

# INSIGHT

Marketing and Research Newsletter

Volume 10, Issue 3 • Spring 2017

## Our Continuous

## Drive for Sales Excellence!

After a very mild winter across the state, spring is officially here. What a great time to be a multi-media sales professional! Our business is constantly changing, and it is filled with daily challenges – but one thing is for certain, it is never boring!!

Seasons change, business changes, yet here are some tips for sales success that never change.

### 8 KEYS TO SALES SUCCESS

- 1 — Utilize effective planning and time management.** Those who fail to plan are planning to fail. Remain flexible as our business is constantly changing, but be disciplined, as it is key to successful time management.
- 2 — Love what you do!** Have a positive attitude EVERY DAY, and a strong desire to win! Be passionate about learning your products, our industry, and your marketplace. Demonstrate confidence, both internally and externally, with your customers and prospects.
- 3 — Make prospecting a priority.** Whether it's cold calling in person, communication through email, social media, voicemail, or a combined approach of multiple touchpoints, prospecting will always be a key daily activity for all sales professionals. Be sure to fill your pipeline with numerous contacts - the more you have in your sales funnel, the more sales opportunities you have to make up for losses in revenue from the prior year.
- 4 — Listen effectively.** Sales professionals have two ears and one mouth. Engaging in more listening, and less talking, remains the winning strategy in growing sales.



**By Bill Cotter**

*Senior Director of Advertising,  
Pittsburgh Post-Gazette*

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- 5 — Nurture relationships.** Human interaction will always be important in sales. The phones have stopped ringing; therefore, in every area of our advertising divisions, we must have outbound strategies to grow our business. While technology is key to the current buyer journey, there is one thing that can never be replaced - human interaction. It is always tougher for an advertiser to say no when you are standing in front them sharing a great idea!
- 6 — Be the difference!** No matter how many products you have in your toolkit, including print, digital, events, direct mail, and special sections, there is always other competition out there for advertising and marketing dollars. Chances are, at face value, many of your digital and print products will be very similar to those of other competitors in your market. Therefore, YOU will always be the key differentiator in the buyer making the choice to invest their dollars with you, and your company. Build solid client relationships with trust, timely follow-up, and great ideas to help advertisers grow their business.
- 7 — Adapt and be coachable.** While selling in itself has not changed significantly over time, the landscape in which we sell, and the tools that we use, have changed dramatically over the past few years. We must be willing to adapt to these changes to be successful. Always be open to feedback and sales coaching in the form of an evaluation, or constructive criticism, without becoming defensive. This will allow you to grow and improve at what you do for a living.
- 8 — Learn to accept rejection.** Being a multimedia sales professional is not for everyone. One of the most challenging parts of sales is the volume of nos we get each day. This will never go away, so if you're not getting a lot of nos, then you're not asking enough prospects for the sale! Every no you receive gets you one step closer to a yes!
- Always remember - "If it's to be, it's up to me. Persistence, Commitment and Consistency!" Here's to good selling!

## Sales Leadership Training: Managing, Motivating, Coaching and More

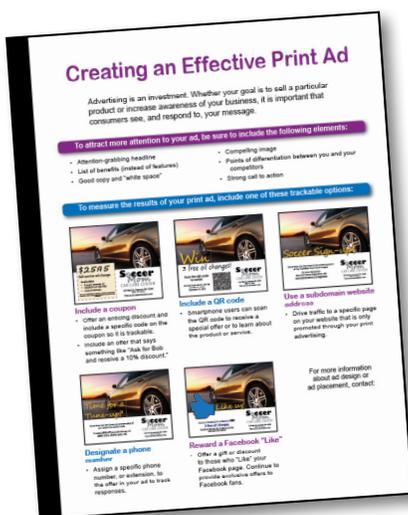
Mark your calendars for Tuesday, May 23, when the PNA Foundation proudly presents its next leadership training program titled, "Sales Leadership Training: Managing, Motivating, Coaching and More." Session leader Bill Cotter knows that managing a staff of ad sales reps can be a challenging job; it's more than just meeting quotas and closing sales. Sales managers are leaders. He'll share his thoughts on how to be a successful manager and make a difference as a sales leader. This will be an interactive and information-packed three-hour training session that features tips on setting expectations, delegating and coaching, and includes breakout sessions, case studies and roundtable discussions. Learn more.

Bill Cotter is a 32-year veteran of the media industry in western Pennsylvania and currently is Senior Director of Advertising for the Pittsburgh Post-Gazette. Bill has been coaching and training sales leaders for more than 25 years in print, digital, retail, classified, and major accounts. His high energy, interactive sales leadership workshop promises to focus on leading sales representatives and sales leaders today with basic expectations and principles to compete in a changing industry and a dynamic media marketplace.

## Tips to Create Effective Ads

One of the most commonly asked questions posed to PNA's Sales and Marketing Hotline is whether we have any information about how to create an effective print or digital ad.

Combining research from a variety of sources, we have developed two marketing sheets to respond to this request. Please [download](#) and share these flyers with your advertising clients to aid them in developing ad materials that resonate with their target audience.



# Selling Against Programmatic

For sales people operating in the local space, a common rejection heard from advertisers is the lure of the low cost of programmatic advertising. Be it directly through Facebook's highly-targeted ad engine, or through services available to SMBs such as Google Ad Sense, it is often the discussion of rate (generally lower than news media properties' digital offerings), and reach (generally wider than what a local media site can offer) that raises questions.

Whether it is, "I already advertise through Google," or "you are too expensive," these words may be painful to hear, but like any objection, are not insurmountable.

