



International Center
for Journalists

Advancing Quality Journalism Worldwide

The Business of News

Successful Newspaper Advertising

Building Financial Independence Through Ad Revenue

By Chris Braithwaite and Amy Webb





International Center
for Journalists

About the Authors

Chris Braithwaite founded *the Chronicle*, a Vermont weekly, more than 20 years ago and has been publisher of the newspaper ever since. Operating on a small budget, it has grown into one of the most successful rural weeklies in the Northeastern United States. As a two-time Knight International Fellow through ICFJ, Braithwaite worked with small, independent newspapers in the Balkans and Indonesia to help them establish a revenue base through commercial advertising. These experiences gave him a first-hand perspective on the challenges of newspaper advertising in emerging free-market economies.


Amy Webb helps organizations tell stories through digital media. She has led training workshops for ICFJ and has published a column on digital media for our journalism training portal, IJNet. She founded Webbmedia Group, based in Baltimore, which works mainly with news organizations. A graduate of Columbia University Graduate School of Journalism and Indiana University, she worked as a reporter for the Asian Wall Street Journal and Newsweek, and has contributed to the New York Times, National Public Radio, Economist, Philadelphia Inquirer and others.

About the International Center for Journalists

The International Center for Journalists, a non-profit, professional organization, promotes quality journalism worldwide in the belief that independent, vigorous media are crucial in improving the human condition.

Since 1984, the International Center for Journalists has worked directly with more than 50,000 journalists. Aiming to raise the standards of journalism, ICFJ offers hands-on training, workshops, seminars, fellowships and international exchanges to reporters and media managers around the globe.

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Introduction

By Chris Braithwaite

The advice that follows comes from 25 years of experience in newspaper publishing, rather than from the academy. In fairness, the reader needs to know a bit about this experience, to test its relevance against his or her own circumstances.

I founded *the Chronicle* in 1974 in a village of 1,000 people in a county at the north end of one of America's northern states, Vermont. The county has about 27,000 residents. By the standards of the United States it is not well off. It is bordered on the east by the last traces of the Appalachian Mountains, a worn old chain that continues down into America's deep south, bearing pockets of rural poverty all along the way.

The Chronicle is a weekly community paper with a paid circulation of about 8,000. An issue published a few years back in February, our slowest month of the year, consisted of 76 tabloid pages, of which 56 percent was advertising.

The great bulk of that advertising space was devoted to display ads purchased by local businesses. There were 199 such ads, ranging from full pages for \$379 to three square inches for \$8.75. Of those, 86 described and listed the prices of 579 things the advertisers had for sale.

These ranged from a furnished home on Seymour Lake for \$179,000 to a

head of lettuce for 69 cents. You could find a 1994 Mazda for \$8,900 or a gallon of windshield washer for 89 cents. You could find and compare the prices of Budweiser beer, a Sony CD player for the car, half a gallon of Coke, a pack of Marlboros, a tube of Crest toothpaste, a Primestar dish television antenna, a bottle of Clairol hair color or Johnny Walker scotch. And you could pick up a free Walt Disney Tarzan toy at the local McDonald's.

A very different and much briefer experience I bring to this chapter is the time I spent in the countries of former Yugoslavia, from November 1997 through September 1998 as a Knight International Journalism Fellow.

I talked with and attempted to offer helpful suggestions to the publishers of several independent newspapers scattered across Bosnia, Croatia, Macedonia, Montenegro and Serbia.

What I mostly learned, of course, is that these publishers faced problems I had never encountered in my 35 years in the business, and devotedly hope I never will. But I was able to make a few general observations.

These were courageous individuals; dedicated and experienced journalists. Most of them were going broke because they couldn't sell enough advertising to pay the bills.

I particularly remember a tiny paper in Montenegro that regularly ran a four-color, full-page ad for the major local industry, which distilled mountains of salt out of the waters of the Adriatic. The revenues, of course, were vital to the paper's survival. But I couldn't help wondering how much raw salt the advertiser hoped to sell to the residents of a small Montenegrin city.

The paper published about half its text in Serbian, half in Albanian, and the ad was clearly a gesture of support for this effort to bridge a gap which, as the world knows, is deep.

It was a fine gesture, indeed, but hardly the foundation on which an independent newspaper can survive and grow.

Before New Media, newspapers survived in the free markets of the capitalist West because, along with the news, they carry vast quantities of useful commercial information. By tradition and habit, their readers see this commercial information as separate from, and independent of, the paper's news coverage and editorial positions.

Because the readers come to their newspapers in this spirit, advertisers are compelled to follow.

Is this tradition one that can be exported to the rest of the world? I believe it can, because it is so vital a part of the free market system. Like democracy itself, free markets need

more than an absence of central regulation to survive. They need an informed public that can make wise choices. Those choices ultimately work their way back through the distribution and production system, determining how the society's scarce resources will be put to use.

In that sense, the cash register is to the free-market system what the ballot box is to democracy. And however trivial it may seem in detail, the role of the press in informing consumers is vital, if the capitalist component of capitalist democracy is going to work.

When they carved out this role in the evolving economies of Western Europe and America, newspapers enjoyed a natural monopoly. They lost that, of course, first to radio, then television, and now the Internet.

Each of these new technologies arrived with a confident prediction that printed newspapers would be eliminated by these gadgets which reached so far, so quickly, at so little cost per person.

In Eastern Europe I heard just such mutterings about whether a free press was really a necessary part of the emerging democracies, given the more modern alternatives.

Yet in this country newspapers look much the same as they always did. And, though there has been a lamentable loss of competition in the

major urban markets, the survivors thrive and their profits are substantial. From my peculiar perspective in Barton, Vermont, I believe we thrive not in spite of, but thanks to, the competing mass media. The task of the mass media seems to be to create in consumers a desire for particular products. It's a task they do all too well.

But once the demand is created, a final task remains. The product has to get into the consumers' hands. That falls to retailers, who must let people know they have the things they want at a price they're willing to pay.

The cash register is to the free-market system what the ballot box is to democracy.

People will only drive so far for a tube of toothpaste at any price, so the mass media are entirely too massive for all but a handful of national retailers. The rest need a cost-effective way to reach the much smaller audience that might walk through their door.

And that, of course, is where newspapers come in. Indeed I am coming to the conclusion that the longer the reach of the mass media, the better the prospects for newspapers.

Mass marketing gives community retailers an opportunity to exercise some leverage. Manufacturers and distributors spend millions to make people want what they sell. By spending a little more money locally, retailers can tell their specific

audience, "Yea, I've got that — and this week it's on sale."

