

Evaluate & Buy Print Media

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Note – This is one from a sequence of exercises from the Traditional Media subject outlined in the Strategic Marketing Process eBook. Download the free e-book www.growthpanel.com/marketing-tools/index.html and subscribe to this subject at www.growthpanel.com/versions/get-started.html to download from Growth Panel’s Intelligent Marketing Platform.

Some of the graphics in this PDF might not display properly.

If you’re buying media on your own, here’s a process for creating your media plan:

STEP	NOTES
<input type="checkbox"/> Generate a list of potential publications for your campaign.	See template below.
<input type="checkbox"/> Call the advertising department of each organization and request the following information: <ul style="list-style-type: none"> ▶ A media kit ▶ Copy of publication ▶ Ad production details: sizes, layouts, and technical requirements (often found in the media kit) ▶ Media calendar and special event/edition deadlines (often found in the media kit) ▶ Rate card (often found in the media kit) <p>Most major publications also have this information available on their websites.</p>	This information will include the number of people the publication reaches, the reader demographics, publication rates, and advertising options.
<input type="checkbox"/> If geographically possible, schedule a meeting with a sales rep from each of the publications you’re considering.	The sales reps will work for your business and can help you develop a solid campaign to reach your goals.
<input type="checkbox"/> Compare prices, targeting and quality; choose the publications you’ll use.	Use the next exercise to help you.
<input type="checkbox"/> Develop a media plan.	Use the next exercise to help you.

GENERATE A LIST OF PUBLICATIONS

If you haven't chosen your publications, create a list of potential publications, then check YES for those that you'd like to contact for advertising info.

Category	List of publications that may work for your objectives	Get media kit and rate card?	
Trade/ Industry publications		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
National business publications	Wall Street Journal	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Investor's Business Daily	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Forbes	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Fortune	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Fast Company	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Entrepreneur	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Business Week	<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
National/ Regional general publications	New York Times	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Washington Post	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Los Angeles Times	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Time	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Newsweek	<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Local media (newspapers, magazines)		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No

REVIEW & CHOOSE PUBLICATIONS

When you receive your media kit, sample copies, and rate cards, it's helpful to record your notes about the publications you're considering. You can also organize this information in **569-B**.

PUBLICATION	
Publication Name	
Type of publication (explain)	
Describe the feel and style of the publication	
Reader demographics*	
Do the demographics match your brand personality needs?	
Are there a lot of ads? Too many?	
Who else advertises in the publication?	
Total readership*	
Percentage of readership that fits your target demographic*	
Scope of geographic area	
Percentage of geographic area that fits your target market**	
Specialty design options/positions available	
Do they offer production/graphic design services?*	
Notes	

This information should be found in their media kit. If not, ask the sales rep for the data.

Copy the chart for each of the publications you're evaluating. List your top contenders:

PUBLICATIONS THAT ARE MOST APPROPRIATE

PUBLICATIONS THAT ARE MOST APPROPRIATE	
1	
2	
3	
4	
5	

Use **569-A** to track the contact information, readership, and any other key information for the publications you're researching.

EVALUATE & COMPARE PRICES

A majority of the time, media sales reps will quote you a flat rate for a particular size ad. It may help you to become familiar with CPM (cost per thousand) calculations so you can compare mediums and the number of market impressions each one offers. If you're not used to CPM, here are a few handy calculations:

CPM	Cost per thousand "impressions"
Cost per impression	CPM / 1000
Total cost	CPM (Total impressions/1000)

To compare the CPM or total cost that each publication quotes, use **569-B**. It will also ask you to think about TARGETED impressions – what you're spending to reach a prospect who is in your targeted group.

What's most important is what you'll pay per TARGETED impression. You may pay a higher CPM for a more focused publication than a general one, but if you calculate your cost per targeted impression instead, you can truly compare apples to apples. **569-B** will ask you to estimate the percentage of readers who are in your target audience and will then recalculate your CPM for that group.

