Print Advertising

Don't Miss Tips

- It takes 5 – 7 times before someone notices a print ad
- Using the right techniques can make your ad stand out without spending more money
- Stay away from folds. Ads near folds are viewed much less than ads toward the edge of the page
- Do more "showing" and less "telling"
- Know how many people (and which kind of people) will have access to your ad
- The ad should be able to engage the reader within two seconds
  - Ask to speak with a supervisor and not the general sales-person when placing the ad

Creating the Ad

- Keep a border of white space (nothing) around the print in the ad
- Grab attention with images or graphics
- User Interface (UI) should be used to grab the reader's attention
- USE WHITE SPACE – do not fill your entire ad with words and images. A busy ad is an ignored ad
- Include enough material to engage the reader and include a call to action so they are motivated to follow through

Placing the Ad

- Choose a newspaper/magazine that targets the same demographic that you do
- Choose a section of the periodical that is visited by the highest number of readers
- Be sure to design a campaign that allows you to show up several times
- Don't be afraid to negotiate price
- Use time as a negotiating tool. If you plan on advertising over an extended period of time, let the supervisor know this as it will probably allow them to lower the price
- Consider a mix of paper and online advertising

Creating and Placing Print Advertisements

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