It's a deal that retailers can hardly afford to pass up. It's the deal that pays the editorial budgets so newspapers can produce a product people want to read. It's the deal, in short, that underwrites the role of a free press on the democratic side of capitalist democracies.

Technology travels fast, and mass marketing is rapidly covering the globe. As it spreads, it creates opportunities for newspapers that, in one community after another, can help make that final link with consumers.

To be sure, technology is also undermining newspapers in many places by enabling competitors to sell advertising and other information cheaply and easily on the Internet. Community newspapers have held their audience and advertisers better than most because they are intensely local, and some larger papers are trying to mimic that model (going "hyper-local"). Regardless, most newspapers can exploit online platforms as extensions of their printed editions.

What follows is written in the hopeful belief that if publishers in emerging democracies embrace this role, and carry it to their potential advertisers, one small business at a time, they will have a fighting chance to construct a press which will be truly independent of the immense economic and political forces that attempt to control events across their nations, and across the world.

Getting Down to Business

Advertising Must Be Sold

No newspaper can survive, even in the strongest market, without a skilled sales staff that understands the business of selling in general, and the ins and outs of selling newspaper space in particular.

In an odd way, good newspaper salesmen are like good reporters. As they race from one story to the next, journalists come to know a little bit about a great many things. A newspaper salesman should quickly learn a little bit about the business of every client, from the shoemaker to the Mercedes dealer.

If they are going to convince their clients to part with their money, salesmen need a sympathetic understanding of their businesses. Retail advertising is not a consumer good that can be sold on the basis of its sex appeal. In the long run, businesses will only invest in advertising if it pays off. A salesman who persuades clients to spend more money than they should, or to spend it at the wrong time, in the wrong way, will ultimately run out of clients.

While salesmen represent the newspaper to their clients, they must also represent the clients to the newspaper. A good newspaper will inevitably run stories that anger advertisers, and a salesmen can't ask the reporters to pull their punches. But they can urge the editor to send a reporter, or a least a photographer, when a client moves into a shiny new building down the street.

Since they can't influence the tough decisions the paper's editors make, salesmen can hardly be required to agree with them. Sometimes, the most diplomatic response to an irate advertiser might be a sympathetic shrug and an honest observation: "I have no idea where that crazy son-of-a-gun gets those ideas."

Figure 1: A classic example of newspaper advertising.



DISCOVER THE MULKIN DIFFERENCE.

OVER 200 VEHICLES TO CHOOSE!



<p>'98 CHEVY K2300 4X4</p> <p>Overhaul, powerbrake, 1740 engine, auto, 20" disc wheels, 4 gear transfer case, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$25,900</p>	<p>'98 CHEYENNE R1500</p> <p>Overhaul, 2.8L engine, auto, 43,214 miles, powerbrake, auto, 20" disc wheels, 4 gear transfer case, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$19,900</p>	<p>'96 CHEVY CORSICA</p> <p>Overhaul, 4 gear auto, 2.3L engine, auto, 47,524 miles, air, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$5,900</p>	<p>'95 CHEVY MONTE CARLO ZH</p> <p>Overhaul, 4 gear auto, 2.4L engine, auto, 47,524 miles, air, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$8,900</p>	<p>'97 BMW Z3 CONVERTIBLE</p> <p>Overhaul, 2.8L engine, auto, 28,400 miles, 20" disc wheels, 4 gear transfer case, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p> <p>\$1918 Lease for \$399/mo.</p> <p>for 36 months, \$2000 down per year</p> <p>Total due at signing \$1,800.19 includes 1000 security deposit.</p> <p>Total of payments \$13,241. Taxes and notes \$1,547.51.</p> <p>Deal #2075. Price includes tax, title & lic. fees.</p>
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Ask about leasing your pre-owned vehicle!

<p>'97 MERCURY SABLE GS WAGON</p> <p>Overhaul, 4 gear auto, 2.8L engine, auto, 28,100 miles, air, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p> <p>\$10494 Lease for \$199/mo.</p> <p>for 36 months, \$2000 down per year</p> <p>Total due at signing \$1,200. Includes \$200 security deposit.</p> <p>Total of payments \$7,761. Taxes and notes \$1,644.</p> <p>Deal #2075. Price includes tax, title & lic. fees.</p>	<p>'97 DODGE BRADOTA SPORT</p> <p>Overhaul, 4 gear auto, 2.8L engine, 4 speed, 46,000 miles, 4 speakers, air, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$10,900</p>	<p>'97 DODGE STRATUS CABRIAN</p> <p>Overhaul, 4 gear auto, 2.8L engine, auto, 21,000 miles, leather seats, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$16,900</p>	<p>'96 CHRYSLER 300M</p> <p>Overhaul, 4 gear auto, 2.8L engine, auto, 20,000 miles, air, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$21,900</p>	<p>'96 PONTIAC GRAND PRIX GT</p> <p>Overhaul, 4 gear auto, 2.8L engine, auto, 20,000 miles, air, P18, P19, 2 mirrors, 2 seats, leather entry, air intake, 4 speakers, 40000 miles, 100000 miles</p>  <p>Price: \$19,900</p>
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LEADS OF THE ART WEBSITE FOR ON LINE AUTO BUYING



● Sales ● Service ● Body Shop

DERBY ROAD, NEWPORT, VT

802-334-6523 • 800-675-6523

This ad for used automobiles is a classic example of newspaper advertising. Like the editorial space that surrounds it, it is crowded with information -- concrete, detailed information that the reader can put to use. It cheerfully sacrifices any pretense of sophisticated style, of elegant design, to the need to convey a lot of information in a hurry. It features automotive brand names that are widely advertised in all sorts of media. It offers photos of every car offered, and names an asking price.

Digital Advertising: What about Web Sites?

By Amy Webb

Many news organizations now face the dual task of finding advertisers for their core product as well as their Web site(s). And what works in the print world differs tremendously from how online advertisements are bought and sold.

Online ads currently appear in a number of formats. There are “banners,” or graphic images, that link

to other Web sites. They are typically found at the top, sides and bottoms of web pages. There are generally accepted sizes for banner ads, and the Interactive Advertising Bureau (IAB) maintains a list of what’s most commonly accepted here: http://www.iab.net/iab_products_and_industry_services/1421/1443/1452/. Banner ad measurements are listed in terms of how much space is used on the screen (pixels) and server (kilobyte).

“Pop up” ads, which display content and links in an additional window, are also popular. However, they are not without controversy. Users don’t always enjoy the experience of pop up ads, which may block other content on the page. Some enterprising developers have even built tools to block pop up windows and, subsequently, their advertisements.

Ads attached to multimedia files, such as podcasts and videos are also becoming popular. They tend to be very short (five to seven second) notices about products or services, and on videos they also typically carry an interactive link to the company’s site.

