

# Advertising

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# Advertising Tips

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- Ads not to be place on covers
- Ads should be back, stacked, modular with limited sizes
- Always dummy a flex page... if you have late ads
- Planning is key, calendars and assignments including editorial, marketing, advertising and circulation
- Set magazine-specific goals for sales reps
- Share story budgets with all stakeholders
- Meetings regularly and consistently

# What to include?

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1. Headline (stating problem or solution)
2. Image
3. Body copy (the more copy you have, the less people will read your ad)
4. Call to action (call us, visit our website or store)

# Successful advertising



# Keys to an effective ads

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- Good use of white space
- Clean, concise copy
- Strong images
- Avoid pricing and coupons
- Avoid bold borders, clipart, cartoons and gimmicks
- Reduce number of fonts
- Make sure contact information stands out

Not so much...

**The Annual Recycling Day!**

*Any genuinely reusable items*

**Drop off FREE OF CHARGE!**  
*And pick up anything useful for a small donation*

**LET'S KEEP NAPIER BEAUTIFUL**



- Furniture
- Whiteware
- Toys
- Tools
- Clothing
- Books
- Reusable timber
- Paper/cardboard
- Clean metals
- Plant pots & punnets
- Household appliances in working order
- Framed windows
- Bottles & jars

- Fencing wire
- Wirenetting
- Sheet & broken glass
- Car parts
- Tyres
- Commercial waste
- Domestic refuse
- Organic waste
- Garden waste
- Concrete waste
- Hazardous waste\*



# Examples

- **No clear headline:** Where does the reader start?
- **Multiple images:** Making the piece too complicated and confusing
- **Person on the bike:** It's not clear who this is. If it's the V8 Super Car driver, what has cycling got to do with V8 driving?
- **Logo position:** Bottom middle. Perhaps the worst location possible
- **Ill positioned headline:** The headlines aren't being positioned with the relevant pictures, causing confusion
- **Multiple call to actions:** The ad has three separate call to action boxes.

The advertisement is a collage of images and text. On the left, a white race car with 'LOCKWOOD' and 'BOC' branding is shown. In the center, a man in a cycling jersey and helmet is riding a bike. On the right, a silver door lock is displayed. The background is a mix of these images. Text boxes are overlaid on the images. A QR code and Facebook logo are in the top left. A large red box on the right contains text about a cash back offer. A red box at the bottom right contains the phone number 1300 LOCK UP. The Lockwood logo is at the bottom center.

WIN BATHURST  
VIP EXPERIENCE  
SYDNEY  
VALUED at \$7000.  
FOR DETAILS VISIT:  
[tryurl.com/79ldnfw](http://tryurl.com/79ldnfw)

Never carry  
keys again

V8 SUPER CAR  
DRIVER  
FABIAN  
COULTHARD

**\$50**  
Cash Back Offer\*  
1<sup>st</sup> July – 30<sup>th</sup> Sep  
Find your closest distributor  
[lockwood.com.au/001touch](http://lockwood.com.au/001touch)

**001Touch™**  
The 001 touch™ combines a stylish digital  
touch screen keypad with the premium  
security only Lockwood can provide.  
The simple convenience of using a pin  
code or swipe-card means you will never  
have to carry keys again!

**1300 LOCK UP**  
(1300 562 587)

**LOCKWOOD**

# Examples

Too many fonts & colors  
Too busy  
(ad does not flow)

**Clips n' Cuts Family Hair & Nails Salon**  
coupon cut here coupon

**\$5 OFF Any Service**  
New Clients Only. Exp. 12/31/08

- Now offering Hair Extensions
- Unbelievable Highlight Specials

**Full Set of Highlights, Wash/Cut & Blowdry \$39**

**Full Set of Nails \$29**

**We cut Men's Hair too!**

**WALK-IN ANYTIME** No Appointment Necessary

**41 Main Street • Andover • 978.477.2141**

Too many design "tricks"  
(drop shadow, outer glow)

Boxes/items not lined up  
Use of poor quality artwork  
Text is stretched and/or distorted



## Magazine ads

### Good Eye Flow Example

The first thing your eye sees is the photo

One large photo draws more attention than many smaller ones.

The second item you see is the large headline.

This is usually a call to action or reason to visit the advertiser.

Bringing the Best to Your Holiday Table

Meat Market • Homemade Salads & Sides  
Fresh Deli Sandwiches • Gourmet Foods

We're proud to offer a premium assortment of farm-fresh meats and poultry that includes organic, local and sustainably raised choices, so you can feed your loved ones with confidence.

**Dunne's**  
**Meat Market Deli**

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

Like us on  
**facebook**

Your eyes scan the supporting text and drop down to a prominent logo.

In 2 seconds, your brain connects the photo to the headline to the advertiser.

The message is quick and clear and the reader can continue reading for more information as needed.

