



INSIDE THIS ISSUE:

Holiday Countdown Calendar
Page 2



Key Prospects for the Holiday Season
Page 3

Holiday Marketing Flyer
Page 4

Newspapers Reach Company Decision Makers
Page 4



Which of these Myers-Briggs® Type Indicators Best Describes You?

Page 5

How to Communicate Based on MBTI Personality Types

Page 6

Understanding Advertising Frequency
Page 9

Four Things Digital Advertising Sales Reps Should Know
Page 10

INSIGHT

Marketing and Research Newsletter

Volume 11, Issue 1 • Fall 2017

Tips to help advertisers prepare for the HOLIDAY SEASON

With the magical shopping season just around the corner, news media ad reps can help advertisers prepare for a merry season by offering ad placement strategy, along with these marketing tips.



By Jane Hungarter

*Director of Marketing
PNA*



Plan your promotions

By understanding consumer buying trends, retailers can schedule news media advertising and messaging to coincide with special sales periods.

- Small Business Saturday targets consumers who prefer to shop at small local retailers.
- By Black Sunday, shoppers are tired from a long weekend of bargain hunting. Service providers such as restaurants, bars, salons, and car washes can benefit from appealing to those seeking a reprieve from the hustle and bustle. This is also a popular day for people to purchase a Christmas tree.
- Cyber Monday offers clothing and shoe deals that are about 50 percent better than earlier in the shopping weekend.

Plan special holiday events

Choose an event that's festive for the season, but also relates to your business, such as an author signing or reading at a bookstore, a musical performance of holiday songs at a restaurant, or a cookie-decorating demonstration at a gourmet food store. Host an Open House to showcase holiday season gifts, menus, and merchandise, or schedule special shopping nights, in-store promotions, or a VIP event at a time that you're normally closed. Offer a glass of warm cider or hot chocolate, and provide comfortable seating. Include a special offer or coupon that customers can redeem anytime up until Dec. 24.

Highlight special products or services

Create a newspaper advertising campaign around a product of the day or week - or promote a "Twelve Days of Christmas" theme comprised of merchandise from your store. Focus on high margin products or items that customers may not be familiar with. A smaller ad unit such as a 2x2 or 2x4 is an economical way to promote an item of the day.

Promote gift cards/certificates

Gift cards are a popular choice for shoppers, and they don't have to be limited to gift-giving. Consider doing a "give one, get one" promotion where customers buy a \$100 gift card or \$100 worth of merchandise, and get a \$25 gift card for themselves. Gift cards help

continued on Page 2

continued from Page 1

generate sales well into the New Year, with recipients often spending more than the value of the certificate.

Form partnerships

Join forces with other small businesses in the area to hold a weekend "sidewalk sale" that is promoted in your local newspaper. The full-page or double-truck ad should contain a map of the participating retailers' locations, surrounded by smaller ads from each participating business. Cross-promote your business by displaying cards and brochures at complementary business locations, and include discounts or coupons for other strategic partners' products or services in your customers' shopping bags - and have them do the same for you. Invite Santa to come and take photos with the children.

Mark it on the calendar

Create a marketing calendar that includes the dates of your news media advertising schedule, a list of the products/services that will be advertised, the deadline for material submission, and any other activities and events that are a part of your holiday marketing strategy.

Prep your employees

Provide great customer service with little touches like free gift wrap, a personal shopper to help customers select gifts, or displays with pre-wrapped gifts for certain recipients such as "teacher gifts," "gifts for Mom," or "baby gifts." Associates must be product experts, prepared to advise customers, and offer unparalleled service with a smile.