While advertisers in print may not be able to track the exact success of their campaigns, it’s easier to count the number of “impressions” an ad has within the digital space. Web sites

Figure 2: An example of an online ad in a standard size.



Figure 3: More examples of online ads in standard sizes,



universally employ some kind of analytic tool, which counts the number of visitors, page views, clicks and more. Digital advertisements also have the capability of reporting how many people viewed the ad, clicked on it, and ultimately went to the company Web site. It's also possible to tell what other Web sites that user looks at, what kind of computer they're using, where they live and how long they stay on the company's Web site. These data can be a tremendous asset to advertisers.

Whereas on the print side, salespeople broker deals to get ads placed in publications, third party software often acts as the intermediary between companies and Web sites. Ads placed on larger Web

sites and on many blogs tend to go through agencies rather directly from the company to publisher. (To be fair, it's certainly possible to deploy a salesperson to bring in ads for both a paper and a Web site.)

Google's AdSense (<http://www.google.com/adsense>) is a popular service worldwide, however there are literally hundreds of options.

While there is no set standard for digital ad rates, there are a number of formulas that are employed. Some refer to a CPC, which is a cost-per-click model of pricing online ads. If an advertiser agrees to pay \$2 for each click, which is a common fee, that company would owe \$20 for 10 clicks. Conversely, a CPM model, which is

the cost per thousand page impressions (M is the Roman representation for 1000), an advertiser may instead pay \$3 per every 1,000 impressions. If 1% of the people visiting a Web site click on the ad, it would cost \$3 for 10 clicks.

Depending on the Web site and the advertiser as well as the service being used (AdSense or any of the online brokers), CPM or CPC-based advertising may be more advantageous.

One of the drawbacks for advertisers is “click fraud.” It’s possible to enlist people or computer code to click thousands of times on an ad, which could mean disaster for the advertiser (imagine budgeting for 20,000 impressions using a \$3 CPC and finding out that one million clicks were registered in an hour!). To learn more about the pitfalls of click fraud and some of the problems this has raised for Google, see this insightful article by HowStuffWorks.com: <http://computer.howstuffworks.com/click-fraud.htm>.

For additional resources:

“How Web Advertising Works,” on the HowStuffWorks.com Web site: <http://computer.howstuffworks.com/web-advertising.htm>. This is a great primer on the basics of sizes, shapes, sidebars and more - and the page is often updated.

“Internet Advertising and the Generalized Second-Prize Auction: Selling Billions of Dollars Worth of Keywords,” a paper by Stanford University faculty. <http://faculty-gsb.stanford.edu/ostrovsky/papers/gsp.pdf>. (Note: this is a PDF file that will prompt you to download.)

“How Search Engine Optimization Works,” on the HowStuffWorks.com Web site: <http://computer.howstuffworks.com/search-engine-optimization.htm>. Learn more about how search engines find and index content, what keywords are, and how all that applies to advertisements on a Web site.

To see good examples of Internet advertising campaigns, see the Internet Advertising Competition Web site: <http://www.advertisingcompetition.org/iac/> and BannerReport.com, which offers a gallery of successful banner ads categorized by size: <http://www.bannerreport.com/html/gallery.php>.

Building a Successful Campaign

Be Consistent

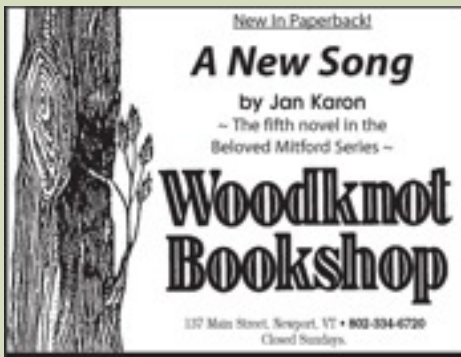
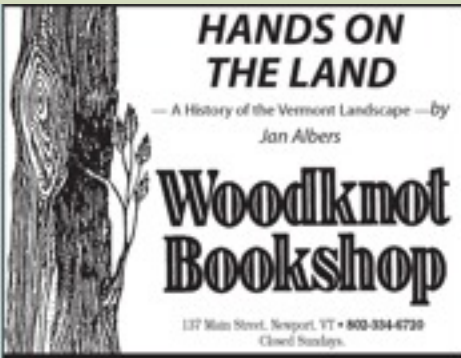
A well-designed advertising campaign will keep a client's name before the public, making it a familiar and trusted part of the business community. When people need what the client has to offer, a good campaign can make sure that his name is the one they think of first.

Unless the client is going out of business and selling his stock at half price, he can't expect a single ad to fill his store with customers. It will take

some time. Clients must understand that the money they invest in advertising today will benefit their business for a long time — if they keep it up.

When advertisers run ads often, readers begin to rely on the newspaper to have the latest information on the company's offerings. They will come to expect an ad in each issue, and even look for it.

Figure 4: Consistent ad designs, run regularly, build reader recognition.



This advertiser has a modest budget, but runs an ad in every issue. While the size varies with the advertiser's needs, the basic format remains the same. Because the paper can count on running this ad in every issue, the salesman has secured prime, page 2 space for this account. So readers who like books as well as newspapers can quickly check on Woodknot's latest offering. For this type of business, consistent small ads are more effective than occasional large ads.

Figure 5: Sample annual advertising budget chart.

Advertising Budget, The Courier				
Mo.	Revenues		Percent for Advertising	Advertising Budget
	Last Year	This Year		
Jan.				
Feb.				
Mar.				
Apr.				
May				
Jun.				
Jul.				
Aug.				
Sept.				
Oct.				
Nov.				
Dec.				
Total				

Plan an Annual Budget with Your Client

Spending as little as possible on advertising doesn't really work. Spending the same amount every month doesn't work much better. Successful businesses often budget a certain percentage of total revenue for advertising. The client should use last year's sales figures or, if it is a growing concern, its estimate of sales

in the months ahead. That way, he'll be spending advertising dollars when they can do the most good. And if a business knows in advance how much money it intends to spend over the next 12 months it will be in a good position to take advantage of any volume discounts your newspaper offers.

Create a Strong Identity

Each client should be encouraged to project an image that readers will be able to identify even before they read the ad. A good image continues to promote the store even when the particular merchandise is of no interest to the reader. Sell the store as well as your merchandise.

Figure 6: Ads should build a client's image while promoting a product.



This is unmistakably an ad for a very particular sort of clothing store. Aside from the strong and provocative photo, two simple design elements add a note of sophistication. The figure breaks out of the ad's rectangular border at the top, a trick that tends to pull the ad off the page towards the reader. On the sides, the tight crop of the woman's arms breaks an old rule, but adds tension and interest to the layout.