To begin, let's consider the strengths of print and digital newspapers.

## AUTHENTIC LOCAL CONTENT

Journalists work tirelessly to fill the pages of both print and digital with quality content. This content is not available through aggregation services like Facebook, and is not guaranteed by digital advertising networks. Only you, a representative of a local news media company, can guarantee placement into your publication, and offer the opportunity to pair an advertiser's message with quality, local content.

Does authentic local content matter? Yes, it absolutely does. A recent study from comScore, "The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness," confirmed that advertising on premium content sites drives a 3x boost in brand favorability as compared to advertising on general (blogs, social media, gaming, etc.) digital properties.

## QUALITY PLATFORMS

While local content is a powerful tool, it is not the only aspect that drives higher brand favorability and engagement.

Looking to the same comScore study, research shows that ads on news media properties are more likely to be seen by an actual human being.

- Ads on news media properties are more likely to be "viewable" (not below the fold or hidden in some other fashion) than other properties.
- Ads on news media properties are less likely to be consumed by automated programming (bots = invalid traffic).

No one wants to buy ads that are not being seen, or are being consumed by computer programs. They want to buy



**By Matt Caylor**

*Director of Interactive Advertising,  
MANSI Media*

ads that will help drive sales, push foot traffic to an event, or build awareness of a brand. These activities are ones where news media properties, through both digital and print, excel.

## LOCAL SALESTEAM

You have probably never heard a small or medium-sized business say, "I was on the phone with Google/Facebook yesterday..."

and it's unlikely that this will occur anytime soon. These mammoth companies, and others in the digital space, push consumers to use automation and dashboards, in stark contrast to the white glove service offered by local sales representatives.

Local news media sales teams have boots on the ground in their market, and this provides distinct advantages to the advertiser, including:

- Intimate and historic knowledge of the local market.
- The ability to build a one-to-one relationship with clients, and to fully understand their needs.
- The willingness to call them back when something isn't going as planned.

## STRUGGLES IN THE WORLD OF PROGRAMMATIC

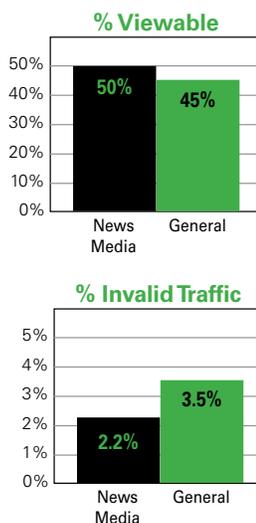
The strengths of programmatic advertising cannot be ignored, ranging from in-depth targeting, to the massive reach that can be achieved. But, like any other media in today's disrupted advertising ecosystem, they face their own challenges.

Anyone who is buying advertising programmatically should consider the following:

- YouTube is currently facing a very prominent struggle with placing advertising around objectionable material. This fight could cost YouTube over \$750 million in advertising revenue, according to the Advertising Age article titled, "Who wins and who loses in YouTube's falling out with brands." Therefore, advertisers are encouraged to reevaluate their programmatic campaigns.
- In an article titled, "What is an untrustworthy supply chain costing the U.S. digital advertising industry," the Interactive Advertising Bureau reports that ad fraud, the delivery of ads to non-entities, accounts for a loss of \$8.2 billion annually. This issue primarily impacts digital networks, exchanges, and trade desks.

While a good sales person will focus on the strengths of their products, it is important to keep advertisers informed about the risks involved with other options.

It is becoming increasingly common to encounter advertisers who are utilizing programmatic advertising, but by focusing on the strengths of news media, sales reps can secure new ad dollars from these advertisers.





# Sales Lessons from Little League

I always find it interesting when my personal and professional lives collide in ways that I could not have imagined.

As an aunt to two spunky [7 and 8 year old] nephews, I am embarking on my second year of coaching their Little League baseball team. The League, which partnered with Positive Coaching Alliance [PCA], asked volunteer coaches to participate in an hour-long online training session to prepare for the upcoming spring season. Though it was not my idea of a fun-filled evening, responsibility called, and I answered; I completed the required training.

The following week, I was scheduled to conduct a sales training at the PA NewsMedia Association headquarters in Harrisburg, with 25 of the best and brightest media sales people. As we progressed through the training, one of the attendees posed a common question that would unexpectedly bring me back to the PCA training. The question was, "How do you manage the sales call when your media property is raising rates?" Sound familiar?

After working in the media industry for over 20 years, I encountered that same challenge both as a sales rep and a manager. It is never an easy conversation and can be emotionally draining to those who take the brunt of criticism from frustrated customers. "How can you raise my rates? Your circulation is declining." "No one reads the newspaper anymore, so you're raising my rates to cover your losses." "Why should I spend more money for your product/service when I could advertise somewhere else for less money?"

Can you feel the pain? Do you jump into defense-mode?



**By Renee Tacka**

*Adjunct Faculty,  
Graham School of Business,  
York College of Pennsylvania*

Are you ready to counter the argument? But how do you do it? What is the best way to manage this type of conversation in order to answer the question, diffuse the anger, and salvage the customer relationship?

My recent PCA training brought to light a new approach that could be used in sales situations that address rate increases, circulation reductions, and distribution changes. Let me explain how.

PCA is a national non-profit focused on developing "Better Athletes, Better People" by using resources to help create a positive, character-building youth sports culture. Two of PCA's key training initiatives resonated quite clearly with me for sales application: emotional tank drain and a criticism sandwich.