Be welcoming

Engage customers' senses with colorful decorations, festive holiday music, seasonal scents like pine or cinnamon, and refreshments such as cookies and beverages to energize tired shoppers. Music or scents that waft outside your store can attract foot traffic. Make your business child-friendly by providing a kids' space with toys or books to keep them occupied while parents shop. Provide comfortable seating so shoppers' companions can sit down if they don't want to browse.

continued on Page 3

Holiday Countdown Calendar:

Thanksgiving

Thursday, Nov. 23

Black Friday

Friday, Nov. 24

Small Business Saturday

Saturday, Nov. 25

Black Sunday

Sunday, Nov. 26

Cyber Monday

Monday, Nov. 27



Hanukkah

Dec. 12-20

National Free Shipping Day

(guaranteed delivery by Christmas Eve) – Friday, Dec. 15

Christmas Eve

Sunday, Dec. 24

Christmas Day

Monday, Dec. 25

Reaching enthusiastic shoppers couldn't be easier for retailers who are looking to capture robust holiday sales. Research studies demonstrate that local newspapers are an effective and desirable place to advertise.

- Local newspapers and local newspaper websites are the preferred media outlets for information about holiday shopping.
- Nearly two-thirds of adults named local newspapers as the most effective place to learn about sales and store information.
- Nearly half of consumers plan to keep track of retailers' promotions and sales through advertising circulars.
- Newspaper ad copy can be strengthened by including eye-catching headlines and strong calls-to-action, including:
 - ▶ While supplies last or today only
 - ▶ Special Event
 - ▶ Customer loyalty/rewards programs
 - ▶ Free gift wrapping
 - ▶ Personal shoppers
 - ▶ Price matching
 - ▶ Buy more, save more
 - ▶ Hassle-free return policy
 - ▶ Extended shopping hours
 - ▶ Last minute deals



Key Prospecting Categories for the Holiday Season



The holiday season is fast approaching. Research shows that anxious shoppers begin purchasing holiday gifts before Halloween. Get a jump start on your seasonal advertising budget by talking with local retailers now about their holiday advertising schedules.

Entertaining:

- Banquet and party centers
- Caterers
- Disc jockeys/Party entertainers
- Party supply stores
- Party/Event planners

Food and Drink:

- Bakeries
- Beer distributors
- Breweries
- Butcher shops
- Candy shops
- Coffee/Tea shops
- Fish/Seafood markets
- Grocery stores
- Health food stores
- Specialty food stores
- Wine shops/Liquor stores
- Wineries

Home Decorating:

- Antique shops
- Art dealers
- Art supply/Framing shops
- Bedding/Mattress stores
- Fireplace retailers
- Furniture stores
- Window coverings stores

Home Maintenance/Repair:

- Appliance service & repair

Appliance stores

- Heating and cooling dealers
- Manufactured home retailers
- Oil heating suppliers
- Vacuum cleaner shops

Leisure and Recreation:

- Boat dealers
- Bowling centers
- Hotels/Motels
- Ice skating rinks
- Movie theaters
- Museums
- Resorts
- Restaurants
- Ski resorts
- Theater companies

Medical:

- Drug stores/Pharmacies
- Hospitals
- Medical clinics
- Physicians

Religious:

- Churches
- Synagogues

Retail:

- Department stores
- Malls/Shopping centers
- Discount/Dollar stores
- Warehouse clubs

Services:

- Child care services
- Christmas light-hanging services
- Cleaning services
- Dry cleaners
- Equipment rental centers
- Limousine services
- Non-profit organizations
- Pet groomers
- Printing services
- Rent-to-own stores
- Tax preparation services
- Taxi services
- Towing services
- Athletic footwear/Sportswear stores
- Bicycle shops
- Bookstores
- Bridal shops
- Camera stores
- Camping stores
- Car washes
- Children's and infant's clothing stores
- Christmas tree farms
- Craft fairs
- Coin shops
- Collectibles & memorabilia shops
- Comic book stores
- Computer and software stores
- Consignment shops
- Cosmetic stores
- Craft/Fabric stores
- Day spas
- Electronics stores
- Florists
- Fur retailers
- Gift shops
- Golf/Tennis shops
- Greeting card stores
- Gun shops
- Hot tub and spa dealers
- Hunting/Fishing stores
- Jewelry stores
- Kitchen supply stores
- Linen/Housewares stores
- Lingerie stores
- Luggage/Leather shops
- Maternity shops
- Musical instrument stores
- Mobile/Wireless communications dealers
- Office supply stores
- Pet supply stores
- Power tool retailers
- Record stores
- Religious book stores
- Shoe stores
- Ski/Snowboard shops
- Snow mobile retailers
- Sporting goods stores
- Stereo specialty stores
- Tobacco and smoke shops
- Toy stores
- Video game stores
- Women's apparel stores
- Work/Uniform stores