Design Ads that Reflect the Client's Individuality

Talk to your client about how she wants to present her business to the public. Everything about her advertising -- the logo, the graphics, and the copy, should reflect a clear image of the business. The possibilities are infinite. Some stores

project a comfortable image for the everyday shopper, others aim at younger customers who are looking for a keen sense of style. It may take a while, but once she has found the image that works for her business, she should stick with it.

Figure 7: Good design will capture the client's target audience



These two very different clothing stores use intelligent design to speak to the sort of customers they hope to attract. The bum wraps ad is perplexing, witty and sophisticated. If you get it, you'll probably enjoy shopping there. The Country Store is a very casual shop located out in the country in a converted barn. Its customers love to browse for bargains and take the style as they find it.



The Currier's Market ad is for a very busy general store. For such a business, there is simply no substitute for a clear, detailed list of what it has to offer, with prices attached. In this sort of ad, high style must give way to detail and clarity. Note that the ad is full of brand names that are widely advertised in all kinds of media. This ad gives the local advertiser a lot of leverage.

The East Main General Store ad also uses brand names and supplies product prices. But it stands out in the paper by using reverse white-on-black type. The production department solves one problem common to this sort of ad by outlining the store's logo and two product pictures in white.

Figure 8: Straightforward ads work best when presenting a lot of detailed information

CURRIER'S QUALITY MARKET
 1000 Main St., Newport, RI 02880 • Tel: 848-3333 • Fax: 848-3333 • Currier's Market

MEATS & DELI	PRODUCE
<p>4oz. Chicken Breast or Steak \$1.59</p> <p>1/2 lb. Chicken Leg 3/4s 39¢</p> <p>1/2 lb. Chicken Breast 99¢</p> <p>London Broil or Blade Steaks \$1.79</p> <p>Pork Chops \$2.39</p> <p>Chicken Breast \$1.89</p>	<p>1/2 lb. Local Onions 99¢</p> <p>Bananas 39¢</p> <p>Pink Grapefruit 3/1</p> <p>Carrots 3/1</p> <p>Pink Grapefruit \$1.99</p>

FRESH
 Refreshed Every Wednesday!

- Haddock **\$4.99** lb.
- Salmon **\$4.99** lb.
- Oysters **\$7.99** doz.

Specials:

- 1/2 Gallon Supreme Cottage Cheese **59¢**
- 1/2 Gallon Brewster's Milk **69¢**
- 1/2 Gallon Good Housekeeping Cream **79¢**
- 1/2 Gallon Nestle's **89¢**
- 1/2 Gallon Cherry **99¢**
- 1/2 Gallon Strawberry **\$1.09**

EAST MAIN GENERAL STORE
 334-8460 (Next to Home Food) • USA/NASCAR

Register here to win **THE PERFECT SIX PACK** NASCAR tickets to London, NH (Details in store.)

2 Liter Pepsi & Coke Flavors 99¢	2 Liter Pepsi & Mountain Dew \$1.19
8 oz. NASCAR Coke Bottles 50¢	Budweiser 12 pks. \$6.39
Natural Light & Ice 12 pks. \$4.69	Michelob Light 18 pks. \$9.09

CIGARETTE SPECIALS:
Marlboro
 Select Marlboros \$23.57/carton
 Monarchs \$20.35/carton
 \$2.31/pack
 WE ACCEPT ALL CIGARETTE MANUFACTURER'S COUPONS!

Be Specific

Leave the mass marketing up to the mass media. Your task, as a partner with your client, is to establish her name in her own community, and offer detailed information about the goods or services she offers, about their features and quality, and about their price. People who buy your paper

want news about what's going on in town — news they can't find anywhere else. And that's just what they want to see in our advertising, as well.

Be Reasonable

Advertising is one of the things your client needs to do to make her business work. It's part of the cost of doing business. Like all such costs, it needs to be maintained at a reasonable level. Of course it's good to make a big splash once in a while with a big sale or a new line of merchandise. But don't urge your clients to make the mistake of spending more than they can afford on advertising. You want their business, not just their money.

Figure 9: Smaller ads can be quite effective.

These advertisers stick to a small budget that fits the volume of their business.



Creating Successful Ads

Once the business is convinced that it needs to advertise, the detailed work begins. Here, from British media expert Barry Henderson, are the elements of a well-designed ad for any product:

Headlines involving safety, fun, leisure, health, beauty, economy or popularity have been proven to work well. Remember that the headline will be easier to read if it is not printed across the illustration.

The Seven Building Blocks

1. **Headline:** The headline should promise a benefit to the reader.
2. **Subheads:** These should offer a little more detail about the product, to maintain the reader's interest.

Figure 10: Building a better ad.

This designer's composition (commonly called a "comp") demonstrates the building blocks of good design.



They are the link between the headline and the body copy.

3. **Body Copy:** Simplicity is important. The copy should focus on a single idea or theme that will sell your product. Be specific, but use simple language and short sentences. Be honest. An ad that makes promises you can't keep may work once, but the disappointed customers won't be back.
4. **White Space:** Leave the elements of your ad enough space to speak for themselves.
5. **Logo:** Your own should be well-designed and available in several sizes, to fit a variety of ads. If you are advertising major brand names, use their logos too.
6. **Art:** A reader's eye is drawn quickly to a well-chosen photograph or illustration. When selecting artwork, remember that high-contrast images will reproduce best.
7. **Address:** Every ad should tell readers where you are, when you are open, and how to get in touch. If you accept credit cards, say so.

Share Your Knowledge

As a newspaper develops its advertising business, salesmen must do more than sell. Each new client needs a quick education in effective advertising strategy and design. The salesman must have a strong sense of the sort of advertising that will bring customers through the client's door. The salesman must also have a close working connection with the paper's production staff, a thorough grasp of the equipment his colleagues have to work with, and be confident that they can execute the ideas he and his clients dream up.

8.

Twelve Tips for Creating Powerful Ads

1. Make it easy.

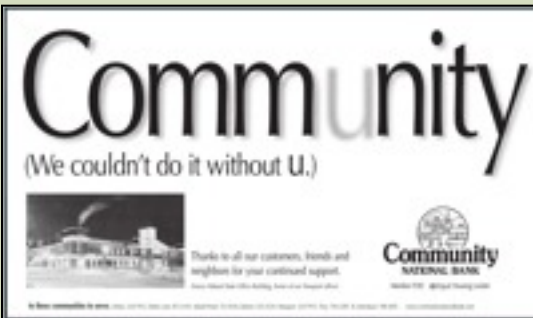
A good ad must be easy to read. Before you suggest a complicated design, or try to crowd too much information into too little space, ask yourself if busy readers will take the trouble to read it. Clever ideas that

make an ad harder to read turn out to be bad ideas. For example, running black type across a gray or color background almost always sacrifices too much readability for too little graphic appeal.

