCE

Advertising is not a perfect science. There is no one constant formula. If you don't track how your advertising does, then more than just half will be wasted. No matter how well your ads do, knowing about the results will help you improve them.

Too often, people think it's the medium's fault if their ad doesn't perform well. However, you could learn by tracking how to make media work through better copy, timing, targeting and execution.

Tracking and measuring ads is a crucial component to successful advertising. Tracking can be as simple or as complex as you like.

TALK TO YOUR CUSTOMERS. ASK THEM QUESTIONS LIKE:

- How did you hear about us?
- What brings you to the store?
- What media do you consume for shopping?

COLLECT INFORMATION ABOUT YOUR CUSTOMERS

- Obtain contact information such as e-mail addresses, mailing addresses, phone numbers, or at least ZIP codes.
- What sorts of things do they buy?
- When do they like to shop?

CHART INFORMATION FOR FUTURE REFERENCE

- What were sales before, during and after your advertising appeared?
- What else sold besides the advertised item?
- What days/times did your ad run?
- Were your competitors advertising at the same time?
- What other external factors might affect ad performance (such as weather)?
- What did you advertise?
- What units/sizes did you use to advertise?

Half of my advertising is wasted; the trouble is, I don't know which half. —John Wanamaker in 1920

TRACKING

INCREASING THE EFFECTIVENESS OF YOUR ADVERTISING

For many advertisers, there are a great number of indirect actions that can improve the performance of your ads. Writing and placing an ad is just the beginning of effective advertising.

GETTING CUSTOMERS INTO YOUR LOCATION IS A GREAT FIRST STEP, BUT CONSIDER THE FOLLOWING:

Have you worked with your employees to make certain that they know you are advertising?

- Do they know what you are advertising?
- Can they direct customers to advertised products?
- Will they make related up-sells?
- Are they excited about your promotions?

Is your business ready for the traffic your advertising will generate?

- Do you have sufficient inventory on hand?
- Are you using “As Advertised” signage?
- Are you competitively priced?
- Have you displayed the advertised merchandise attractively and conveniently?



Building a customer database will allow you to track personal information and individual preferences, unlocking secrets to providing better service and value.

CREATING

HOW TO CREATE AN EFFECTIVE AD

DEVELOP AN ON-TARGET MARKETING STRATEGY

First Things First

Before you think about copy or layout, you must first develop an on-target marketing strategy (see page 5).

This means knowing three things:

1. Your customers/market.
2. Your competition.
3. What's hot/what sells.

Creating Effective Ads

Effective Ads...

- Get noticed and jump off the page—in a matter of seconds.
- Create a sense of urgency and motivate action.
- Speak to a specific, targeted audience.
- Give facts needed to make a purchasing decision.
- Demonstrate an orderly pattern, easy to follow.
- Are easy to read and understand.
- Avoid providing too much information in limited space.
- Sell a product's benefits—not its features.



Advertising is completely unnecessary, unless you want to make money —Jef Richards

TEN STEPS TO CREATING EFFECTIVE ADS

Step 1

MAKE YOUR ADS EASILY RECOGNIZABLE

Make your ads distinctively different from those of your competitors. Keep your ads' appearance consistent. Over time, readers will recognize your ads before reading them. Focus on one selling point.

Step 2

USE A SIMPLE LAYOUT

The layout should carry the reader's eye from headline, to illustration, to explanatory copy, to price, to the store's name. Avoid using too many different typefaces, overly decorative borders and reverses. These devices are distracting.

Step 3

USE A DOMINANT ELEMENT

A large picture or headline ensures quick visibility. Although realistic-looking illustrations share near equal, attention-getting value, photographs are typically stronger. Use action pictures featuring local people or places.

Step 4

USE A PROMINENT BENEFIT HEADLINE

Shoppers want to know, "What's in it for me?" Feature the main benefit in a compelling headline. Draft "how to" or helpful headlines. The headline is easier to read if it's large and not obscured by other visual elements.

Step 5

LET WHITE SPACE WORK

Give the ad room to breathe with white space, as it focuses the reader's attention on the ad, emphasizing the headline and graphic. When a "crowded" ad is necessary, organize items logically. Busy ads can lose their desired impact, blending into the page.

Step 6

MAKE COPY COMPLETE

Copy should be in simple, complete sentences, and should be enthusiastic while also sincere. In designing the layout of a copy block, consider boldface lead-ins. Small pictures or graphics in sequence can enhance the look. Avoid difficult language. Simple is often the best approach.

Step 7

STATE PRICE OR RANGE OF PRICES

Never be afraid to state prices, as readers often overestimate omitted prices. If the advertised price is high, explain why it's a good value — perhaps because of superior materials, workmanship or extra features. If the price is low, support it with factual statements, such as information on a close-out, special purchase or clearance.

Step 8

SPECIFY BRANDED MERCHANDISE

If the advertised product is a known brand, mention it, as it can enhance your store's reputation. Furthermore, you may qualify for coop advertising from the manufacturer.

Step 9

INCLUDE RELATED ITEMS

Make two sales instead of one by offering related items along with a featured product or service. For instance, if advertising a dress or suit, increase potential sales by including shoes, hats or handbags in the same ad.

Step 10

COMPEL READERS TO BUY NOW

Tell them to get out of their chair and do something! Your ad should convince them they need this product or service to make their lives better.

TIPS FOR HEADLINES

THE BEST HEADLINES...

- Appeal to people's self-interest. How will the buyer be better off? Consider dual benefits (clean and economical, soft and silky, delicious and refreshing), as they're more valuable to the shopper.
- Quickly identify the product or service for sale. You want buyers who are in the market for what you have to sell.
- Draw readers to the ad. Tell just enough to pique shoppers' interest, enticing them to want to know more.
- Are honest. In addition to potential legal liabilities, deceptive trade practices can be costly and damage your business' reputation.
- Are drafted after the body copy is written because you've thought through the products while writing the copy.
- Are headlines, not titles. Remember to state the benefits! People often buy on emotion. Make the reader feel more and think less.
- Are typically set in upper- and lower-case type (rather than all upper-case) and are no longer than two decks.
- Correspond with the ad's visual element(s).
- Relate directly to the product. Avoid negative connotations, gimmicks and verbal trickery.