continued from Page 2

Get involved in community and charitable events

Community involvement is a great way to generate positive awareness for your business, and it doesn't require a large sum of money. Offer volunteer services or equipment, or donate a portion of the proceeds from one day's sales to charity. Give shoppers a discount if they donate nonperishable food for a local food bank, or work with a Secret Santa organization to get customers to buy gifts for underprivileged kids at your store.

Ninety percent of Americans say they're more likely to trust, and stay loyal to, companies that try to make a difference.

Participate in Small Business Saturday

Customers enjoy face-to-face time with business owners, and value giving back to the local community. Shoppers want to buy local "experience-based gifts" such as dining gift cards, massages, and tickets, and find unique local products and services that are not available elsewhere. Partner with other area local businesses to advertise your participation in Small Business Saturday in your local newspaper.

Give thanks

Send holiday cards to your loyal customers thanking them for their business. Consider sending Thanksgiving or New Year's cards that are more likely to get noticed.

Holiday Marketing Flyer

Recent research studies have confirmed that advertising in newspapers is ranked as the most valuable and useful. More than 6 in 10 Pennsylvania consumers make a purchase at least monthly as a result of newspaper advertising, and newspapers have been identified as the ultimate holiday shopping guide for Black Friday information! **Share** this marketing flyer with your advertising clients to help add a little Fa-La-La to their holiday season!



Click image to download.

Newspapers Reach Company Decision Makers



One of the many decisions business managers must make is where to invest their advertising dollars. With so many media choices available, it's important to select the option that best reaches decision makers. Recent research demonstrates that those responsible for making company purchasing decisions are avid newspaper readers who respond to the ads they see.

- 8 in 10 company purchasing decision makers read a newspaper product each week.
- Small business owners are 23% more likely than the average person to have taken action from a newspaper ad in the past month.
- More than half of small business owners have taken action as a result of a newspaper ad in the past year.
- Small business owners are 27% more likely than the average person to read a printed newspaper 4-6 days of the week.
- Small business owners are 25% more likely than the average person to believe a local business that advertises frequently must be doing well.
- 72% of small business owners prefer to shop at small, family-owned or independently-owned businesses.

Share PNA's new **decision maker marketing sheet** with your advertising clients.

HISTORIC PROPORTIONS

93RD ANNUAL PNA CONVENTION
November 1-3, 2017
Loews Philadelphia Hotel
Philadelphia, Pennsylvania

www.panewsmedia.org

PNA ANNUAL CONVENTION Sessions you won't want to miss:

Thursday, November 2 – 4 p.m.

What Do Agencies Want?

This interactive session will include representatives from various media agencies who will provide insight into their media buying strategy, comparing radio, print, digital, etc. and offer tips for successful collaboration with newspapers.

Friday, November 3 – 8:30 a.m.

Recruiting Top Sales People – What Should You Be Looking For?

The world of sales has become infinitely more complex. Therefore, today's sales professionals have to become more sophisticated and agile. In this session, Dr. Thomas Schoenfelder explains why traditional sales models that classify salespeople as hunters or farmers have become obsolete. Today's sales professionals need to possess different skills and use that knowledge with a wider array of buyers - all of whom have different agendas and needs.

Speaker: Tom Schoenfelder, Ph.D., Senior Vice President, Research and Development, Caliper Corporation

REGISTRATION DEADLINE – OCTOBER 23

which of these Myers-Briggs® Type Indicators best describes you (or your clients)?