# Examples

## An Authentic Italian Experience

Enjoy lunch or dinner the Italian way with fresh, quality ingredients; relaxed and friendly service; and delicious family recipes that have been passed down through the generations.



Open at 11 a.m. daily  
Closed Mondays

### Roseanna's Italian Food

*Serving The Best In Italian Food since 1975*

**205 E WASHINGTON - HWY. 31 EAST • KREBS 918-423-2055**

## JANUARY SPECIAL LASAGNA



**SERVED WITH  
SALAD AND  
GARLIC BREAD**

**\$8.95**

ALL DAY AND EVERY DAY IN JANUARY.  
NO SUBSTITUTIONS.



FIRST PLACE  
ITALIAN FOOD

## Roseanna's Italian Food



**Serving The Best In Italian Food**

OPEN TUES. & WED. 11-8 • THURS. - FRI. - SAT. 11-9 • SUNDAY 11:30-2:30 • CLOSED MONDAYS

205 E WASHINGTON - HWY. 31 EAST • KREBS

1.3 Miles from Krebs sign on Hwy. 31 East • Northeast corner of Hwy. 31 & Washington, Krebs



**918-423-2055**







## Harry B. Anderson's Western Auto opened for business in 1939 and observed its 80th anniversary in 2019.

Western Auto, the corporation, thrived during the majority of the the 20th century as a nationwide competitor to Sears. Sears Roebuck even bought the company in 1984, but the late '90s and early aughts saw costs become overbearing and the Western Auto threw in the towel October 2003.

That did not stop Anne and Bill Anderson from doing business, however.

Unbound by a corporate overseer, the Andersons keep the doors open. Able to order and stock whatever they like, the business continued on with that increased freedom allowing them to better serve customer needs, they said.

Anne Anderson, an account manager at Western Auto and wife of owner Bill Anderson, started work-

ing at the store in 2013.

"I just started answering the phone," Anderson said.

She still picks up the phone on occasion, but her duties have progressed into bookkeeping and keeping company finances consistent.

Western Auto sticking around for 80 years means a lot to Anderson.

"For me, it's a source of pride," Anderson said. "In this economy, particularly with online competition. ... What we offer that other places don't offer is service."

Western Auto provides free delivery and same-day delivery if possible. Anderson knows they cannot compete with behemoths such as Amazon, but she

**"For me, it's a source of pride... What we offer that other places don't offer is service."**

does not view Amazon as a competitor since it is unable to offer the personal touches of being a local staple.

"People will call us up, and they can't figure out how to program the TV they just purchased," Anderson said. "We'll go over and program their TV."

Their commitment to service is what separates Western Auto from the classic superstores. It is the model that has kept them in business for eight decades, and Anderson appreciates how her customers have remained faithful throughout the years.

That customer loyalty has been the best way to combat the shifting tides of commerce during their time in business. When a daughter needs to get her tire fixed, her mom will advise her to go get it repaired at Western Auto, and that daughter will tell her friends about her experience with the customer service team, Anderson said.

It's a grassroots mentality.

Keep going above and beyond for each customer and forge a loyalty that global corporations cannot accomplish.

"It's great when dollars stay in the community," Anderson said. **VS**



### HAHIRA AUTOMOTIVE SERVICE

We service all cars, trucks & diesels!  
Come by and see our service manager Jim and let him help you with all your automotive repairs.

We sale Toyo Tires and all other major brands.  
We offer 36 month/36,000 mile nationwide warranty.

#### Service & Repairs

M-F 7:30am til 5:30pm  
closed Saturday & Sundays  
www.hahiraservice.com

**Jim Martin**  
Service Manager

407 West Main Street • Hahira • 229-794-2429

**FIVE STAR REALTY GROUP, LLC**  
VALDOSTA, GA • LAKE CITY, FL • PANAMA CITY, FL • DUNSTON, FL  
"Selling South Georgia and Florida Emerald Coast"  
300 N St. Augustine Road • Valdosta, GA 31601  
229-242-0022

**15 Years**

**David M. Brown**  
Owner/Broker  
229.561.2939  
david@fivestarfl.com  
Licensed in GA & FL

**PANAMA CITY OFFICE**

**Helen Campbell**  
Associate Broker  
229.560.1210  
helen@fivestarfl.com

**William Byrne**  
Broker  
229.335.0256  
will@fivestarfl.com

**Pam Morley**  
Broker  
229-563-6086  
pam@fivestarfl.com

MEMBER: National Board of Realtors, Georgia Association of Realtors, National Association of Realtors, South Georgia M.S. Inc., Central Florida Association of Realtors, Emerald Coast Association of Realtors, Florida Association of Realtors, Lake City Board of Realtors

# Advertising – Key to a successful sale

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- Readers look at the entire magazine – in an order
- Know your magazine's target audience
- Explain how you are better than your competitors
- Benefit of long shelf life
- Create an appropriate spec ad prior to the visit
- Work with editorial to be aware of upcoming stories
- Sell a package

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Facts for your advertisers



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## Fact: Ads are part of the reader experience

In some media, ads can be perceived as obstacles to be avoided—consumers can skip commercials, toss their mail without reading it, or use ad-blocking software.