THE 'SO WHAT?' RULE

After reading a headline you've written, ask yourself, "so what?" If an answer doesn't come quickly, you don't have a benefit. Throw that headline out and try again.

QUESTIONS TO ASK YOURSELF

- What is the target customer group for the ad?
- What is the target customer's perspective on the product?
- What are the important features of the product?
- How do these translate into benefits for the customer?
- What is the most important benefit?
- What would make a customer want to buy the product?



TIPS FOR COPY

THE BEST COPY...

- Focuses on the product or service in a clear, easy, concise, and simple manner. Use monosyllabic words to attract attention.
- Follows a cardinal rule: The customer comes first. Speak to their lifestyle, emotions, desires and concerns. Paint a mental picture of them enjoying the benefits of the purchase. Put the reader in the ad by using the word “you” often. Give them reasons to buy.
- Includes an opening sentence that repeats the main benefits, supported with proof. Ad readership increases when your copy leads with the main appeals featured in the headline.
- Is light, lively and pleasant in tone. Make the copy sound like a conversation. Use pronouns, colloquial expressions and contractions. It’s generally more effective to stay in the present tense.
- Avoids clichés, such as “tradition of quality service.” Focus on how you can benefit the prospective customer.
- Is believable. The best way to get people to believe you is to tell the truth.
- Avoids using gender if something is aimed at both men and women. Avoid technical expressions unless the target group would understand the copy.
- Includes prices clearly, as most people are shopping when they are reading ads. Mention benefits before mentioning price. Ads including sale prices are noticed more often than ads without, and readers pay more attention to sale ads, too.
- Is written in short sentences (maximum of 17-20 words) and paragraphs, with space between each. Readers follow short copy blocks better than long ones. Copy length, however, depends on product novelty and customer familiarity.
- Includes a lead paragraph (the shortest one with the strongest punch). Use a series of bullets, dots or dashes for benefits and key points.
- Includes just enough information to persuade your prospect to act on the offer. Discuss points relevant to the reader’s self-interest.
- Is specific. Detailed copy points give customers a better idea of your product and make an unfamiliar store more appealing. For example, tell the reader what colors are available (rather than “assorted colors”), and provide prices if possible.
- Is organized and flows smoothly. Tell the whole story in as few words as possible.
- Concludes with a definitive call to action. Point to the next step in the buying process.

COMMON HEADLINE TERMS

New	Why	Announcing
Sale	Quick	Results
Guarantee	Easy	Last Chance
Discover	Bargain	Proven
Now it’s here	Introducing	Save
Just arrived	100%	At Last
Free	Affordable	Begins
How to	Greatest	Strong

EIGHT IS ENOUGH...

USE THE FOLLOWING EIGHT TECHNIQUES TO CREATE A CALL TO ACTION THAT WILL PRODUCE RESULTS.

- 1. Clearly state a deadline for action.** The offer could end on that date, or you could use the deadline in conjunction with an upgrade or free “gift with purchase”.
- 2. Advise of a price increase.** Shoppers want to get a good deal. If your price is increasing on a specific date, let them know.
- 3. Establish an introductory period.** Trial periods are a great way to get new customers by offering a special deal, extra service or a lower price.
- 4. Offer a free gift.** As an added incentive for buying, offer your free gift to the first 100 people that respond.
- 5. “No risk” trial.** Let new customers know they can cancel for any reason before the trial period expires.
- 6. Offer an upgrade.** For example, “Order within seven days and we’ll upgrade you to the deluxe.”
- 7. Free accessory.** Politely urge shoppers to take advantage of your offer before the deadline by offering a free accessory.
- 8. Use active (not passive) phrases.** “Act now...,” “Call today...,” “Save immediately...,” etc.

TIP

Make the deadline fall within the same month the offer will be received. If potential customers know they only have a limited time to respond, you can mitigate “I’ll do it later” syndrome.



TIPS FOR AD DESIGN AND LAYOUT

THE BEST AD DESIGN LAYOUT...

- Is easy to follow. Poor organization is difficult to read and follow. Design with effective space between copy blocks.
 - Is suitable for good reproduction. Follow the printing specifications to ensure that the quality of the ad will make a great impression of your products and business. Many first impressions of a store are from its advertising. Does the ad make a good impression of your business?
 - Possesses a distinctive, recognizable format. Would your readers — especially the store's regular customers — recognize your ad even without the store name?
 - Employs simple, consistent fonts and styles. Your ads should mirror the brand of your store, its collateral, website, signage, business cards, etc.
 - Features the logo, address, phone number and website. Your store's logo should be distinct and remain the same in every ad.
 - Uses color effectively. Four-color ads are noticed 13% more often than two-color ads and 20% more often than black-and-white ads. Full color boosts in-depth reading 40% compared to two-color ads and more than 60% compared to black-and-white ads. Use color strategically, attracting attention, highlighting key points.
 - Is larger in size. Full-page ads are noticed 39% more often than quarter-page ads.
- Includes visuals, such as illustrations and photos. Compared to ads with no visuals, ads with visuals that occupy about half of the total ad space are nearly 30% more likely to attract readers. Plus, when a visual makes up nearly 75% of the ad space, readers are 48% more likely to take note than if the ad has few or no visuals.
 - Visually demonstrates a benefit or shows the product in use. Ads with multiproduct visuals are more likely to attract readers and are 40% more likely to be read thoroughly. Show the product uses if possible, rather than simply telling.
 - Is created for specific placement. Consider the location/section or adjacency of the ad as an element of design. Uniquely shaped ads designed for a particular place can be one of the most innovative, eye-catching and effective ads.

AD PERFORMANCE IN THE MIND OF THE CONSUMER

Many different elements contribute to how an ad performs in the mind of the consumer. The engagement of the consumer with any specific ad can depend on their preexisting attitude toward the product (if any), the extent to which they are “in the market” for that type of product, and all the considerations that go into creative execution of the ad. Realizing that there is no single “best way” to create the perfect ad, some basic elements of layout and organization can make a difference in remembering an ad.