CHOOSE YOUR AD SIZES

Newspaper print ads are priced on a per column inch basis, and you can run nearly any size you desire as long as it adheres to their column widths.

Magazines also offer a variety of sizes – here are a number of typical sizes with potential benefits and drawbacks:

SIZE	BENEFITS	DRAWBACKS	USE?
1/8 PAGE	▶ Minimal investment	▶ Limited space for information ▶ Can get lost	<input type="checkbox"/> Yes <input type="checkbox"/> No

SIZE	BENEFITS	DRAWBACKS	USE?
		<ul style="list-style-type: none"> ▶ May not have enough presence to make an impact ▶ You're perceived as "small," which could work against you ▶ Often found only on a shared page or within a marketplace/classified section 	
¼ PAGE	<ul style="list-style-type: none"> ▶ Minimal investment ▶ You can convey a short message 	<ul style="list-style-type: none"> ▶ Very common size may detract from effectiveness ▶ Another ad will probably be above, below or next to your ad, competing for attention ▶ Perception of your company may suffer due to the "averageness" of the ad size 	<input type="checkbox"/> Yes <input type="checkbox"/> No
1/3 PAGE (vertical, horizontal, or square)	<ul style="list-style-type: none"> ▶ Unique size can be more effective than ¼ or ½ ▶ Often runs next to an article rather than other ads 	<ul style="list-style-type: none"> ▶ May end up further back in the publication 	<input type="checkbox"/> Yes <input type="checkbox"/> No
½ PAGE (vertical, horizontal, or "digest")	<ul style="list-style-type: none"> ▶ More space to communicate your message and stand out 	<ul style="list-style-type: none"> ▶ Another ad may be placed above or below your ad, competing for attention 	<input type="checkbox"/> Yes <input type="checkbox"/> No
M PAGE OR SUPER JUNIOR PAGE	<ul style="list-style-type: none"> ▶ Slightly smaller than a full page and less costly ▶ Guaranteed only ad on page at lesser cost 	<ul style="list-style-type: none"> ▶ Found only in tabloid-sized or other "oversized" publications 	<input type="checkbox"/> Yes <input type="checkbox"/> No
FULL PAGE	<ul style="list-style-type: none"> ▶ Creates the perception of a "big" company ▶ Only ad on the page ▶ Provides enough room to communicate a strong message 	<ul style="list-style-type: none"> ▶ Considerable investment 	<input type="checkbox"/> Yes <input type="checkbox"/> No

Notes:

CONSIDER SPECIAL PLACEMENT OPTIONS

When you pick up a publication, what do you notice first? The inside cover, last page, or maybe the back cover?

Prime placement can be as important as your ad. Be sure to ask your sales rep about your options -- these spots are typically reserved for regular advertisers and may cost more and/or require a contract. If the publication fits your target demographic, it may be worth it to investigate.

Placements to consider:

PLACEMENTS	BENEFITS	DRAWBACKS	REQUEST
INSIDE FRONT COVER ("Cover 2")	<ul style="list-style-type: none"> ▶ High visibility ▶ More prestigious than a standard full page ad 	<ul style="list-style-type: none"> ▶ Premium cost ▶ May only be available if you're on a contract ▶ Requires a full page, 4 color ad 	<input type="checkbox"/> Yes <input type="checkbox"/> No
OUTSIDE BACK COVER ("Cover 4")	<ul style="list-style-type: none"> ▶ Very high visibility ▶ Prestigious 	<ul style="list-style-type: none"> ▶ Premium cost ▶ May only be available if you're on a contract ▶ Requires a full page, 4 color ad 	<input type="checkbox"/> Yes <input type="checkbox"/> No
INSIDE BACK COVER ("Cover 3")	<ul style="list-style-type: none"> ▶ High visibility ▶ Prestigious 	<ul style="list-style-type: none"> ▶ Premium cost ▶ May only be available if you're on a contract ▶ Requires a full page, 4 color ad 	<input type="checkbox"/> Yes <input type="checkbox"/> No
RIGHT HAND PAGE, FRONT OF PUBLICATION	<ul style="list-style-type: none"> ▶ The right hand pages tend to get more attention than the left ▶ Front of publication is usually considered better placement 	<ul style="list-style-type: none"> ▶ May pay a premium ▶ Regular advertisers may get preference 	<input type="checkbox"/> Yes <input type="checkbox"/> No
TOP HALF OF PAGE (when you're running a ½ horizontal, 1/3 horizontal, or 1/4 page)	<ul style="list-style-type: none"> ▶ The eye tends to look at the top of the page before the bottom 	<ul style="list-style-type: none"> ▶ Usually not guaranteed ▶ Regular advertisers may get preference 	<input type="checkbox"/> Yes <input type="checkbox"/> No
REQUEST TO BE THE ONLY AD ON	<ul style="list-style-type: none"> ▶ Article readers will see your ad 	<ul style="list-style-type: none"> ▶ Usually not guaranteed ▶ Regular advertisers may 	<input type="checkbox"/> Yes <input type="checkbox"/> No

PLACEMENTS	BENEFITS	DRAWBACKS	REQUEST
THE PAGE	▶ You're not competing for attention with another advertiser	get preference ▶ May incur additional costs	

Your sales rep at the publication can give you more detailed benefits for selecting premium locations in the publication.

Notes:

COLOR?

When considering color, there are few things to keep in mind.

QUESTION	ANSWER	NOTES
Are you using photography that will be better in color than black and white?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
What is your call to action/message? Is it vibrant? Innovative? Is it important to the reader? Would color enhance your message?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Can the publication produce quality color images? Will the color be true to file?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you purchasing a prime placement?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
If this is a part of a larger campaign, are the other support materials in color?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you have room in the budget?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

If you answered yes 3 or more times, consider creating a color ad.

SHOULD YOU SIGN A CONTRACT?

Media sales reps will try diligently to get you to sign a contract. They will offer special deals or added value to sign a contract; they may even use fear as a motivator, telling you that if you don't sign a contract, your competitor will and you'll be locked out of the publication.

There are benefits and drawbacks to contracts. It's important to remember that you should test the media before locking yourself into a long-term deal; you need to spend your marketing budget wherever you find the best ROI.

Here's a table that will help you decide if you should sign a contract:

CONTRACT BENEFITS	DRAWBACK
<input type="checkbox"/> Discounted rates or more favorable terms	<input type="checkbox"/> Discounts won't help you if you are in the wrong publication
<input type="checkbox"/> First crack at prime placement or guaranteed placement elsewhere in the publication	<input type="checkbox"/> Prime placement won't help you if you are in the wrong publication
<input type="checkbox"/> Locked in rates for the length of the contract, protecting you from rate hikes	<input type="checkbox"/> If you don't end up running all of the ads that you agree to, you will be billed – typically for the difference between your rate and the “open rate” (the highest non-contract rate) for each of the ads you've already run, which can be a blow

Notes:

REVIEW EDITORIAL CALENDARS

If you're planning a schedule in advance, look at the editorial calendars for the publications. They often run special editions before big shows, or they may dedicate entire issues to topics relevant to your target market.

Use **569-C** to track any editorial opportunities that you should include in your media plan.

DEVELOP YOUR MEDIA PLAN & BUDGET

Use **569-D** to start plugging your ads into the months you want to run. You'll enter the size of ad, the approximate cost, and the number of targeted impressions you'll generate.

If you have goals for reach, frequency and total impressions, you should build your plan to meet those goals.

RESULTS	ENTER VALUE
Total production costs	
Total media / placement cost	
Total cost	
Total targeted impressions	
Over (under) goal	
Media cost per targeted impression	
Media cost per thousand (targeted)	

Once you have your media plan, you can use **537-D** to track ALL of your costs by month, then use **537-E** and **537-F** to track your response estimates and actual results.