

ADVERTISING IN NEWSPAPERS

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The printed advertisement has been around for a long time and newspapers go back almost 200 years. Today they are still one of the main media for businesses to advertise their products and services and, like all advertising venues, there are many potential pitfalls for the unwary advertiser.

Whenever you are planning newspaper advertising you must to make certain you have addressed the key issues to ensure your newspaper advertising works effectively. The issues covered here are.

Primarily, when planning any newspaper advertising it is essential you put some serious thought into exactly what message you are trying to send to readers. All too often business owners deliberate over where to place an advertisement, how big it should be, whether to use colour or black and white, and what day they should place the advertisement in the newspaper.

The most common mistake with many newspaper advertisements is that they are cluttered with far too much information, confusing the message. Generally such a mass of information makes it virtually impossible to notice the advertisement.

Planning any newspaper advertising you have to remember that, if your advertisement doesn't stand out, the effectiveness is dramatically reduced and so are the end results. Many newspaper readers just scan their daily paper. Because of this you only have a few seconds to make your advertisement catch the reader's attention.

Deciding where to place your advertisement in any newspaper is often an important decision. Newspapers are divided in sections and it is normal to pay more for prime locations. Some of the most popular places will cost more than other areas.

Use colour to draw attention to the advertisement rather than highlight what is in the advertisement. Make your advertisements less complex colour wise and don't clutter the advertisement.

Planning any newspaper advertising you have to think about the type of people you want to read your advertisement and how best to get them to see it. Most

newspapers will be able to give you a profile of the people that read the different sections of their paper. This information will generally include their age groups, general employment, degree of affluence and their interests. This information can be used as a guide only, and it should not be treated as gospel fact. Remember that it is being used to sell you the advertising space.

When it comes to deciding how big to make your newspaper advertisement, it is worth remembering that the larger the advertisement the more people will see it and subsequently read it. Of course the down side to this is that the bigger the advertisement the more it will cost.

Newspaper insert literally means having your business's promotional brochure put inside the newspaper. There is no doubt that a proportion of readers will never read the material inserted into newspapers and for some businesses, this makes them less effective as advertising tools. The reality is that all advertising has a miss ratio—those people that won't see the advertising or acknowledge it. Newspaper inserts are really no higher or lower on the miss ratio and it is difficult to find statistics to provide a clear cut overview on whether they are more or less effective.

There are lots of options like this to consider and it is worth putting some solid planning into maximising all aspects of your newspaper insert campaign. When doing an insert it is worth advertising in other areas (such as television and radio) to tell people to look for the insert in the forthcoming newspaper. This will increase the results and get people who are interested in your products or service to keep an eye out for your catalogue or brochure in the coming paper.

Advertising in newspapers is excellent for forming that credibility. The tabloid still has strong credibility building power, even if readers are not as gullible as we all were a few decades ago. By advertising your business in the newspaper people will begin to form opinions about your business and if your advertisements are good, these opinions will be favourable. For some businesses this benefit is not considered when planning their advertising. They form their opinions on whether or not an advertisement works simply by the immediate results.