TIPS FOR AD DESIGN AND LAYOUT

Data on some advertising elements has been collected by newspapers via online reader panels in their local markets. With the help of Research and Analysis of Media (RAM), an international research company, results from these reader panels are helping to provide increased knowledge of how advertisers' communications and other published content is delivered and perceived.

Source: Based on a comparison of thousands of RAM surveys conducted in 2010.



AD PERFORMANCE

Size matters: the larger the ad, the more likely consumers will remember it.

Left-hand vs. right-hand page: ad is little different whether the ad appears on the left-hand page or the right-hand page.

Color increases recall: adding color to an ad increases the likelihood that a consumer remembers the ad.

Size Matters	No Difference	Color Works
100 Quarter page	100 All Ads	100 Black/White
106 Half page	102 Right	113 Spot 1/Spot 2
125 Full page	100 Left	116 Full

Source: RAM (Research and Analysis of Media), 1-1-2010—12-31-2010

TEN TIPS FOR CREATING EFFECTIVE ONLINE ADVERTISING

Writing a good online display ad is no easy task. Consider these tips for creating more effective online ads.

- 1. Study the best examples online.** Look at what others are doing online that you like. What catches your attention and your interest? This will help you consider what techniques appeal to you, both from design and effectiveness standpoints. After all, this is the environment you will be competing in.
- 2. Be clear in your graphics and messaging.** A strong, clear message helps capture attention. You want people to take some specific action as a result of seeing your ad. What is that action? What is your unique selling proposition? This is what must come through in your visual presentation.
- 3. Control your file size.** As a general rule, a 468 x 60 pixel banner ad should be 12 kilobytes or less. You can achieve this by limiting the number of colors you use and saving your banner as an animated GIF file.
- 4. Use seven words or less.** In a banner campaign, you are limited to a small space. People need to be able to get your message in a blink. Seven words allows for larger font sizes and greater impact.
- 5. Use power words.** Single words that instantly communicate a benefit are most effective.
- 6. Select images carefully.** Adding visuals is like cooking with spices: too few can make your ad bland, but too many will overwhelm your desired effect. An attractive image can be an effective way to capture attention.

7. Mix well. Most ads mix background, text and image elements. Contrasting these elements typically helps make your ad effective.

8. Limit fonts. Try to use no more than two fonts when designing your ad. Too many fonts can distract the consumer. When using different fonts, try to pick from different font categories (serif, sans-serif or decorative).

9. Don't overdo it with animation. Too much animation can be annoying to readers. If you use animation, slow it down, minimize the repetitions and don't let it distract from your overall message.

10. Less is more. The more you put in your ad, the greater the likelihood that your message will get lost. Simple, clear, brief messages are typically your best choice.



TEN TIPS FOR WRITING SEARCH ADVERTISING

1. Target the right audience. Use research to determine the demographics and online behavior for the consumers of your product or service. Examine how these data can suggest keywords used in their search behavior.

2. Limit the number of keywords you buy. Sure, keywords may be cheap, but you get what you pay for. You are always better off in buying fewer words, testing and revising the list frequently based on the results. Always start with a list of keywords that meet the search criteria. In other words, limit your use of competitive words. Try to anticipate what searchers are going to type into their search query if you have exactly what they want.

3. Test versions of each search ad you write. Typically, writing two ads and seeing which one gets better results is a good idea.

4. Write your ad clearly, carefully and concisely. Millions of choices will appear for consumers in a typical search. What will you say in your search ad that will increase the odds of you winning the click battle?

5. Sell your benefits. In your search ad, you must include attention-grabbing words that have a call to action and words that evoke emotion and enthusiasm. Don't forget to include your unique selling proposition (why they should select you) in your ad.

6. Include the keyword you bought in your copy. Doing so reinforces to the consumer that clicking on your ad will result in success.

7. Limit the clicks. Nothing frustrates consumers more than being forced into a decision tree when selecting a search ad. Typically, if you can't take the consumer directly to what they asked for, you lose.

8. Track your ROI. Just because something is inexpensive does not mean that it is a good deal. The ad has to work to generate business for you or it is a waste of money. You will typically get some search words that work well for you and others that don't. Be prepared to change frequently.

9. Don't forget search engine optimization (SEO). Sometimes, free search produces a higher ROI than paid search. Increase the odds of appearing in search results by including the words you anticipate consumers will search for in the text on your website. Making it easy for search engine crawlers to find you and boost you on the results will almost always pay dividends.

10. Invest first in your own site. No amount of money spent on search words will pay off if your site is substandard. You have to know what you want to say on your site, how it compares to other choices, how easy it is to navigate and how current is. Always start with the best site you can build.



RECRUITMENT ADVERTISING

HOW TO EFFECTIVELY RECRUIT IN YOUR MARKETPLACE

JOB ... JOBS ... JOBS. They are not only a key economic indicator but also a vital element in any company's success. Every open position equates to less productivity, more recruitment dollars expended, and more time and money spent on training—all of which dramatically affects a company's bottom line. In addition, when hiring staff, it is important that retention remains high within your organization. Although finding and retaining talent might sound easy, the issue is complex. This is where an effective recruitment strategy comes into play and can be a deciding factor in determining a company's success or lack thereof.

Recent years have seen tremendous changes in how to find applicants. However, the one thing that has not changed is the fundamental principle at the foundation of effective recruitment—the key to recruitment is local. The closer your applicants live to where they work, the longer they will stay with you. Thus, it is essential to focus your strategy first on utilizing traditional, as well as non-traditional, local media in your geography. The statement “print is dead” is false. In fact, the opposite is quite true. Traditional print newspapers still have heavy circulation in some local areas and can serve as a key role in your recruiting strategy, depending on the skill sets required.

The incredible fragmentation of the media has determined the about-face in today's recruitment advertising. You cannot rely on a single medium when advertising opportunities. You must think like your target candidate in order to find them! This results in analyzing targeted and niche media based on the skills required in your applicants.

