


What Major and National Advertisers Wished You Knew



Major and National Advertising

Strategies for success, a roadmap for the future



by way of background...

- better part of the last decade working with newspapers
- pricing models, compensation models, product audits
- led Sunday Select and National Sales Team projects
- National Newspaper Network Board
- Target Corporate Partner of the Year

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 so, what are we talking about?

- distribution methods**
 - where are your customers
 - how can I buy them
- pricing strategies**
 - how much do you charge
 - how much more
- special sections**
 - tell me why I care
 - scalable
- digital opportunities**
 - not my problem
 - I don't really know what to do

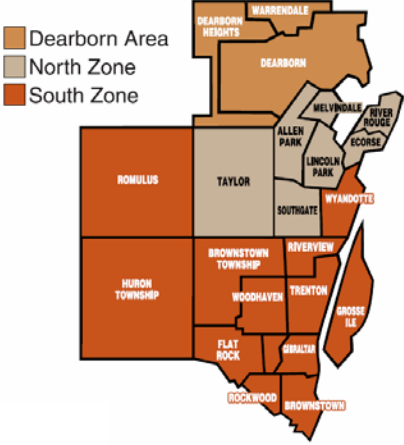
 distribution methods



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 distribution methods

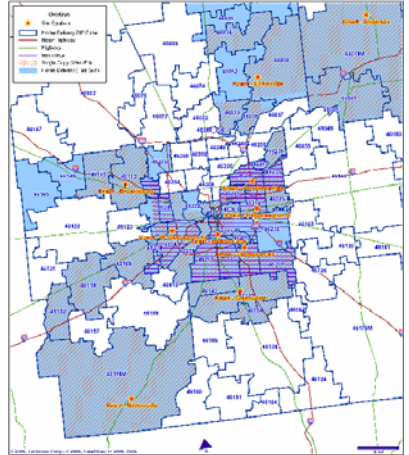
News-Herald Full Run



• newspaper centric
• not tied to retail reality
• not scalable
• not mappable
• not tied to existing data

The map shows the Dearborn Area (orange), North Zone (light brown), and South Zone (dark brown). The Dearborn Area includes Dearborn Heights, Dearborn, and Warrendale. The North Zone includes Taylor, Allier Park, Lincoln Park, and Southgate. The South Zone includes Romulus, Huron Township, Brownstown Township, Riverview, Woodhaven, Trenton, Flat Rock, Gibraltar, Rockwood, and Brownstown.

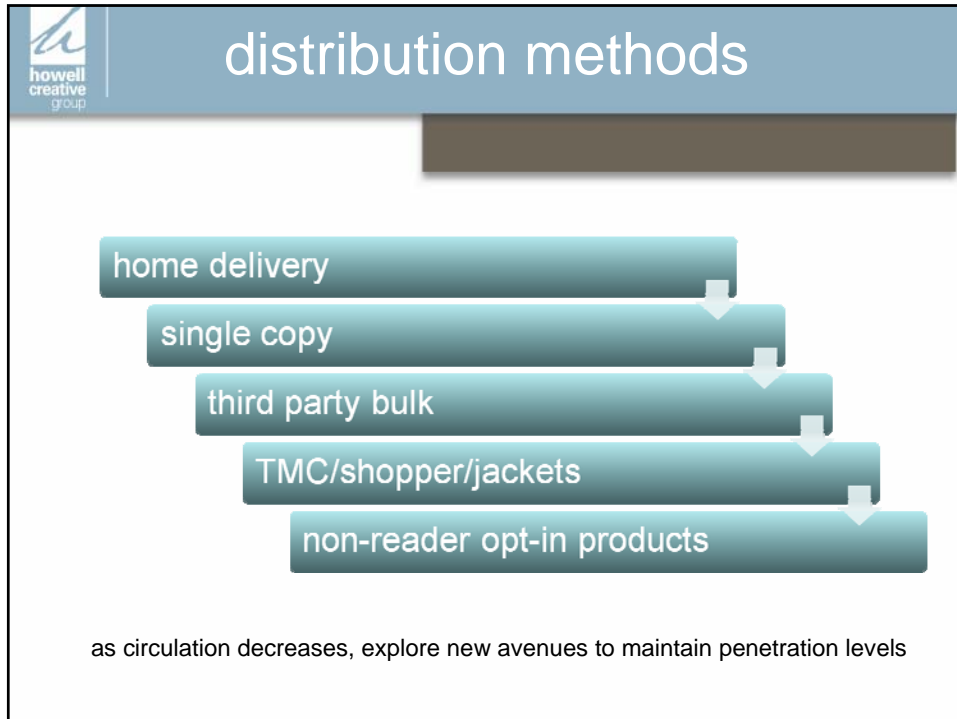
 distribution methods




• clearly defined
• easily identified
• zip driven
• relevant
• rational
• scalable

The map shows the Dearborn Area with zip codes and distribution routes. The map is color-coded by zip code and shows the distribution routes for the News-Herald Full Run. The map includes a legend for Distribution, Zip Codes, and other information.