First, PCA believes that when athletes (or in our case salespeople) are emotionally tired and drained, their ability to learn is significantly diminished. The organization focuses on avoiding "non-teachable moments" because it believes that no matter how accurate, well-meaning, and how perfect the delivery, too much emotion will cloud the receiver's ability to absorb the information. How do we tell our salespeople that the rates in 2017 are increasing? In a weekly or monthly sales meeting? After discussing decreased numbers, missed goals, and new business initiatives?

Using PCA's theory, managers should identify a time to focus and deliver the information when salespeople are not emotionally drained. When is that time for your team? Morning? Afternoon? An evening off-site for a team-building

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recharge? Delivering what is considered to be a negative message – a rate increase – is never easy, but the information is just as difficult to “absorb” for the sales reps as it is for the customers. In this competitive environment, it is imperative that you plan and prepare your team to deliver the information; don’t just communicate it.

Second, PCA encourages the “criticism sandwich” – layering player criticisms between positive reinforcements – using a minimum of a 2:1 ratio of positive to negative and a maximum (preferred) ratio of 5:1. If your organization is increasing advertising or circulation rates, then it is important to identify the “positive reinforcements” that sandwich the negative. Positioning the rate increase between positive attributes about your organization makes the negative easier to accept. The essence of marketing is an exchange – you buy something, you get something. Rather than just delivering the “bad” news to our customers, we need to manage the exchange. What are the other benefits they are receiving by partnering with your organization? You need to list them out and then motivate your team to feel confident that the information that they are delivering isn’t life changing. It’s not a deal-breaker.

The reality is that prices go up. Economic influences drive costs and, in return, prices change. A key factor that drives acceptance of this price fluctuation is value. What is your value proposition? Why should customers work with your organization over any other?

Recently, the American Marketing Association [AMA] informed its members that dues (not rates) are increasing. My increase is 9%. The information – delivered in an email – used the subject, “Membership Rate Update.” The conversation opened by referring to me as a valued customer and explained that rates were increasing because the AMA invested heavily in transforming its service with many investments to enhance member experience. By positioning the organization as the “largest professional marketing association in the world and essential for every marketer,” the letter closed by listing out member benefits: expanded resources, improved conference experiences, an enhanced website experience, and a renewed focus on meaningful content.

As a marketing professional, I didn’t think twice about renewing because I recognize the value of belonging to the AMA. Do you communicate your benefits clearly and with conviction to your customers? As PCA pointed out, athletes are more receptive to learning when constructive criticism is coupled with positive reinforcement. If we, as managers and sales reps, focused on reinforcing our value proposition and our organizational benefits to our customers, then we’ll be much better positioned to manage the conversation when the information delivered could be considered negative.

# Newspapers Outperform Competitive Media in Pennsylvania

**NEWSPAPERS Outperform Television in Pennsylvania**

- More adults in Pennsylvania read a newspaper than watch local television, morning or late news on television. **82%** of Pennsylvania adults read a newspaper each week.
- Newspapers are the preferred source of shopping information over television. **47%** of Pennsylvania adults prefer newspapers to television for shopping information.
- Newspapers are the most trusted media source. **61%** of Pennsylvania adults trust newspapers more than television.
- Pennsylvania adults make more purchases as the result of newspaper ads than television ads. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Pennsylvanians skip television commercials. **21%** of Pennsylvania adults skip television commercials.
- Digital media users rely on newspaper-branded websites and social media, over radio-branded properties, for local market news.

**NEWSPAPERS Outperform Billboards in Pennsylvania**

- Newspapers are more engaging than billboards. **10 seconds** is the average time spent reading a newspaper ad.
- Newspaper ads result in more purchases than billboards. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Newspapers ads provide more flexibility. **4%** of Pennsylvania adults make a purchase as the result of a billboard ad.
- Newspaper ads have more staying power. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.

**NEWSPAPERS Outperform Radio in Pennsylvania**

- More adults in Pennsylvania read a newspaper than listen to morning drive or afternoon drive radio news. **82%** of Pennsylvania adults read a newspaper each week.
- Newspapers are the preferred source of shopping information over radio. **47%** of Pennsylvania adults prefer newspapers to radio for shopping information.
- Newspapers are the most trusted media source. **61%** of Pennsylvania adults trust newspapers more than radio.
- Pennsylvania adults make more purchases as the result of newspaper ads than radio ads. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Pennsylvanians ignore radio commercials. **11%** of Pennsylvania adults skip radio commercials.
- Digital media users rely on newspaper-branded websites and social media, over radio-branded properties, for local market news.

**NEWSPAPERS Outperform Cable Television in Pennsylvania**

- More adults in Pennsylvania read a newspaper than watch news channels on cable television. **82%** of Pennsylvania adults read a newspaper each week.
- Newspapers are the preferred source of shopping information over television. **47%** of Pennsylvania adults prefer newspapers to television for shopping information.
- Newspapers are the most trusted media source. **61%** of Pennsylvania adults trust newspapers more than television.
- Pennsylvania adults make more purchases as the result of newspaper ads than television ads. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Pennsylvanians skip television commercials. **21%** of Pennsylvania adults skip television commercials.
- Digital media users rely on newspaper-branded websites and social media, over radio-branded properties, for local market news.