Currently, tens of thousands of online sites focus on wide-ranging criteria, including location, industry, skill set, education, diversity and lifestyle preferences, among others. Caution must be used when analyzing these media, but all should be considered. Even newspapers have formed powerful alliances with online media in order to expand their targeted reach.

Once the media has been selected, the creative process can begin. Every job discipline should have different messaging speaking directly to that target to pique interest. The message should be concise and tell your audience who you are, why they should work for you, job details and requirements needed, and a call to action—all the basics of “what's in it for me”. When creating this messaging, it is important to remain within corporate brand guidelines, since all such messaging has a dual purpose. It reaches people who might be an applicant, if not a consumer, or both!

After choosing the media and creating ads, you are not finished. An important part of the process is determined by how resumes are processed. Companies must be mindful of the candidate experience. The new social world gives all jobseekers a platform on which to speak. Negative comments can spread faster than positive ones, and that can damage your employer brand image to the outside world and even to your employees.

Responding in a timely way, even to inaccurate statements, speaks volumes for your organization and pays off in the end. Bring candidates into your office for interviews. The faster you respond and process the paperwork, the better the outcome for both parties. Communicate quickly professionally and as personally as you can to applicants who are the right fit.

RECRUITMENT ADVERTISING

HOW TO EFFECTIVELY RECRUIT IN YOUR MARKETPLACE

So now you have researched the media, ensured that the creative is on-brand and organized a positive candidate experience. You're finished, right? Wrong. Hiring the right candidates is only a success story if you retain them. Orient new employees in a positive fashion, assign them a "buddy" to help assimilate them, organize a solid plan for them to get to know your company. Create a fun atmosphere that promotes learning and opportunities for future success.

Make note that times change and that what one employee wants in the workforce is not the same for all. Companies must be mindful of this and create an environment that works for the company and for its diverse employee base. Reward, motivate, communicate and let your team members know what is expected of them and that what they do for you is valued.

Source: Shaker Recruitment Advertising & Communications (www.shaker.com) is one of the nation's largest recruitment advertising & employee communications agencies, providing consultative insights into the latest and most appropriate solutions for attracting talent, enhancing employee engagement, and driving achievement through employer brand optimization.



FAQ'S: OVERCOMING OBJECTIONS

The smart marketer questions everything. By asking good questions about media spending you are increasing the odds of an effective effort. Here are some of the most common questions asked about newspaper media advertising and the responses to these questions.

1. How do I know if my newspaper ads are working? Before you can measure effective ROI, you need to consider your advertising objectives. What do you want your advertising to do? ROI metrics should be established before the campaign runs. These would include awareness goals, reach goals, response rates, CTR, database, etc. Responses included: Incremental Sales revenue generated by marketing activities 66%, changes in brand awareness 57%; total sales revenue generated by marketing activities 55%; changes in purchase intent 55%; changes in attitude toward the brand 51%; changes in market share 49%; number of leads generated 40%; ratio of advertising costs to sales revenue 34%; cost per lead generated 34%, reach/frequency achieved 30%; gross rating points delivered 25%; cost per sale generated 23%, post buy analysis comparing media plan to actual media delivery 21%; changes in the financial value of brand equity 19%; increase in customer lifetime value 17%.

Once you have set a goal it is much easier to determine whether your marketing efforts yielded appropriate return. You do not have to put a coupon in an ad to determine results. Asking guests what brought them in, or measuring whether advertised items sold, or merely measuring traffic are easy ways to see whether your ad generated desired goals.

2. Why shouldn't I shift all of my ad investment to a digital strategy? For most marketers today, digital marketing tools should be an important part of their marketing arsenal. In fact, newspapers do not merely offer print products, but a complete product line of digital



offerings to help marketers like you achieve a mix that yields the best possible results for your business. However, just like most of today's retailers who see that multi-channel marketing is a requirement and not an option, shifting everything to one channel will not likely maximize return. In addition, in a world where most retail business is still done in brick and mortar locations, it is wise to maintain a base of what drives your traffic.

3. With newspaper circulation dropping in many cities, why should my ad prices not be going down? When you buy advertising, what are you really buying? Are you buying circulations? Are you buying readers? Are you buying exposure to your target audience? Yes, many newspapers have lost circulation and subsequently may lose some readership, but they are retaining their most engaged readers and prime consumers targeted by advertisers. The real question you need to evaluate is whether you are getting ROI from your advertising in newspaper media. Does your newspaper investment provide value to you? For hundreds of marketers in this market, the answer is yes.

4. Won't my little ad get lost? It is true that there are many ads in the newspaper but you do not have to run a large ad to get your message to the public. You would not allow a newspaper to place a one column by one-inch ad offering a free Mercedes. Certainly, you would get a great deal of traffic and calls from that.

FAQ'S: OVERCOMING OBJECTIONS

Many ads that are relatively small still get tremendous response, It isn't the size of the ad that brings results as much as the size of the offer. Many advertisers have run a three column by three-inch ad and are overwhelmed by the traffic. Why? It was because they offered the public something worth purchasing.

The majority of newspaper advertisers are the smaller advertisers who run consistently every week with these crucial elements in their ad: a benefit headline, an appealing offer, and a call to action.

Even if your ad is small, if it makes a great offer, it will generate as much traffic as a large ad.

Remember, a small ad that runs every week and emphasizes benefits or unique services will generate a great response.

Since the newspaper has so many sections, how can I be sure my ad reaches the right audience?

Newspapers collect market research on who reads which section. Ask your sales person which section will reach your target audience.

5. Isn't newspaper coverage too broad? Many people commute long distances and pass a store every day on their way to and from work. So, if they see your ad in their local newspaper, they may stop to shop on their way to work or on their way home. Also, people move more frequently today, so they may remember your ads when they're looking for a place to shop in their new neighborhood.

Many people who do not even live in your vicinity drive by your store every day, for example, on their way to work. By seeing your ad in the newspaper every week, they become familiar with your business and will feel very comfortable coming in to make a purchase.

Finally, even though our newspaper has circulation out of your particular area, your CPM (cost per thousand) is still extremely economical to reach those potential customers who live in your retail-trading zone. You still cannot get a more economical buy than our newspaper.