Figure 11: A powerful graphic leads to an eye-catching ad.



Figure 10: Through type, this ad sends a clear, strong message.



This ad uses a strong graphic and very little text to focus the reader's attention on a single product. Clean design, choice of a few clear type fonts and the well-chosen graphic all reflect the work of professionals at an ad agency retained by the bank.

This image-improving ad, also prepared by an agency, is for another bank. This is a holiday season ad, so the copywriter opts to use the type itself to create a playful pun.

2. Draw the Customer In.

A good ad must tell people more than where your client is. It must tell potential customers about the benefits waiting for them at his business. Work with your clients to come up with specific offers they can make at a good price, to bring the customers in. Holidays, seasons of the year, the school calendar, are all things to keep in mind when you're looking for a good idea.

Figure 12: Ads offering timely merchandise get readers' attention.

Levi's
ON SALE NOW!

Spring Savings Now

LADIES' DEPARTMENT Spring Coordinates In All-Over Denim 25% Off	LADIES' DEPARTMENT Summer Handbags Straps and Details 25% Off	LADIES' DEPARTMENT Eagle Eye Cotton Tops Tanks and Straps 25% Off
MEN'S DEPARTMENT Microfiber Sportswear The newest fabric - black, dark green. \$19⁹⁹	MEN'S DEPARTMENT Stone-washed Flat-Front Khakis \$10⁹⁹ Off	MEN'S DEPARTMENT Columbia Cargo-Pocket Shorts \$24⁹⁹

FRID., SAT. & SUN. ONLY! TOMS WEAR LESS DO MORE SANDALS For Kids, Ladies & Men 20% OFF Layaway Accepted SHOE DEPARTMENT	CHILDREN'S DEPARTMENT Spring/Summer Jackets and Rain Jackets 20% Off SHOE DEPARTMENT Chippewa Work Boots Several Styles - Great Value. 25%-40% Off SHOE DEPARTMENT Halfinger Wood Clogs Several Colors. \$4⁹⁹ - \$6⁹⁹
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Arthur's DEPARTMENT STORE
 63 Main Street, Downtown Morrisville
802-888-3125
 Mon.-Thurs. 9-5:30, Fri. 9-6, Sat. 9-5

This full-page ad aims a one-two-three punch at the reader: pretty models, one of the world's most recognized clothing brands, and a promise of Spring savings. Then it gets down to business, offering brand names at substantial savings, and listing some of its best prices.

4. Try a Dash of Color.

Market tests have demonstrated that color increases the selling power of ads. Color in newspaper advertising creates excitement. Young readers are particularly fond of color in the newspaper, and tell researchers they would like to see more.

And just a bit of color in a black-and-white newspaper can make a big

impression, and draw the reader's eye to your client's ad.

If your newspaper has four-color printing capability, a full color ad will have even greater impact, particularly on pages that do not have many other photographs or color images.

Figure 15: "House ads" can demonstrate techniques to your clients.



**When was
the last time
you saved \$20?**

It can happen today —
simply by subscribing in-state to the Chronicle you'll
save 50% off the newsstand price... a \$20 savings annually.

You also get a
90-DAY MONEY BACK GUARANTEE!
the Chronicle
delivered each week to your mailbox for only 35¢ per issue.
Just give us a call at 1-800-564-3521

The ad above is an example of 'spot color.' It uses just a bit of a strong, solid color to draw attention to the message.

If the production or sales department has an idea for a new approach like spot color, a "house ad" like this can be a useful way to demonstrate its effectiveness to potential advertisers.

5. Remember, White Is a Color Too.

White space can work well for some clients. On a crowded newspaper page, white space looks like an oasis that will draw the reader to their ad. Putting too much into too little space is a common problem for advertisers. Sometimes it helps to go to the opposite extreme. Give the readers a

chance to rest, and they may reward the advertiser with their business.

Figure 16: This ad sets itself apart by using a lot of open space.



This white space is actually gray, but it works. If you want to emphasize a simple message, give it some room to breathe.

Figure 16:
This restaurant makes inventive use of its space in an effort -- often successful -- to stand out among its competitors in the Restaurant and Entertainment section.

Figure 17:
This company is proud of its precise, hand-made furniture and the ad reflect both the precision and the pride. Note the choice of a clean, san-serif type to enhance the tone of the presentation.

Figure 18:
This small ad takes a light approach to a serious business. A photo of a serious wreck would be pretty grim. The cartoon provides instant recognition of the advertiser's business without being too heavy.

6. Create a Positive Impression.

Always keep the best things about your client's business in mind, and put them before the readers in his advertising. Your client knows what they are. That's why she started her business. A good campaign will communicate her sense of the business to her potential customers.

Figure 17: An unexpected approach attracts readers.



Figure 17: This ad projects a solid image with a no-frills approach.



Figure 18: A light approach gets attention without alienating readers.



7. Tell the Client's Story

These ads are from a special supplement devoted entirely to brief business profiles. They read more like stories than traditional ads. They give readers a more personal sense of the businessmen and women who work behind the counters.

In the United States, highly specialized firms make a business of coming into communities, selling such "reader ads" to all the businesses they can, then buying the space to print them in the local paper. Sometimes they walk out of town with a lot of money, leaving behind businesses who feel they were badly treated by their local paper.

These examples come from a section produced by the newspaper itself, and sold at much lower rates than the national companies charge.

Out of respect to the reader, it is important to make it clear that advertisers are paying for such messages -- that they are not being offered as news stories.

Figure 18: A different approach: "Reader ads."

The Chronicle, March 29, 2000 Paid Advertisements Page 18

— WHO'S WHO IN BUSINESS? —

GOLDEN RULE PROPERTIES

A subsidiary of the nationwide realtor
THE HOUSE OF REALTY OF ALABAMA

At Golden Rule Properties managing residential real estate, we have always been known as though they will not do but coming to us to sell their property for them, and to local offers as if they are about to become buyers.

Due to a small community and a place where a good reputation is your most important asset, everyone knows when somebody finds their home taken advantage of, either by selling for too low a price, or by paying an amount when buying, it is our distinct objective to always strive to put together the "win deal." To do otherwise is simply not worth it. We've worked too hard to build a reputation of success. And, as we hope implies, we really do believe that "what goes around comes around."

We'll be happy to address any questions that you might have on our services or any of the individual properties you are described in our ads. That's what we're put here for, after all.