**NEWSPAPERS Outperform Direct Mail in Pennsylvania**

- More adults in Pennsylvania read a newspaper than receive direct mail. **82%** of Pennsylvania adults read a newspaper each week.
- Newspapers are the preferred source of shopping information over television. **47%** of Pennsylvania adults prefer newspapers to television for shopping information.
- Newspapers are the most trusted media source. **61%** of Pennsylvania adults trust newspapers more than television.
- Pennsylvania adults make more purchases as the result of newspaper ads than television ads. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Pennsylvanians skip television commercials. **21%** of Pennsylvania adults skip television commercials.
- Digital media users rely on newspaper-branded websites and social media, over radio-branded properties, for local market news.

**NEWSPAPERS Outperform Magazines in Pennsylvania**

- More adults in Pennsylvania read a newspaper than read magazines. **82%** of Pennsylvania adults read a newspaper each week.
- Newspapers are the preferred source of shopping information over magazines. **47%** of Pennsylvania adults prefer newspapers to magazines for shopping information.
- Newspapers are the most trusted media source. **61%** of Pennsylvania adults trust newspapers more than magazines.
- Pennsylvania adults make more purchases as the result of newspaper ads than magazine ads. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Pennsylvanians skip television commercials. **21%** of Pennsylvania adults skip television commercials.
- Digital media users rely on newspaper-branded websites and social media, over magazine-branded properties, for local market news.

**NEWSPAPERS Outperform Cord Cutting in Pennsylvania**

- Cord Cutting is increasing. **25%** of U.S. households have discontinued pay-TV or satellite television service.
- Newspapers are the preferred source of shopping information over television. **47%** of Pennsylvania adults prefer newspapers to television for shopping information.
- Newspapers are the most trusted media source. **61%** of Pennsylvania adults trust newspapers more than television.
- Pennsylvania adults make more purchases as the result of newspaper ads than television ads. **61%** of Pennsylvania adults make a purchase as the result of a newspaper ad.
- Pennsylvanians skip television commercials. **21%** of Pennsylvania adults skip television commercials.
- Digital media users rely on newspaper-branded websites and social media, over radio-branded properties, for local market news.

Newspapers have many strengths, including the large percentage of Pennsylvania adults (82%) who read a newspaper each week, the fact that they are the most trusted media, as well as being the preferred source for shopping information, and newspaper ads result in more purchases being made compared to ads in competitive media – to name just a few.

Since retailers have limited budgets, they need to choose how to best invest their advertising dollars. To help educate advertisers about the strengths of newspapers compared to competitive media, the PNA has developed a series of infographics that address newspapers versus television (broadcast), cable television, radio, magazines, direct mail, and billboards. These informative flyers are available for download on the **PNA website**.

# Five Reasons Sales Reps Will Leave Your Company and What to do About it

One of the biggest headaches for sales managers these days is trying to find and retain good salespeople. I often get asked about the best places to find sales talent and how to reel in the best candidates. But it's more productive to look at the problem from a different angle.

The best way to deal with losing good salespeople is to not have to deal with it at all. That means keeping them and keeping them happy.

Seventy-three percent of sales reps have, at some point in their career, left a company of their own accord, per a January 2017 survey of 725 U.S. sales representatives by SalesFuel. These people left voluntarily, not because they were laid off, terminated or feared that they soon would be.

Here are the top five reasons sales reps have voluntarily left their previous employers – and your sales stars might be next if you fail to address these issues.

**5** They feel there's a lack of realistic opportunities to make money. Yes, this is NUMBER FIVE on the list. It's not uncommon for a sales rep, whether new or experienced, to complain about their commission or the need for more incentives. While fewer than a third of sales reps have left for "greener" pastures elsewhere, it's still very important to make sure your compensation plan rewards the behavior you want to reinforce.

**4** They don't like the work environment or co-workers. This is particularly important for younger reps. Thirty-eight percent of Millennials said this was a reason they've left an employer despite being earlier in their careers than Gen Xers and Boomers (only 28%). It's not the ping pong tables or fancy office furniture that matters, it's hiring more competent co-workers who will contribute to make the team stronger. It's also about quickly getting rid of toxic, negative and condescending employees who demoralize your entire team – easier said than done these days, I know.

**3** They don't like the company culture, purpose or values. A mere 18% of all sales reps say their current employer "cares more about people than profit." And only 1 in 4 says the employer invests significantly in the training of employees. Despite this, whether your reps feel the COMPANY cares about them is not nearly as important as some things you CAN change. Start by making sure your team feels you care about them and their well-being.



**By C. Lee Smith**  
*President/CEO of SalesFuel*

**2** They become frustrated by the lack of opportunities for advancement. This is the #1 reason Millennials leave companies. Forty-four percent of them have already left a previous employer for this reason – which is 30% higher than older reps. While it's dangerous to paint any large group of people with the same brush, many Millennials not only want to advance quickly, they expect it

- so don't grouse about it, clear a path! This means coaching and talent development are critical for keeping your younger stars. Identify what "next job" will suit them best and talk to them realistically about the possibilities. It's better to groom them than to lose them.

What's the number one reason good sales reps leave?

**1** They become dissatisfied in some way with their direct manager. It's not the COMPANY culture that matters. It's the culture of YOUR TEAM. This is the #1 reason why Gen Xers and Boomers leave. In fact, 43% of them are detractors of their current boss, and only 23% of all sales reps say their manager is a role model for how a manager should act. Ouch!

Your more experienced reps are more likely to say they don't get enough praise and recognition for a job well done. They also complain about their manager's lack of communication in general.

Four out of every five reps, regardless of age or experience, say their coaching sessions aren't personalized for their individual needs. Before you can fix this problem, you first must know the needs of each individual. Even though they won't admit it to your face, they don't think you care enough to know them as individuals – just conduits to driving sales numbers.