People move every three to five years and by advertising on a regular basis you will be familiar to the newcomers to your retail trading area.

Smart business owners want to have top of mind awareness and the best way to obtain this is by running advertising in the daily newspaper.

6. Isn't the newspaper becoming obsolete? No one reads it anymore. Newspaper audience remains stronger than other media. According to Scarborough Research, 158 million adults consume newspaper content through print or digital in a typical week. That represents 65% of all American Adults.



FAQ'S: OVERCOMING OBJECTIONS

7. Shouldn't I merely invest in Search since your cost per click on banner ads does not compete with my search engine marketing campaign? Banner ads and SEM are two very different advertising solutions, and each has their own pricing model ("pay per view" vs. "pay per click"). Banner advertising is served to consumers who may or may not be in the market for your product or service. It works because consumers are presented with a graphical message that entices them to buy or keep your product/service top of mind. SEM ads work when a consumer is actively searching for a product or service, but has no impact beyond the limited number of consumers who click on the ad. Research shows that adding banner/display advertising to your online marketing plans drives an increase in clicks to both your paid and organic search listings.

8. What if my digital budget is totally spent on redoing my website? It's great you understand the value of investing money on developing and upgrading your website, now you can concentrate in getting the word out by advertising it on your website and business. Perhaps your digital budget is separate from your advertising budget. Advertisers are shifting dollars from traditional media (TV, Radio, Yellow pages) and increasing their investment in online advertising because that's where the audience is. Our online advertising programs can help you reach 8 out of 10 online adults in our market with a degree of targeting and efficiency that traditional media can't touch. Additionally, online advertising is a good way to maximize each advertising dollar by quantifying its effectiveness and audience reach. Combining the power of our reach and your revamped website should yield in a positive ROI for your business.

9. I have an e-mail database of customers that I market to already. Isn't that enough? Your database of current customers is a great way to help retain your current customers; however, our email solutions

are designed to help you reach new customers. We do that by targeting individuals who mirror your best customers and at the end of your campaign we'll provide you with performance metrics on how well it worked.

10. Don't I duplicate too much if I already buy print newspaper advertising and add the newspaper's website? Of course there is duplication between the print and online reader, much as there is a print reader, television viewer and radio listener. But according to Scarborough research (2014), only 11% of the newspaper audience reads both the printed newspaper and visits a newspaper website in a typical week. And that is cumulative, across the entire week. A portion of those will read a printed newspaper one day, but visit the newspaper website a different day during the week. Don't think online advertising as duplication, think of it as increased frequency of your message to your target audience, which will increase awareness and recognition.



GLOSSARY OF NEWSPAPER AND RELATED TERMS (PRINT AND DIGITAL)

Abandonment: When a user leaves a shopping cart with something in it prior to completing the transaction.

Above the fold: The top half of the first page. In digital/website terms, it means the half of the page that is viewed before the need to scroll down for continued reading.

Ad blocker: Software on a user's browser which prevents advertisements from being displayed.

Ad exchanges: Many media agencies leverage technology partners with access to ad exchanges, while others have chosen to develop their own trading desks that allow them to directly transact in media programmatically. Ad exchanges allow buyers to transact in newspaper inventory in an auction base model. The buyers and sellers allow algorithms to pin point media inventory based on its value with reference to key performance indicators (KPIs), a type of performance measurement benchmark that the buyer requests.

Ad impression: An ad that is served to a user's browser. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads. Ad impression counting is a measurement of responses from an ad delivery system to an

ad request from the user's browser, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the creative material to the user's browser—therefore closest to the actual opportunity to be seen by the user. Two methods are used to deliver ad content to the user—a) server-initiated and b) client-initiated. Server-initiated ad counting uses the publisher's web content server for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser to perform these activities. For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. See iab.net for ad campaign measurement guidelines.

Ad network: An aggregator or broker of advertising inventory for many sites. Ad networks are the sales representatives for the websites within the network.

Ad serving: The delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached.



Ad serving is normally performed either by a web publisher or by a third-party ad server. Ads can be embedded in the page or served separately.

Alliance for Audited Media (AAM): A non-profit circulation-auditing organization that measures circulation, readership, and audience information for newspapers and other publications. AAM provides credible, verified information critical to the media buying and selling process by conducting independent, third-party audits of print and website activity.

APP: A self-contained program or piece of software designed to fulfill a particular purpose: application.

Audience: The measure to determine who is reading (watching, listening, etc.) rather than how many. Cumulative audience, or "cume",

measures the total number of unique readers (watchers, listeners, etc.) over a given period of time.

Banner: A graphic advertising image displayed on a web page. See iab.net for voluntary guidelines defining specifications of banner ads.

Beacons: Also called web bugs, they are able to track your behavior around a website. They are often used in combinations with cookies to monitor user actions.

Behavioral targeting: A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.

Bleed: An extra amount of printed image that extends beyond the trim edge of the sheet or page.

Blog: Generic name for any website featuring regular posts arranged chronologically, typically inviting public comments from readers. Blog postings are generally short and informal, and blog software is generally free and very easy for individual users, making it a popular tool for online diaries as well as more professional publications.



Brand equity: The marketing effects or outcomes that accrue to a product/service with its brand name compared with those that would accrue if the same product did not have the brand name.

Broadsheet: A full-size newspaper page. The page is usually 21" x 13.5" and normally has six columns of ROP display advertising.

Buffering: When a streaming media player temporarily stores portions of a streaming media (e.g., audio or video) file on a client PC until there is enough information for the stream to begin playing.

Cache: Memory used to temporarily store the most frequently requested content/files/pages in order to speed its delivery to the user. Caches can be local (i.e. on a browser) or on a network. In the case of local cache, most computers have both memory (RAM), and disk (hard drive) cache.

Camera ready: Art work that is in finished form.

Circulation: The total number of a publication's paid or nonpaid copies, or both.