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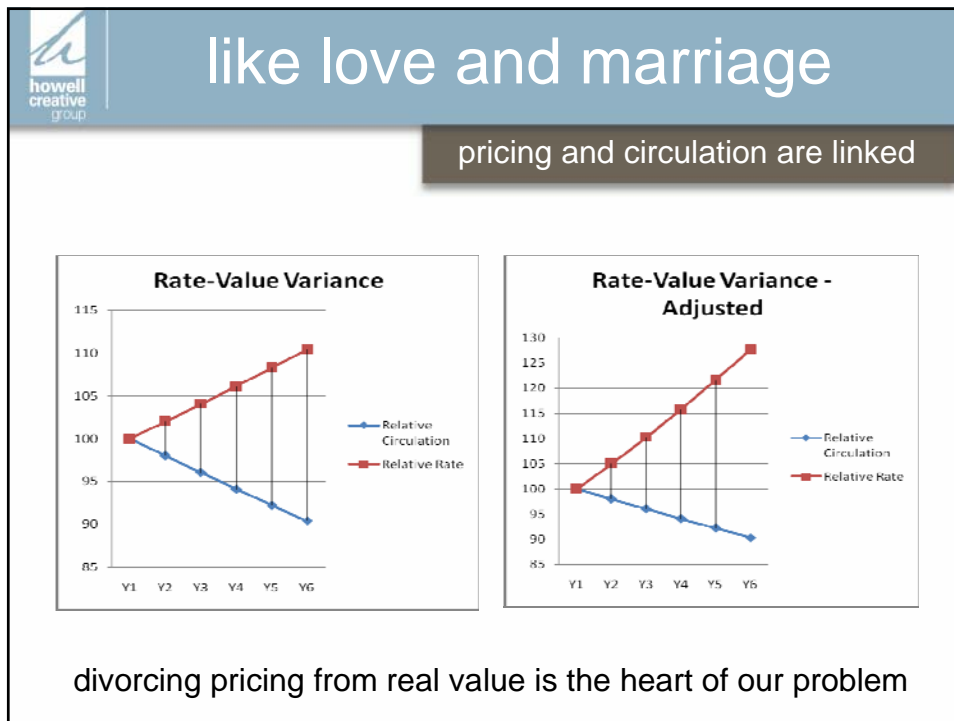
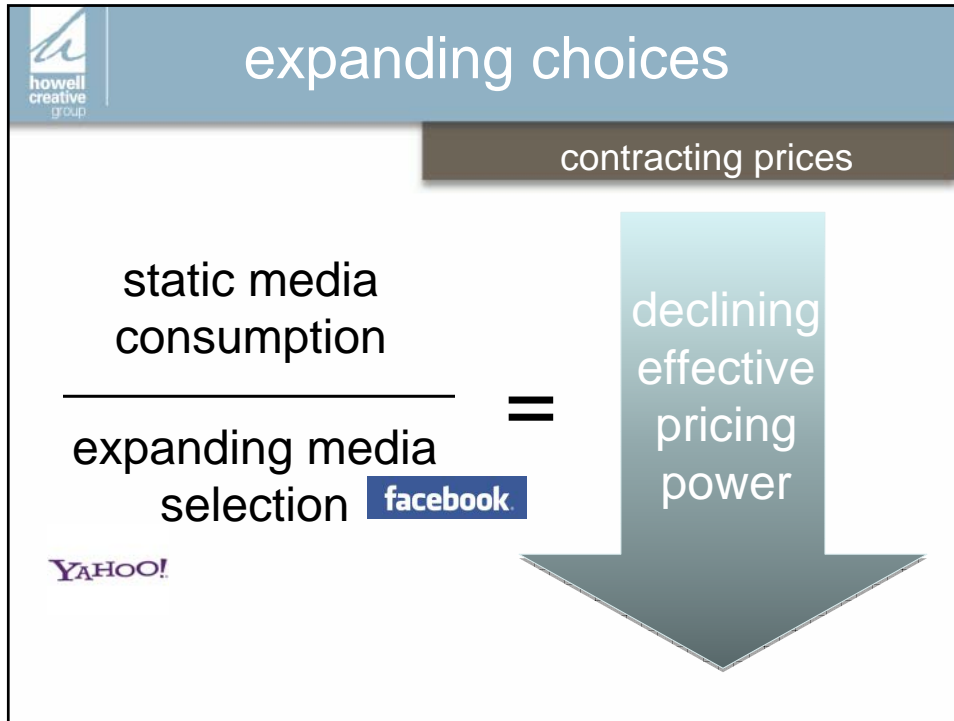
 distribution methods