The best news is, as a manager, you have the power to improve retention more than anyone else in the company.

To learn more about what's going on inside the minds of sales reps, be sure to read our whitepaper titled, "[What Your Salespeople Are Afraid to Tell You.](#)"

## About C. Lee Smith

C. Lee Smith is the President/CEO of SalesFuel - a firm he founded in 1989 with the mission to empower media sales professionals to help their advertisers make intelligent decisions on how to spend their marketing dollars. He is a graduate of Ohio University with an Executive Leadership Certificate from Cornell University. He is also one of the world's few (Jeffrey) Gitomer Certified Advisors for consultative sales.

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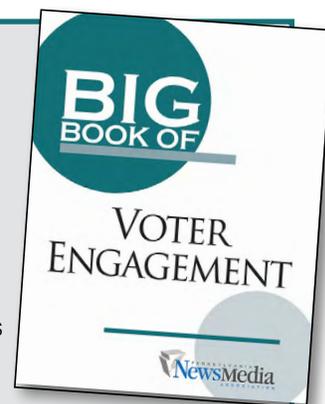
## Newspaper Advertising Helps Summer Sales Sizzle!

The recent Media and Advertising Use in Pennsylvania study conducted by American Opinion Research found that advertising in Pennsylvania newspapers is ranked as the most valuable and useful – significantly ahead of radio, television, magazines, social media, and the Internet. Six in 10 Pennsylvania consumers make a purchase at least monthly as a result of newspaper advertising. Share this **customizable marketing flyer** with your advertising clients to help add a little sizzle to their summer sales!

## Coming Soon – PNA's Newest "Big Book" The Big Book of Voter Engagement

Pennsylvania news media organizations worked diligently to inform and educate readers about the voting process, the political candidates, and the important issues of the past election year. Through a series of voter education and engagement initiatives, including voter guides, town hall meetings and debates, surveys, use of social media coverage, and more, newspapers across the Commonwealth played a pivotal role in providing credible, reliable and factual information to help readers make informed decisions at the polls.

Visit the [Big Books Series page](#) of the PNA website to learn more.



## Enhance Your Next Sales Call by Contacting PNA's Sales and Marketing Hotline

**A**s you prepare for your next sales call, be sure to contact PNA's Sales and Marketing Hotline. Whether you're looking for information about a particular category of business, consumer media preferences, co-op related data, or just "something" that will give you the sales edge, we will provide you with materials and statistics that will make a positive impression with your clients.

Here is a sampling of the information that we can provide to you – all at no cost, as a benefit of membership with the PNA!

- Demographic information to help identify a target audience
- Media consumption reports
- Peak sales months by category of business
- Industry opportunities/challenges/trends
- Average sales information by category of business
- Suggestions for ad copy
- Customized marketing flyers

Make your next sales call your best sales call by contacting PNA's



**Sales and Marketing Hotline at  
717-703-3041.**

# SAVE THE DATE

# ADVERTISING CONFERENCE

September 27-29  
Harrisburg Hilton





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Platform	% Mostly/ Always Trust*
Print newspapers . . . . .	74%
Newspapers' websites . . . . .	69%
News radio . . . . .	68%
Broadcast TV news . . . . .	66%
Cable news . . . . .	65%
Talk radio . . . . .	57%
Online-only news publications . . . . .	55%
YouTube . . . . .	53%
Twitter . . . . .	49%
Snapchat . . . . .	47%
Facebook . . . . .	27%
Social media (generally) . . . . .	25%

\* "All of the time" or "Most of the time"

Source: <https://github.com/BuzzFeedNews/2017-01-media-platform-and-news-trust-survey>

This information supports the results of the Triad/Coda Ventures study titled, "The Newspaper Generation," which found that Millennials, Gen Xers, and Baby Boomers all identified newspapers as their most trusted source of news and information.

Download [PNA's marketing sheet](#), and share this important information with your advertising clients.



## Print Newspapers are Most Trusted News Platform

An analysis of the information gathered in a January 2017 survey conducted by Ipsos Public Affairs for BuzzFeed News found print newspapers to be the most trusted media, followed by newspaper websites, among respondents who said they had gotten news from a given platform.

Download a [corresponding infographic](#) from the News Media Alliance.



## Celebrating 20 years of TV Magazine Ad Sales!



Call 910-323-0349 today to discuss boosting your annual advertising revenue with a new or existing TV listings section!

**ADVANTAGE**  
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The only thing harder than finding good salespeople is keeping them.

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DATA-DRIVEN TALENT RETENTION® FOR MANAGERS FROM THE CREATORS OF ADMALL®



Talent Insight



Coaching



Development



Engagement



Retention

CRMs help you manage and develop **accounts**. TeamKeeper helps you manage and develop **people**.

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# sales opportunities

third quarter

## july

### Independence Day – July 4, 2017

Independence Day, also known as the Fourth of July, is a national holiday that celebrates the United States' declaration of independence from Great Britain. Many people celebrate this day with picnics, parades, and fireworks.

#### Independence Day fireworks attendees are more likely, than the average person, to:

- Visit an amusement park in the next year.\*\*
- Visit a state/national park in the next year.\*\*
- Buy barbeque equipment/grill in the next year.\*\*
- Purchase patio furniture in the next year.\*\*
- Use a travel planning service.\*\*



*84% of Pennsylvania adults who enjoy grilling/outdoor cooking, read a newspaper each week.\**

#### Top Advertising Prospects:

Amusement Parks • ATV/Motorcycle dealers • Auto dealerships • Beer distributors • Boat dealers • Camping/Outdoor stores • Fireworks retailers • Garden centers/Nurseries • Golf courses • Grill retailers • Grocery stores/Supermarkets • Ice cream/Frozen yogurt shops • Liquor stores • Outdoor/Patio furniture retailers • Party supply stores • Specialty food stores • State/National Parks • Swimming pool service providers

[Click here to download](#), and customize, marketing flyers related to automotive, furniture, and grocery in your market area.