Clicks: 1) reaction of a user to an Internet ad. There are three types of clicks: click-throughs; in-unit clicks; and mouseovers; 2) the opportunity for a user to download another file by clicking on an advertisement, as recorded by the server; 3) the result of a measurable interaction with an advertisement or key word that links to the advertiser's intended website or another page or frame within the website; 4) metric which measures the reaction of a user to linked editorial content. See iab.net for ad campaign measurement guidelines. See also click-through, in-unit clicks and mouseover.

Click-through: The action of following a link within an advertisement or editorial content to another website or another page or frame within the website. Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity.

Column inch: Area that is one column wide by one inch deep.

Contextual ads: Existing contextual ad engines deliver text and image ads to non-search content pages. Ads are matched to keywords extracted from content. Advertisers can leverage existing keyboard-based paid search campaigns and gain access to a larger audience.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.

Co-op advertising: Advertising paid for by both the national (brand name) and the local advertiser. It may include advertising in which several normally competing firms get together to do a common selling job.

CPA (Cost-per-action): Cost of advertising based on a visitor taking some specifically defined action in response to an ad. "Actions" include such things as a sales transaction, a customer acquisition, or a click.

CPM (Cost-per-thousand): 1) Media term describing the cost of 1,000 impressions. For example, a website that charges \$1,500 per ad and reports 100,000 visits has a CPM of \$15 (\$1,500 divided by 100). 2) Used in comparing or evaluating the cost efficiency of publications or broadcast schedules. For publications, it is determined by dividing the rate or specific advertisement cost by the circulation or number of readers. For broadcast media, it is determined by dividing the commercial rate of homes or people tuned in. In determining the CPM of homes and people reached, average audience is used. Simply stated, it's the advertising cost to reach 1,000 units of audience.

Data aggregation: A process in which information is gathered and expressed in a summary form, for purposes such as statistical analysis.

Daypart: In radio and broadcast advertising, the divisions of the day into several parts, during each of which a different type of programming is aired. Programs are most often geared toward a particular demographic and what the target audience typically engages in at that time.

Demand-side platform (DSP): Demand-Side platforms (DSP's) work as a central hub that connects various data sources into one key platform. DSP's provide an additional layer of control over media inventory via a centralized overview of multiple data sources and in turn create efficiencies in terms of management, reporting and optimization.

Demographic: Selected population characteristics used in marketing or research. Commonly-used demographics include race, age, income, disabilities, educational attainment, home ownership, employment status and even location.

Designated Market Area (DMA): A media market or region where the population can receive the same newspaper, Internet, television or radio offerings. Widely used in audience measurements, they can coincide with metropolitan areas, though rural regions with few significant population centers can also be designated as markets.

E-commerce: The process of selling products or services via the web.

Embedded: File that might be inserted or embedded into web page

Encoding: The process of compressing and separating a file into packets so that it can be delivered over a network.

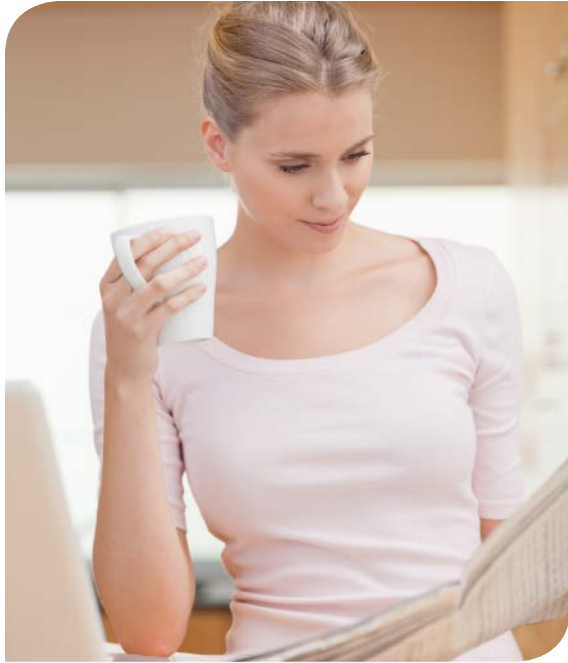
Ephemeral: Short lived, such as a story, video or photograph.

Expandable banners: A banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner. See iab.net for the IAB IMU guidelines.

Flash™: Adobe's vector-based rich media file format which is used to display interactive animations on a web page.

Frequency: The average number of times an audience member is exposed to a medium and usually referred to as average frequency. One person may see your newspaper ad three times over your advertising flight, creating a frequency of three.

Geotargeting: Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data services.



Hyperlink: A clickable link, e.g., on a web page or within an e-mail, that sends the user to a new URL when activated.

Hypertext: Any text that contains links connecting it with other text or files on the Internet.

Insert: An advertisement or magazine that is printed separately and inserted into the folded newspaper.

Interstitial ads: Ads that appear between two content pages. Also known as transition ads, intercommercial ads and splash pages.

Linage: The total amount of space taken up by advertising, usually expressed in column inches. It can refer to a single ad, total ad space for a page, an entire paper or a total amount over some period of time.

Mention: 1) In Twitter, mentioning a user by including the “@” sign, followed directly by their username. 2) A social media metric (e.g. number of mentions).

Native advertising: Traditional print advertising that was previously called custom content or advertorial. It is also an online term referring to a form of paid advertising where the ad blends in with the written content.

Opt-in: Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company’s products and services. See permission marketing.

Opt-out: When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company’s mailing list.

Optimizing: A term that means the buy or media plan is the most cost efficient.

Page views: For advertisers, the basic yardstick of measurement is how many times an ad could potentially be seen on a site, which is a function of how many web pages get served up to visitors over the course of a set time period. Remember that page views are

not synonymous with individual stories or sections—a news story which requires clicking through three pages generates three page views, while a slideshow with 15 images could generate 15—or just one, depending on how the slideshow is set up and how the site’s server logs record it.

Page impression: A measurement of responses from a web server to a page request from the user’s browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user. See iab.net for ad campaign measurement guidelines.

Pay-per-click: An advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message.

Phishing: Tricking a user to give up their username and password.

Pop-up ad: Ad that appears in a separate window on top of content already on-screen. Similar to a daughter window, but without an associated banner.