If there's a specific property that interests you, call with the listing number and we'll give you a detailed fact sheet on it.

Meanwhile, we appreciate your contribution to "GOLDEN RULE PROPERTIES" in that you're for property that enables your needs in this wonderful place. We hope to be able to find it for you, and then to be able to say "Welcome to Varsant."

P.O. Box 304, Route 14, Glens **334-3906**

Green Mountain Electric Supply

Whether you're building a whole new house, renovating a kitchen or bathroom, or installing a weekend handyman job, you can't be prepared to stop at Green Mountain Electric Supply. If you don't believe us, ask the local contractors, electricians, and plumbers who depend on Green Mountain Electric Supply for their electrical and plumbing accessories, supplies, and tools. They'll tell you that the guys at Green Mountain Electric know their stuff, are always well-stocked, and will work hard to make sure you get what you need at a fair price.

Since 1968 Green Mountain Electric Supply has been a part of Varsant's business community. They have steadily grown to meet the demands of local residents and businesses. In 1998 they built the Dorcy Time Square building on the Varsant Dorcy Road and relocated their business into a beautiful 4,200 square foot structure. In 1999 they opened a branch store in St. Andrews. Currently they employ 40 people and provide delivery service to St. Andrews, Lenoir, and St. Albans.

We'll find 100s of lighting fixtures contemporary & traditional, indoor & outdoor, Aqueduct faucets, showers & whirlpools, heavy duty Milwaukee tools, lawn home products, barware and bakeware, as well as any reasonable type of electrical or plumbing supplies. If you need it, Green Mountain Supply has it.

Dorcy Time Square, Dorcy Road, Newport **334-7963**

Hayes Ford Body Shop

The area 18 years Hayes Ford Lincoln Mercury has become a landmark here in the Northwest Kingdom offering quality Ford cars and trucks, delivery, maintenance and professional service, and maintaining the highest standards of customer for their customers.

The commitment to excellence in customer better illustrated than in the Hayes Ford Body Shop which has intelligently become the best equipped body shop in the area. Body Shop manager (C) Smith takes pride in his constant use of certified collision repair technicians who will remain one of the most damaged vehicles to their original paint condition. These specialists know what safety, dependability, and quality are all about, and they realize that your vehicle is one of your most precious assets.

But you haven't heard the best news yet. This month Hayes Ford Body Shop has installed a new state-of-the-art frame machine and a high-tech computerized measuring system which can measure vehicle and frame damage to within 1/32 of an inch of the original specifications. They also utilize a computerized color matching system from Dupont that takes the guesswork out of perfect paint jobs. And free computerized damage estimates are always available.

Whatever the make and whatever the model, from the largest stock pickup to the smallest economy car, nobody does it better than the folks at Hayes Ford Body Shop.

807 East Main Street, Newport **334-6347 • 1-800-648-4776**

Jay Mountain Kwik Stop

Last summer the residents of Jay were excited to see that their local gas station and convenience store was re-opening after having been closed for eight months. Laurie and Mike Edwards, along with and son Bennett, had purchased the facility in the center of Jay Village, had renovated it the Jay Mountain Kwik Stop, and were busy renovating and re-opening the business to serve local residents.

Today the Jay Mountain Kwik Stop has become a leading center of activity, selling gas and diesel, groceries, beer and soda, snacks, lottery tickets, and more. Recently they have opened a deli that offers healthy sandwiches and quick service. They also have added a tire wash with all credits made by local people! And the recurring theme about the Jay Mountain Kwik Stop is that their prices are fair and reasonable. This is exactly a store that continues to serving the needs of the local population, not just the tourists.

We'll find a friendly, caring staff consisting of Regis Wood, William Tavel, Tommy Blount, Angela Latta, Jennifer Moore, and Carol Bennett. They will be here to serve your needs. If you would like us to carry a certain product, we'll do our best to stock it. This is a convenience store that is here to serve!

Route 244, Jay Village **336-8823**

Waterfront Plaza, Newport

Several years ago, we wrote about the dining experience known as Bangin's. There was a new feature in downtown Newport that had literally taken the area by storm, providing us with a previously unadorned restaurant in quality food, great service, and affordable portions. Back then Bangin's was enjoying unbridled growth and success, and its customers, too, were enjoying one of the best dining experiences around.

Well, not so much, two years later, nothing's really changed. Bangin's is still experiencing unbridled growth and success, and its customers, too, are as enthralled as ever with its fare. Clean, one word, there maybe a few things have changed over the past few years. For one thing, Bangin's has doubled the size of its restaurant and now has twice the seating capacity (over the kitchen space, and twice the ability to deliver a really good meal. But don't worry, the food is still made of the finest ingredients, prepared daily, and served by a staff that remains committed to fast, friendly, and personal service.

Greg and Tina Blum, along with all 30 employees, invite you and your families to take a break from cooking, eat, and enjoy the Bangin's dining experience. It may be just what the doctor ordered to refresh the end-of-winter blues.

Waterfront Plaza, Newport **336-6999**

The Kingdom Car Corp.

If you enjoy assembling, fitting, heating, riding ATVs, and generally having fun in the outdoors, Island Ford offers superb possibilities. What's better, there's now a beautiful new shop in downtown Island Ford that can service your needs with your equipment, provide expert advice, and be there when you need help. The name of this exciting business is the Kingdom Car Corp.

Kingdom Car is owned and managed by Peg and Bob Baljon. They first opened the doors of this program, state-of-the-art, Arctic Cat facility in 1993. And their efforts over the past two years have paid off! Recently, Kingdom Car has opened the Arctic Cat 2000 (dealer of the Year for the Vermont and Maine district. In addition to Arctic cats, Baljon still is a multi-line manufacturer and distributor of snowmobiles, ATVs, and generators - recognized Kingdom Car's commitment to quality service as well as its outstanding sales record.

According to the Baljons, their focus is to provide friendly, quality service to those who like to enjoy the outdoor adventures. Kingdom Car sells service engines, riding tools, Murray engines, chains, tracks, and recreational sled systems. They also sell Kilo Quads snow ATVs. Kingdom Car is a factory trained Arctic Cat service center providing mechanical service and repair on all makes and models of recreational equipment and power equipment.

Cross Street, Island Ford **332-9756**

These business profiles are clearly labeled for readers as "Paid Advertisements," to distinguish them from feature writing. They offer local businesses an alternative, in-depth way to present themselves to the community.

8. Work With the Advertisers.

When you sell advertising, you are selling more than space. Your price includes the services of the design and graphics experts in your production department. It also includes your support, expert advice on what ideas should work, and frank advice on what won't. Don't hesitate to offer your advice. In an evolving

market economy, the advertising salesman is a key link in the chain of information that makes the system work.