Magazine readers, on the other hand, tend to regard the advertising as part of the content.

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Fact:  
Magazine  
Readers Stay  
Tuned

The average amount of time spent with print and digital edition magazine issues is almost **one hour per issue**. Compare that to the fact that more than half of all web surfers spend less than 15 seconds on a website, and the choice is clear.

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Fact:  
Magazine  
Audiences  
are Growing

In just the last three years, the total magazine audience has grown by almost 6 million people.

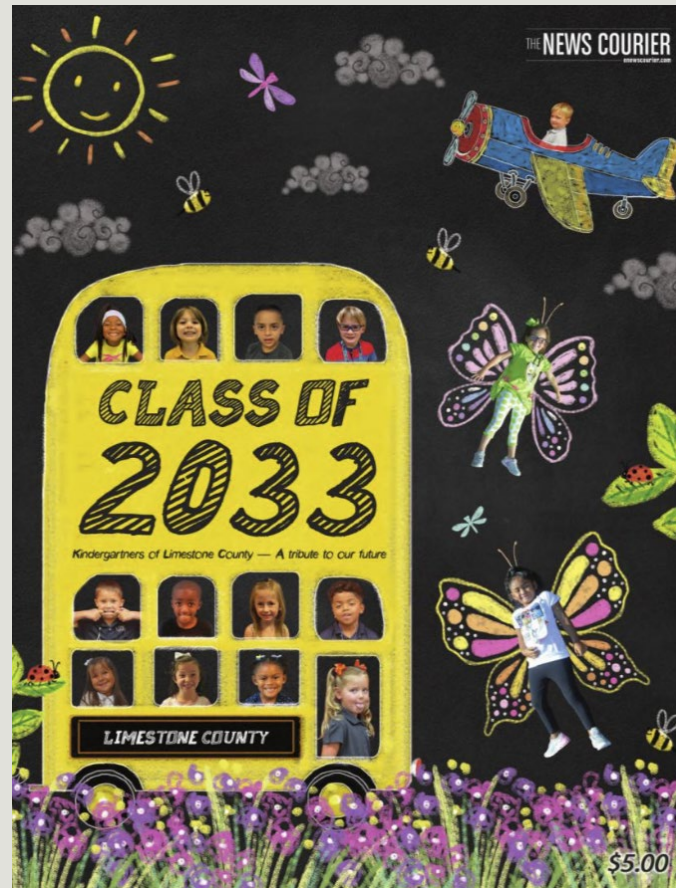
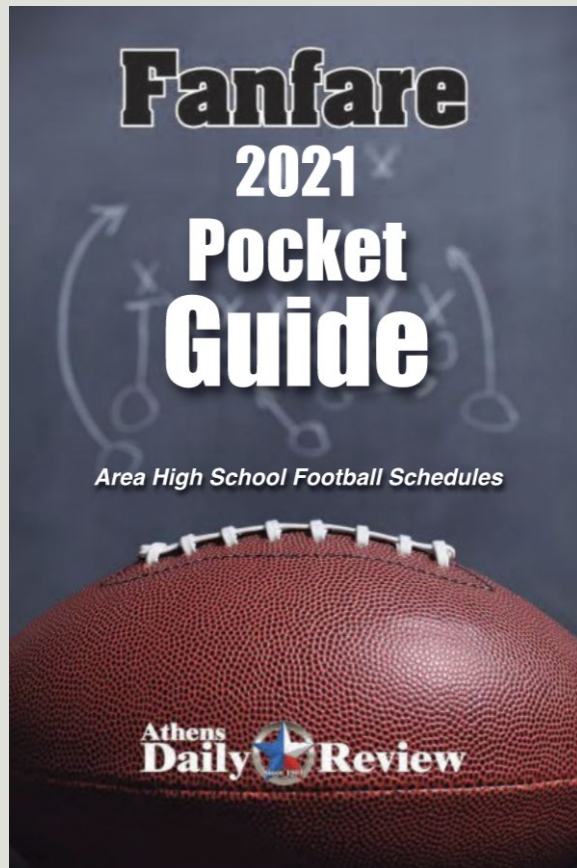
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**Fact:**  
Magazine  
readers take  
action

Actions taken after seeing print advertising in a magazine

Any action	68%
More favorable opinion of advertiser	20%
Looks for more information about the product/service	20%
Visits the website	18%

# Advertising Ideas





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[www.support.cnhi.com](http://www.support.cnhi.com)