### National Recreation and Parks Month

This event is designed to encourage public participation in leisure activities.

#### State/National Park visitors are more likely, than the average person, to:

- Travel across the U.S.\*\*
- Participate in photography.\*\*
- Plan a trip to the beach in the next year.\*\*
- Go camping.\*\*
- Enjoy boating/sailing/water skiing.\*\*



*83% of Pennsylvania adults who participate in outdoor activities, read a newspaper each week.\**

#### Top Advertising Prospects:

Athletic footwear/Apparel stores • Bicycle shops • Boat retailers • Camera retailers • Camping/Outdoors stores • Camps, Day and Residential • Grocery stores • Health food stores • Sporting goods stores • RV/Camper dealers • National Parks • Travel services

[Click here to download](#), and customize, marketing flyers related to athletic clothing/shoes, grocery, and restaurants in your market area.

july cont.

## National Ice Cream Month

This event is designed to celebrate ice cream, which is consumed by 90% of the U.S. population. Retailers can get creative in promoting specials during the month.

Host a build-the-largest-sundae or banana split contest, or an ice cream recipe/"name that flavor" contest, or even promote an ice cream eating contest.

### Ice cream purchasers are more likely, than the average person, to:

- Take action after reading a newspaper ad.\*\*
- Visit restaurants more than 5 times per month.\*
- Use a grocery delivery service.\*\*
- Shop for summer camp or instructional camp in the next year.\*\*
- Shop for day care in the next year.\*\*

### Top Advertising Prospects:

Amusement parks • Camps • Children's activity providers • Children's clothing stores • Day care centers • Family fun centers • Grocery stores • Hardware stores • Ice cream/Frozen yogurt/Italian ice shops • Kitchen supply stores • Pizza delivery services • Restaurants • Tutoring services



**83% of Pennsylvania adults who purchased ice cream in the past week, read a newspaper each week.\***

[Click here to download](#), and customize, marketing flyers for children's clothing, grocery, home improvement, home improvement supplies, and restaurants in your market area.

## National Independent Retailers Week July 16 – July 22, 2017

This event recognizes the efforts of the individuals who own and manage the thousands of independent retail businesses in the U.S.

### Small business shoppers in Pennsylvania are more likely, than the average person, to:

- Take action after reading a newspaper ad.\*\*
- Buy a stereo/audio equipment in the next year.\*\*
- Purchase a lawn tractor in the next year.\*\*
- Visit a day spa.\*\*
- Use financial planning/retirement services.\*\*
- Purchase a Smartwatch or Smart TV device in the next year.\*\*

### Top Advertising Prospects:

Appliance stores • Bars and Nightclubs • Bookstores • Bridal shops • Butcher shops • Candy shops • Cosmetics/Skin care shops • Day spas • Delis/Sandwich shops • Electronics retailers • Financial management services • Furniture stores • Gift shops • Hair salons • Jewelry stores • Linen and Housewares stores • Men's clothing stores • Nail salons • Outdoor power equipment retailers • Pet stores • Restaurants • Shoe stores • Women's clothing stores



**89% of small business owners in Pennsylvania read a newspaper each week.\***

[Click here to download](#), and customize, marketing flyers related to appliances, bars/nightclubs, bookstores, bridal, card/gift shops, day spas, footwear, financial, furniture, jewelry, men's clothing, pets, restaurants, and women's clothing in your market area.

# august

## Back to School

To prepare for the upcoming school year, students and their parents purchase new school supplies and apparel.

### Back to school shoppers are more likely, than the average person, to:

- Spend at least \$500 on children's apparel and shoes in the next year.\*\*
- Use a pediatrician.\*\*
- Visit an amusement park in the next year.\*\*
- Shop for summer camp or instructional camp in the next year.\*\*
- Pay more for healthy/organic food products.\*\*

### Top Advertising Prospects:

Amusement parks • Bookstores • Camps • Child care services • Children's clothing stores • Computer retailers • Dentists • Doctors • Educational supply stores • Family entertainment centers • Grocery stores • Health food stores • Office supply stores • Walk-in medical facilities



**91%** of Pennsylvania adults who spent \$500 or more on children's clothing in the past year, read a newspaper each week.\*

[Click here to download](#), and customize, marketing flyers for bookstores, children's clothing, dental, grocery, and office supplies in your market area.

## Children's Eye Health and Safety Month

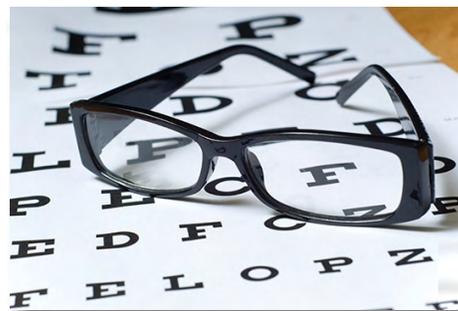
This event is designed to provide information about ways to prevent eye injuries among children, along with tips on spotting possible eye problems.