be prepared
to not just talk
about
circulation

but to listen



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howell creative group

pricing strategies

- recognize real value
- benchmark
- reward commitment
- don't punish flexibility



allow marketers to buy only what they want

howell creative group

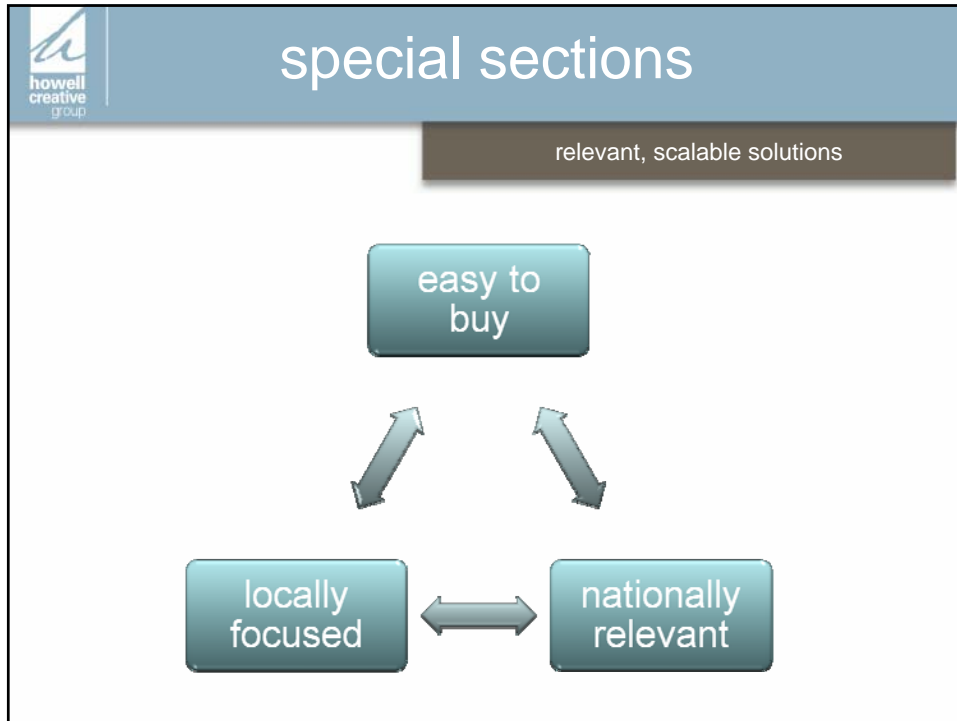
special sections are great

... but are they relevant?




The image shows a transition from a traditional newspaper front page to a collection of diverse digital and print content. On the left is the front page of 'THE ARIZONA REPUBLIC' with headlines like 'Nobel a double-edged sword' and 'Mercury rise to top of WNBA again'. An arrow points to the right, where there is a stack of lifestyle magazines including 'styleline', 'South Jersey moms like me', and 'Lava'. Below these are several digital screens displaying various web pages and social media content, illustrating the shift from traditional news to specialized, targeted content.

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 digital opportunities


- what sites?
- who buys digital?
- what do they do with it?
- what price points?
- scalable
- relevant
- rationally priced
- selectable
- targetable

 what are they saying?



- you are too hard to buy
- you don't listen to me
- your pricing doesn't make any sense
- I just don't care

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so, what do you do


ignore them

wait until it becomes a real problem

or,

you could try something different

tell them they are wrong



something different

senior level engagement

deeper relationships

collaborative conversations

more listening, less selling

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