Portal: A website that often serves as a starting point for a web user’s session. It typically provides services such as search, directory of websites, news, weather, e-mail, homepage space, stock quotes, sports news, entertainment, telephone directory information, area maps, and chat or message boards.

Preroll: Form of online video ad placement where the advertisement is played before the content video plays. See Postroll and Midroll.

Private Marketplace (PMP) or Private Exchange: The private marketplace (PMP), also known as a private exchange, is where buyers and sellers interact in a closed environment in order to gain an additional layer of control over the transaction. Media inventory available via a private marketplace is limited to premium inventory.

Programmatic buying of newspapers: The term programmatic Media (also known as programmatic marketing or programmatic advertising) encompasses an array of technologies that automate the buying, placement and optimization of media inventory, in turn replacing human-based methods. In this process, supply and demand partners utilize automated systems and business rules to place advertisements in electronically targeted media inventory. Programmatic media is a fast-growing phenomenon in advertising agencies. Programmatic media utilizes a special algorithmic media built on a binary code framework that works with transacting cross-media. Precise algorithmic targeting of specific audience via an aggregation of audience information across multiple channels allows for a more precise buy.

Promoted tweets: Tweets that selected businesses have paid to promote at the top of search results on Twitter.

Psychographics: The study of population segments clustered by demographics, attitudes, values, lifestyles and opinions.

Reach: 1) The number of different persons or homes exposed to a specific media vehicle or schedule at least once over the course of the reporting period, expressed as a percent of the universe for the demographic category. Usually measured over a specific period of time, it can also be expressed as “cume” and “unduplicated audience.” 2) the total number of unique users who will be served a given ad.

Readership: The number of people attributed to actually reading a newspaper. It generally refers to total readers of a newspaper, including primary readers (i.e. subscribers) and pass-along or secondary basis, via programmatic instantaneous auction.

Real Time Buying or Real-Time Bidding (RTB): A type of buying media in which ad inventory is bought and sold on a per-impression readers. An automated method of transacting in media inventory, which is bought and sold via technology platforms such as ad exchanges or supply-side platforms (SSP), in real time. In this process, sellers (publishers) make their inventory available for buyers (advertisers) who bid on

the inventory in the marketplace. Parameters set by the advertisers include bid price, reach and target audience. One of the benefits of this process is the opportunity for constant improvement and optimization of the buy.

Repeat visitor: Unique visitor who has accessed a website more than once over a specific time period.

Reverse: White letters in a gray, black or color area.

Rich media: Advertisements with which users can interact (as opposed to solely animation) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML. These guidelines cover standard web applications including e-mail, static (e.g. html) and dynamic (e.g. asp) web pages, and may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, page take-overs, and tear-backs.

Roadblock: Premium 100% share-of-voice rotation typically for one day or one week—aka carpe diem.

ROS (Run-of-Site): The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site subsections.

ROP: Run of paper or run of press. Denotes advertising that appears printed within the newspaper itself (as opposed to inserts).

Search: Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase (includes paid search revenues). Search categories include:

- **Paid listings:** Text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link.
- **Contextual search:** Text links appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked.

Search engine: An application that helps web users find information on the Internet. The method for finding this information is usually done by maintaining an index of web resources that can be queried for the keywords or concepts entered by the user.

Search engine marketing (SEM): A form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine result pages.



Search engine optimization (SEO): SEO is the process of improving the volume and quality of traffic to a website from search engines via “natural” (“organic” or “algorithmic”) search results.

Sell-through rate: The percentage of ad inventory sold as opposed to traded or bartered.

Snapchat: An application where users take a photo or video by a mobile phone, add text and then send out. The photos or videos are called Snaps.

Social network: An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news, and information among them. Examples of social networks include Facebook and LinkedIn.

Spam: Unwanted messaging in email.

Spadea: A single page folded vertically around the spine of a newspaper section, covering half of the front page and half of the back.

Spec ad: Preliminary ad layout showing proposed position of copy and graphics.

Spider: A program that automatically fetches web pages. Spiders are used to feed pages to search engines. It is called a spider because it crawls over the web. Because most web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines have many spiders working in parallel. See robot.

Splash page: A preliminary page that precedes the user-requested page of a website that usually promotes a particular site feature or provides advertising. A splash page is timed to move on to the requested page after a short period of time or a click. Also known as an interstitial. Splash pages are not considered qualified page impressions under current industry guidelines, but they are considered qualified ad impressions.

Spot color: Special colors used in addition to, or instead of, process colors (C, M, Y, K) to enable the printing of special hues without mixing any primary colors. Also, often the only color ink used in conjunction with otherwise black-and-white printing.

Stickiness: Refers to content published on a website with the purpose of getting a user to return or hold their attention and get them to spend longer periods of time at that site. Digital experts use this method to build up a community of returning visitors. Used to gauge the effectiveness of a site in retaining individual users, stickiness is usually measured by the duration of the visit.

Streaming: 1) technology that permits continuous audio and video delivered to a computer from a remote website; 2) an Internet data transfer technique that allows the user to see and hear audio and video files. The host or source compresses, then “streams” small packets of information over the Internet to the user, who can access the content as it is received.

Superstitials®: An interstitial format developed by Unicast which is fully pre-cached before playing. Specs are 550 x 480 pixels (2/3 of screen), up to 100K file size and up to 20 seconds in length.

Tabloid: A smaller newspaper format (as opposed to broadsheet) with pages typically measuring 17" x 11" with five columns of ROP display advertising.

Tearsheet: A full page torn from a newspaper given to an advertiser as proof of publication.

Total market coverage (TMC): One hundred percent household coverage within a given area.

Trading desks: Agencies have been the traditional power brokers in the media inventory. A recent phenomenon is seeing agencies developing their trading models in the form of a trading desk that transacts in media inventory.

Unique visitors: By using cookies, small files placed on a person’s computer and used by web-browsing software to save site information, each session can be attributed to a new or returning visitor, allowing a tally of the number of different people who visit the site during a certain time period. Of course, it’s not that simple. A person who regularly visits a site from a computer at work and another one at home would typically be counted as two unique visitors. If a computer user chooses to delete their cookies (and one study suggests that as many as one in three web users routinely does just that), the numbers get skewed further still.