Figure 19, 20,21: Theme ads carry one concept through several weeks or months, building a consistent image.



Here's an example of how good advertising ideas evolve. The snow machine dealer had graphic images of his products, supplied by the distributor. The salesman came up with the idea of adding seasonal figures to create a campaign that would last through the winter -- Thanksgiving in January, Christmas in December and George Washington's birthday in February.



9. Use the Materials at Hand

Technology moves fast. When I entered this business 36 years ago, advertising matte services like Metro offered three-dimensional papier-mâché molds so that product logos and simple illustrations could be cast into pages along with lead type. When offset printing made it possible to reproduce any black line against a white background, Metro's catalogues became its product. Pictures could simply be cut out of large-format books and pasted onto pages -- hence the term clip art. Today, of course, clip art is available in vast quantity online and on CD, and many manufacturers make images of their products freely

available to newspapers on CD. But if these aren't available, or simply too big for a newspaper's limited computing capacity, the old rule still stands: simple black-and-white line art reproduces very well. Ask advertisers if they have brochures that can be used to obtain pictures of their products and logos.

A note of caution, however: Some full-color brochures are too complex to reproduce well, and a simpler substitute should be created by the newspaper. Simplicity works in advertising. The closer you can stay to black lines on white paper, the clearer your client's message will be.

Figure 22: Manufacturers often provide artwork that can form the foundation of a solid ad.

KINGDOM CAT CORP
Will Be At Springfest 2000
 Friday & Saturday, April 14 & 15, at North Country Union High School

NEW!

MERCURY MOTORS
 "Authorized Dealer"

ARCTIC CAT
 A WHOLE DIFFERENT ANIMAL!

SMOKERCRAFT ALUMINUM FISHING BOATS!

- Leisure Life Power Boats
- Kayaks
- Marine Supplies
- Aluminum Docks
- Boat & ATV Trailers
- ATV Accessories & Clothing

SEE THE ETON KIDS QUADS & SCOOTERS!

FULL MARINE SERVICE

ARCTIC CAT ATVs

KINGDOM CAT CORP

An award winning Arctic Cat dealer!

FACTORY TRAINED SERVICE DEPARTMENT

SNOWMOBILES Cross St.
ATV • BOATS Island Pond, VT
POWER • 723-9702
EQUIPMENT

ARCTIC CAT
 10000 Main Road, E.T.
 P.O. Box 810, Van, N.J.
 08840-0810
 609-426-0000
 www.arcticcat.com
 Arctic Cat is a registered trademark of Arctic Cat Inc.

This ad was created by using a photo from the cover of a catalogue supplied by the advertiser.

10. Encourage Advertisers to Work With Each Other

A good salesman is a good diplomat. He must handle not only the sometimes delicate relations between the news department and the advertiser, but also between advertisers who are in intense competition for the same customers. Any favoritism shown to one competitor in terms of placement in the paper or, worst of all, in price, will probably cost you a customer.

But the members of any business community have a mutual interest in bringing more customers into the shopping district, and even competitors can benefit from a general increase in business traffic. A creative salesman looks for opportunities to bring his clients together, whether they are promoting a local festival, sharing a sidewalk sale, or congratulating a newcomer on a new building.

Figure 23: Strength in numbers--and greater impact; by joining together, businesses produce a more noticeable result.

The advertisement is a large, multi-section layout for an "OPEN HOUSE CELEBRATION AT ROYER FAMILY FARM" on Saturday, June 10th, from 10 a.m. to 4 p.m. The central focus is the Royer Family Farm, with photos of the farm buildings and a family. Surrounding this are numerous smaller ads for services like D&M Service, Pesticide, REAL DESROCHERS CRANE SERVICE, BERCO, Job well done! FARRAR'S IBA, Best of Luck in the future! GERVAIS & SON, INC., Thanks for serving us right! you with general use... SONNY'S BENTLEY & SONS, Inc., Pesticide, and Life Celebration Company. The ad is titled "YOU'RE INVITED!" and "FREE BEVERAGE!" and includes a "Step by and say hello! (And have a snack)" graphic.

This ad serves several purposes. It gives a great deal of advertising space and attention to the new business. And it gives the tradesmen involved in the project a chance to advertise their services. For each advertiser, the impact of his small part of this large layout can be substantially greater than that of a separate ad of the same size.

Figure 24: Special advertising sections are convenient and popular with readers.

Successful special advertising sections like this one often encourage businesses to run ads, despite the close proximity to competitors, because retailers and vendors don't want to be left out.

BUILDING TRADES

Larry Servino's CARPENTRY SERVICE
895-4316
New Homes • Remodels • Renovation
Residential/Commercial • Free Estimating

DAVID R. WHITE BUILDER
For All Your Building and Remodeling Needs
Basins • Windows • Glass Estimates
925-825-1043 • Professional

VANASSE BUILDERS INC.
1225-1825
20+ Years Experience • All Home Experiences

THE Converse COMPANY
1000 North Main Street, Suite 100
925-825-1043

Stu's
Remodeling • Free Estimates
1225-1825

collette plumbing & heating co.
2000 Main Street, Suite 100
925-825-1043

PAUL LEBEVYRE & SON, INC.
1225-1825
All Licensed Trades • Free Estimates

**FRANK • EXCAVATION
SEPTIC TANKS
SINKS • FOUND
& GARAGE FOUNDATIONS**
For Our Available or
Equipment Service
NORRIS TRUCKING & PAVING
925-825-1043

BERNARD WHITE BUILDERS
We Use Quality All Year Building Month!
• ROOFING • Siding • Windows • Doors • Gutters • Drywall • Painting • Electrical • Heating • Air Conditioning • Free Estimates
BERNARD JR. 925-825-1043 **BERNARD SR. 794-2343**

Mountain Edge PUMPING & HEATING
Complete Earth & Water Services
FRED HANDEL
925-825-1043

HOWLES ELECTRIC, INC.
Ronald H. Howles, Pres.
1000 Main Street, Suite 100
925-825-1043

11. Group Competitors in Special Sections for Consumer Convenience.

As we developed our market in northern Vermont, advertisers often insisted that they never appear on the same page as a competitor. Some still do. But just as competing gas stations tend to cluster at busy intersections, so do some advertisers come together on special pages.