### Parents who read the newspaper are more likely to:

- Spend \$500+ on children's clothing each year.\*
- Purchase glasses or contacts.\*
- Visit an amusement park or zoo.\*
- Repair or replace windows or a roof in the next year.\*
- Purchase carpeting or flooring in the next year.\*
- Purchase family portraits in the next year.\*\*

### Top Advertising Prospects:

Amusement parks • Bookstores • Camps • Child care services • Children's clothing stores • Doctors • Educational supply stores • Eyeglass/Contact lens providers • Family entertainment centers • Flooring stores • Grocery stores • Home improvement providers • Ophthalmologists/Opticians • Photographers • Restaurants • Shoe stores • Zoos



**81%** of adults in Pennsylvania who have children, read a newspaper each week.\*

[Click here to download](#), and customize, marketing flyers for bookstores, children's clothing, flooring, footwear, grocery, home improvement, home improvement supplies, and restaurants in your market area.

august cont.

## National Fishing Month

National Fishing Month is a time for every family member to give fishing a try.

### Adults who fish are more likely, than the average person, to do the following in the next year:

- Buy a new home.\*
- Buy a new car.\*
- Go skiing/snow boarding.\*
- Remodel a bathroom.\*
- Purchase sports equipment.\*
- Get married.\*
- Buy furniture.\*
- Purchase sporting goods.\*

### Top Advertising Prospects:

Appliance stores • Athletic clothing stores • Auto dealerships • Furniture stores • Lumber supply stores • Outdoors stores • Realtors • Restaurants • Ski resorts • Ski supply retailers • Sporting goods stores

[Click here to download](#), and customize, marketing flyers for appliances, athletic clothing/shoes, automotive, furniture, home improvement, home improvement supplies, real estate, and restaurants in your market area.



*87% of Pennsylvania adults who fish, read a newspaper each week.\**

## American Artist Appreciation Month

America is the birthplace for some of art history's most talented and celebrated artists including Norman Rockwell, Andy Warhol, Andrew Wyeth, Georgia O'Keeffe, and Mary Cassatt. Throughout August, they will all be honored during American Artist Appreciation Month.

### In the next year, art museum visitors/art organization contributors are more likely to:

- Add an office in their home.\*
- Purchase a pool, hot tub or spa.\*
- Go skiing/snow boarding.\*
- Attend adult continuing education classes.\*
- Participate in photography.\*
- Use a travel agent.\*
- Remodel a bathroom.\*
- Purchase women's and men's clothing.\*

### Top Advertising Prospects:

Art dealers • Art museums • Colleges • Financial planners • Florists • Furniture stores • Home accessories retailers • Men's clothing stores • Office supply stores • Photography retailers • Picture framing stores • Pool suppliers • Remodelers • Restaurants • Ski equipment retailers • Ski resorts • Travel agents • Women's clothing stores

[Click here to download](#), and customize, marketing flyers for financial, florists, furniture, home accessories, home improvement, home improvement supplies, men's clothing, office supplies, restaurants, and women's clothing in your market area.



*85% of Pennsylvania adults who visited an art museum in the past year, or contribute money to art/culture organizations, read a newspaper each week.\**

# september

## Autumn – September 22, 2017

Retailers can tie into the official start of fall with a seasonal sale or other promotion.

### Newspaper readers are more likely, than the average person, to:

- Participate in hunting, camping and football\*
- Spend \$500+ on athletic and clothing and shoes in the next year.\*
- Shop for assisted living/retirement facility in the next year.\*
- Purchase a motorcycle in the next year.\*
- Buy a smart television in the next year.\*
- Use a financial planner in the next year.\*
- Buy a home in the next year.\*
- Purchase eco-friendly products \*



*82% of Pennsylvania adults read a newspaper each week.\**

### Top Advertising Prospects:

Athletic clothing stores • Banks • Bars/Nightclubs • Electronics stores • Financial planners • HVAC dealers • Landscapers • Lawn and garden centers • Motorcycle dealers • Outdoor stores • Realtors • Restaurants • Retirement communities • Tourism agencies • Travel agencies

[Click here to download](#), and customize, marketing flyers for athletic clothing/shoes, banking, bars, nightclubs, financial, heating-cooling, real estate, and restaurants, in your market area.

## College Savings Month

This event is designed to encourage families to begin saving early for the cost of college education through the various tax-advantaged options available.

Financial institutions that offer savings plans for college, such as 529 programs, can hold workshops to encourage individuals to open such accounts.

### Parents of children under 18 are more likely, than the average person, to:

- Buy a home in the next year.\*
- Buy a car in the next year.\*
- Shop for day care service in the next year.\*
- Purchase an HVAC system in the next year.\*
- Buy infants and children's clothing in the next year.\*
- Purchase sports equipment in the next year.\*
- Own a pet.\*
- Spend \$200+ per week on groceries.\*



*More than 8 in 10 adults in Pennsylvania who have a child under age 18, read a newspaper each week.\**

### Top Advertising Prospects:

Amusement parks • Auto dealerships • Banks • Bookstores • Child care services • Children's clothing stores • Credit unions • Department stores • Educational supply stores • Family entertainment centers • Financial advisors • Grocery stores • HVAC retailers • Pediatricians • Pet stores • Photographers • Realtors • Restaurants • Shoe stores • Sporting goods stores

[Click here to download](#), and customize, marketing flyers for automotive, banking, bookstores, children's clothing, financial, footwear, grocery, heating-cooling, malls/shopping centers, pets, real estate, and restaurants in your market area.

september cont.

## Healthy Aging Month

This event is designed to focus public attention on the positive aspects of growing older, and to encourage individuals age 50 and older to improve their physical, mental, and social health.