URL (Uniform Resource Locator): A Uniform Resource Locator is a web address that point to a unique page on the Internet.

Video: A short film or interview that is embedded within a digital newspaper.

Visit: A single continuous set of activity attributable to a cookie browser or user (if registration-based or a panel participant) resulting in one or more pulled text and/or graphics downloads from a site.

Visits and visitors: Each time a user accesses a page on a website for the first time, a new visit begins, and that user is counted as a visitor. Subsequent pages clicked through and other user activity are tracked during the visit (also called a session), which ends after the user clicks off to another site, closes the browser, or is inactive for a set period of time.

Visit duration: The length of time the visitor is exposed to a specific ad, web page or website during a single session.

Wearable: Body borne computers or miniature devices that are worn under or over clothing; a type of wearable technology, such as the Apple watch.

Yield management: Yield and revenue management is the process of understanding, anticipating and influencing advertiser and consumer behavior in order to maximize profits through better selling, pricing, packaging and inventory management, while delivering value to advertisers and site users.

JANUARY 2016

Celebration of Life Month National Tea Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 NEW YEAR'S DAY	2
3	4	5	6	7	8	9
10	11 MILK DAY	12	13	14	15	16
17	18 MARTIN LUTHER KING JR. DAY	19 POPCORN DAY	20	21	22	23
24 PEANUT BUTTER DAY	25	26	27	28	29	30
31						

FEBRUARY 2016

African American History Month American Heart Month American Dental Month People for Pets Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 GROUNDHOG DAY	3	4	5	6
7	8 CHINESE NEW YEAR	9 MARDI GRAS	10 ASH WEDNESDAY	11	12 LINCOLN'S BIRTHDAY	13
14 VALENTINE'S DAY	15 PRESIDENT'S DAY	16	17	18	19	20
21	22	23	24	25	26	27
28	29	1	2	3	4	5
	NEWSPAPER IN EDUCATION WEEK THROUGH MARCH 4					

MARCH 2016

National Nutrition Month American Red Cross						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
NEWSPAPER IN EDUCATION WEEK—FEBRUARY 29-MARCH 4						
6	7	8	9	10	11	12
13 DAYLIGHT SAVINGS BEGINS	14	15	16	17 ST. PATRICK'S DAY	18	19 FIRST DAY OF SPRING
20 PALM SUNDAY	21	22 DIABETES DAY	23	24	25 GOOD FRIDAY	26
27 EASTER	28	29	30	31		

APRIL 2016

Celebrate Diversity Month National Decorating Month Autism Awareness Month Alcohol Awareness Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 APRIL FOOL'S DAY	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17  WASHINGTON, D.C. 2016	18	19	20	21	22 FIRST DAY OF PASSOVER	23
24	25	26	27	28	29	30

NAA MEDIAEXCHANGE—APRIL 17-20

MAY 2016

National Mental Health Month		National BBQ Month		National Hamburger Month		Asthma & Allergy Awareness Month	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1	2	3 NATIONAL TEACHER'S DAY	4	5 CINCO DE MAYO	6	7	
8 MOTHER'S DAY	9	10	11	12	13	14	
15	16	17	18	19	20	21 ARMED FORCES DAY	
22	23	24	25	26	27	28	
29	30 MEMORIAL DAY	31					

JUNE 2016

National Candy Month National Safety Month National Cat Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 DONUT DAY	4
5	6 FIRST DAY OF RAMADAN	7	8	9	10	11
12	13	14 FLAG DAY	15	16	17	18
19 FATHER'S DAY	20 FIRST DAY OF SUMMER	21	22	23	24	25
26	27	28	29	30		

JULY 2016

National Hot Dog Month National Ice Cream Month Juvenile Arthritis Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 INDEPENDENCE DAY EID-AL-FIR	5	6	7	8	9
10	11	12	13	14 BASTILLE DAY	15	16
17 ICE CREAM DAY	18	19	20	21	22	23 HOT DOG DAY
24	25	26	27	28	29	30
31						

AUGUST 2016

American Adventures Month National Immunization Month Children Eye Health & Safety Month National Dog Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6 NATIONAL MUSTARD DAY
7 INTERNATIONAL FRIENDSHIP DAY	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26 WOMEN'S EQUALITY DAY	27
28	29	30	31			

SEPTEMBER 2016

National Honey Month National Coupon Month More Fruit & Vegetable Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 LABOR DAY	6	7	8	9	10 EID-AL-ADHA
11 GRANDPARENTS DAY	12	13	14	15	16 CONSTITUTION DAY	17
18	19	20	21	22 FIRST DAY OF AUTUMN	23	24
25	26	27	28	29 WORLD HEART DAY NATIONAL COFFEE DAY	30	

OCTOBER 2016

National Breast Cancer Awareness Month National Seafood Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 ROSH HASHANAH	3	4	5	6	7	8
9	10 COLUMBUS DAY	11 YOM KIPPUR	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 HALLOWEEN					

NOVEMBER 2016

National Aids Awareness month Peanut Butter Lovers Month Lung Cancer Awareness Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6 DAYLIGHT SAVINGS TIME ENDS	7	8	9	10	11 VETERAN'S DAY	12
13	14	15	16	17	18	19
20	21	22	23	24 THANKSGIVING DAY	25 BLACK FRIDAY	26
27	28	29	30			

DECEMBER 2016

National Tie Month Safe Toys and Gifts Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 WORLD AIDS DAY	2	3
4	5	6	7	8	9	10 HUMAN RIGHTS DAY
11	12	13	14	15	16	17
18	19	20	21	22	23	24 HANUKKAH
25 CHRISTMAS DAY	26	27	28	29	30	31 NEW YEAR'S EVE

**2016
ADVERTISING PLANBOOK GUIDE**



Newspaper Association of America

4401 Wilson Boulevard, Suite 900
Arlington, VA 22203-1867
Phone 571.366.1000
Fax 571.366.1195
www.naa.org