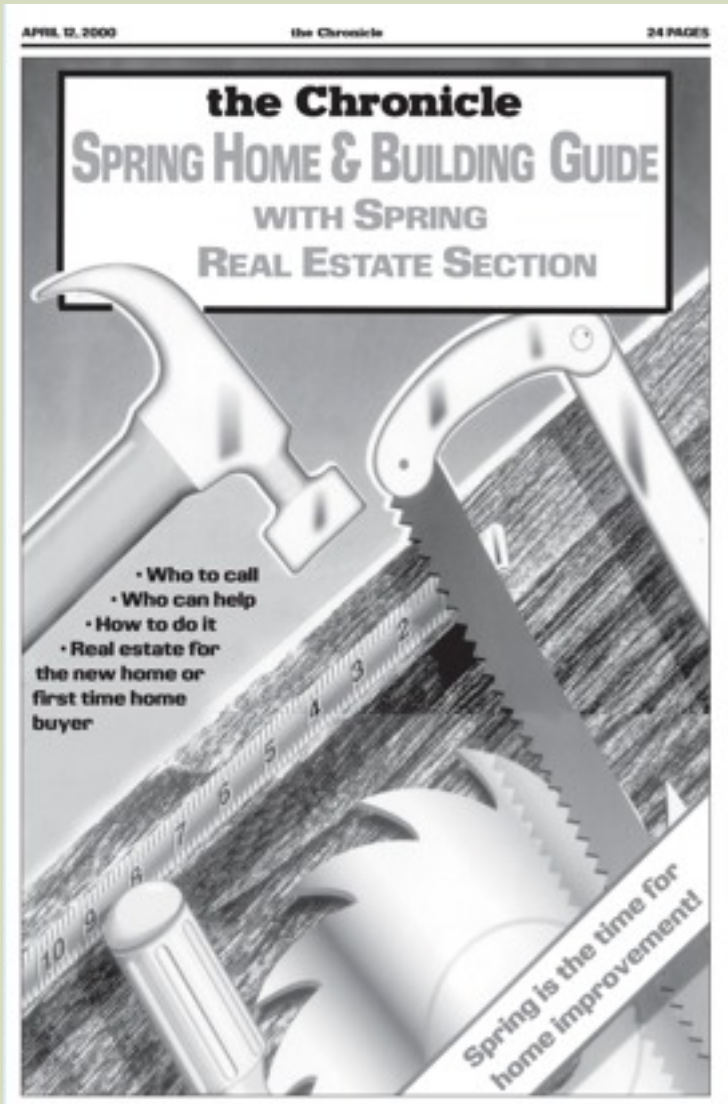
Restaurants are one example. Hungry people like to know where to look in the paper for a choice of eating spots, and advertisers are happy to be grouped into a convenient "Restaurants & Entertainment" section. Real estate is another example, as are construction tradesmen and car dealers.

Time, effort and money spent developing these sections pay a

tremendous bonus to the newspaper. Once a section is established as a useful and reasonably complete source of information about a particular type of product, advertisers feel compelled to have their name included. For the salesman, it is a problem in critical mass. At some point, that car dealer who resisted advertising for so long feels he can't afford to miss a single issue.

Salesmen need to remind their editors from time to time that such sections make fascinating reading to many, and help sell the paper. Newspapers deal in information, and the appeal of detailed commercial information should never be underestimated. Editors underestimate it all the time.

Figure 25: Supplements, such as this one in *The Chronicle*, often attract new advertisers.



This April supplement sold well, filling 28 tabloid pages with 66 percent advertising. The sections featured a staff-written profile of a successful local builder.

12. Use Special Supplements to Bring in Extra Business.

Supplements are a time-honored way to find extra advertising revenue. They can be particularly useful if they are used to bring in the businesses who aren't regular advertisers. Sometimes a chance to appear in a special section that is entirely devoted to his business will convince a reluctant advertiser to give the paper a try.

The best supplements are written by the newspaper's editorial staff. But if that is impossible, there is a great wealth of free information available, articles and photos prepared for businesses or industry organizations that want to see their names in print. A lot of this material is now available on the Internet. Such material needs to be carefully edited, of course, to make sure it is accurate, not too shamelessly promotional, and well

written. Avoid the mistake of one Vermont paper that, in a supplement designed to celebrate the community's Main Street merchants, ran a promotional article about the joys of catalogue shopping by mail.

Any paper's schedule of supplements should reflect what goes on around it. At the Chronicle, this year's list includes a Bridal Supplement in February (to connect it with St. Valentine's Day), our Who's Who in Business Review in March (already mentioned on page xx), a Spring Home & Building Supplement in April, a Garden Supplement in May, a Dairy Farming Supplement in June (reflecting the biggest single industry in our area), and a Real Estate Supplement in June.



International Center
for Journalists

Additional Resources

Useful Web sites

Adweek.com:

www.adweek.com

Tracks advertising, marketing and media industries; draws on Adweek, Brandweek and Mediaweek magazine content.

American Press Institute (API):

www.americanpressinstitute.org

API conducts seminars for journalists, sales, marketing and management professionals in print, broadcast, cable and digital media companies. API programs cover advertising, circulation, editorial, general management, marketing and weekly newspapers. The site offers articles, essays, news, schedules of classes and publications for sale.

International Journalists' Network (IJNet):

www.ijnet.org

Media assistance Web site, published by the International Center for Journalists, tracks major training programs, grants and professional development opportunities; offers tip sheets, online media directories etc.

Newspaper Association of America (NAA):

www.naa.org

The NAA is a nonprofit organization representing the \$55 billion U.S. newspaper industry. NAA has many Canadian and international members. The site offers news and tools for all aspects of running a newspaper, including advertising and marketing.

The Newspaper Industry:

www.newspaper-industry.org

Offers news and trends in the newspaper worldwide, published by the International Newspaper Marketing Association (INMA).

The Poynter Institute:

www.poynter.org

The Poynter Institute is a school dedicated to teaching journalists and media leaders. It promotes excellence and integrity in the practice of journalism and in the practical leadership of successful businesses. The site offers tip sheets, essays and editorials from prominent journalists, industry news, schedules of classes and more.

Texts

“Good Advertising Design Sells Newspapers,” article by Warren Watson, vice president, Society for News Design, published online by the American Press Institute at **www.americanpressinstitute.org/news.cfm?id=92&rid=10023&pg=1**.

“News and Sales: Clarifying the Relationship,” published by the Committee of Concerned Journalists (CCJ) and NewsLab, available online at **www.journalism.org/ccj/resources/newsandsales.html**

“The Separation of News and Business,” summary of a forum sponsored by CCJ and the Pew Charitable Trusts, available online at **www.journalism.org/ccj/resources/harvard1.html**

Notes

A large rectangular area with a green border, containing 20 horizontal black lines for writing. The lines are evenly spaced and extend across the width of the page.



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www.icfj.org