### Adults age 55+, are more likely, than the average person, to:

- Engage in funeral pre-planning in the next year.\*
- Retire or take early retirement in the next year.\*
- Obtain coupons through the newspaper.\*
- Use a financial planner in the next year.\*
- Provide care to aging parent or relative.\*
- Eat at a restaurant 10 or more times each month.\*
- Participate in gardening and lawn care.\*



*87% of Pennsylvania adults age 55+, read a newspaper each week.\**

### Top Advertising Prospects:

•Adult day care centers • Adult living communities • Financial planners • Fitness centers • Funeral homes • Home health care providers • Landscaping/Lawn services • Men's clothing stores • Restaurants • Shoe stores • Skilled care facilities • Travel agents • Women's clothing stores

[Click here to download](#), and customize, marketing flyers for financial, fitness centers, footwear, men's clothing, restaurants, and women's clothing in your market area.

## National Coffee Day – September 29, 2017

The celebration, which has been adopted internationally in recent years, is meant to encourage people to celebrate, enjoy, and appreciate the world's most popular hot beverage.

### Coffee drinkers are more likely, than the average person, to do the following in the next year:

- Buy a car.\*
- Buy a motorcycle.\*
- Remodel their kitchen.\*
- Refinance their mortgage.\*
- Go back to school.\*
- Purchase carpeting or floor covering.\*
- Participate in yoga.\*
- Get married.\*



*83% of coffee drinkers in Pennsylvania read a newspaper each week.\**

### Top Advertising Prospects:

Appliance stores • Automotive dealers • Banks • Bridal shops • Coffee/tea shops • Fitness centers • Floor covering retailers • Motorcycle dealers • Reception venues • Remodelers • Restaurants • Yoga studios

[Click here to download](#), and customize, marketing flyers for appliances, automotive, banking, bridal, fitness centers, flooring, home improvement, home improvement supplies, and restaurants in your market area.

# Creating an Effective Digital Ad

Since the first ad appeared on the Internet in 1994, advertisers have been searching for direction on how to create an effective digital ad. The design of the ad can have a direct impact on the effectiveness of the overall campaign – so it's crucial to get it right.

Here are some tips on how to create a successful digital ad.

## CREATING AN EFFECTIVE BANNER AD:



Leaderboard

A banner ad must be eye-catching to attract attention. It should be clean, simple, and clearly convey the message.

### BE COMPELLING

- Use text and images effectively – include a clear picture of the featured product.
- Target the ad message based on age, gender, content and behavior.
- Lead with a question such as:
  - ♦ Do you know the first sign of “X”?
  - ♦ What is the best “X” in the area?
- Include an image of a person, or group of people, who reflect the look and feel of your target audience.
- Create buzz by using words such as “free trial” or “limited time offer” to create a sense of urgency.
- Include prices, promotions, and exclusives.

### BE IDENTIFIABLE

- Include your logo in the ad. It should be one of the first elements the viewer sees. If using animation, the logo should be present through all the separate animation panes.
- Use a color scheme associated with your business.
- Insert a local phone number.

### BE CONCISE

- A reader may only pay attention to a banner ad for a moment, so be sure your message is succinct to help it stick.
- Convey key points and features in an understandable way.

### BE CLEAN

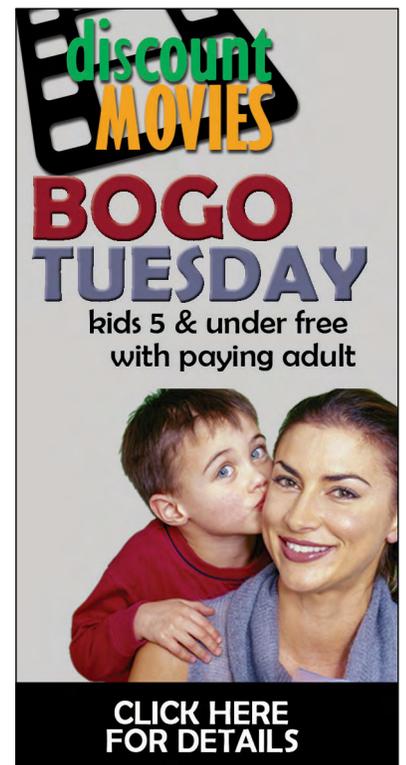
- Banner ads tend to be small – don't try to say too much so the ad doesn't look cluttered.
- Communicate a single message about a single product.

### BE NOTICABLE

- Use larger ad units and rich media units as available.
- There are several standard dimensions for banner ads. Choose the one that best matches your messaging. The best performing ad sizes, per Google AdSense, include:
  - ♦ Leaderboard – 728x90 pixels
  - ♦ Half-Page – 300x600 pixels
  - ♦ Medium Rectangle – 300x250 pixels
  - ♦ Large Mobile Banner – 300x50 or 320x50 pixels

### BE ACTIONABLE

- Be explicit in your call-to-action. Include a directive such as “Click Here” or “Learn More.”
- Link to a relevant landing page.



Half-Page



Medium Rectangle

Visit <http://panewsmedia.org/why-newspapers/market-research/marketing-sheets> to download the complete flyer.



**82% of adults 18+ in Pennsylvania read a newspaper each week\***

**More than 6 in 10 PA consumers make a purchase at least monthly as a result of newspaper advertising\*\***



# SUMMER SALES

**Advertising in newspapers is rated as most useful to PA consumers\*\***



**Newspapers are the #1 source of local shopping information\*\***

**Print newspapers are most trusted news platform\*\*\***