MBTI® type indicates a person's preference, but not his or her ability or character. Personality type should be used as a way of understanding yourself, or your clients, and for assisting you in making choices.

EXTROVERSION

I like getting my energy from active involvement in events and participating in a lot of different activities. I'm excited when I'm around people and I like to energize other people. I like moving into action and making things happen.

The following statements generally apply to me:

- I am seen as "outgoing" or as a "people person."
- I feel comfortable in groups and like working in them.
- I have a wide range of friends and know lots of people.

SENSING

Paying attention to physical reality, what I see, hear, touch, taste, and smell. I'm concerned with what is actual, present, current, and real. I notice facts and I remember details that are important to me.

The following statements generally apply to me:

- I remember events as snapshots of what actually happened.
- I start with facts and then form a big picture.
- Sometimes I pay so much attention to facts, either present or past, that I miss new possibilities.

THINKING

When I make a decision, I like to find the basic truth or principle to be applied, regardless of the specific situation involved. I like to analyze pros and cons, and then be consistent and logical in deciding. I try to be impersonal, so I won't let my personal wishes—or other people's wishes— influence me.

The following statements generally apply to me:

- I notice inconsistencies.
- I look for logical explanations or solutions to most everything.
- I believe telling the truth is more important than being tactful.

JUDGING

I use my decision-making (judging) preference (whether it is thinking or feeling) in my outer life. To others, I seem to prefer a planned or orderly way of life, like to have things settled and organized, feel more comfortable when decisions are made, and like to bring life under control as much as possible.

The following statements generally apply to me:

- I like to have things decided.
- I like to make lists of things to do.
- I plan work to avoid rushing just before a deadline.

OR

INTROVERSION

I like getting my energy from dealing with the ideas, pictures, memories, and reactions that are inside my head, in my inner world. I often prefer doing things alone, or with one or two people I feel comfortable with.

The following statements generally apply to me:

- I am seen as "reflective" or "reserved."
- I feel comfortable being alone and like things I can do on my own.
- I prefer to know just a few people well.

OR

INTUITION

Paying the most attention to impressions or the meaning and patterns of the information I get. I would rather learn by thinking a problem through than by hands-on experience. I'm interested in new things and what might be possible, so that I think more about the future than the past.

The following statements generally apply to me:

- I remember events by what I read "between the lines" about their meaning.
- I like to see the big picture, then find out the facts.
- Sometimes I think so much about new possibilities that I never look at how to make them a reality.

OR

FEELING

I believe I can make the best decisions by weighing what people care about and the points-of-view of persons involved in a situation. I am concerned with values and what is the best for the people involved. I like to do whatever will establish or maintain harmony. In my relationships, I appear caring, warm, and tactful.

The following statements generally apply to me:

- I have a people or communications orientation.
- I look for what is important to others and express concern for others.
- I believe being tactful is more important than telling the "cold" truth.

OR

PERCEIVING

I use my perceiving function (whether it is sensing or intuition) in my outer life. To others, I seem to prefer a flexible and spontaneous way of life, and I like to understand and adapt to the world rather than organize it. Others see me staying open to new experiences and information.

The following statements generally apply to me:

- I like to stay open to respond to whatever happens.
- I work in bursts of energy.
- I am stimulated by an approaching deadline.

how to communicate based on MBTI personality types

In advertising sales, as in most parts of life, communication is key. It is the chief duty of a sales professional to understand their customers in order to provide the most beneficial and successful sales package to meet their needs, and later, maintain their business. But what happens when a sales pro is tasked with a client that they just don't seem to "get"? Everyone has had that experience at one time or another – when we simply cannot understand where someone else is coming from or how they see things.

As luck would have it, there is a helpful personality type classification system called the Myers-Briggs® that distinguishes 16 different basic personality types in society. The types are derived from four main aspects of a person's personality preferences; Extroversion vs. Introversion, Sensing vs. Intuition, Thinking vs. Feeling, and Judging vs. Perceiving. There are many [quizzes available online](#) and elsewhere to discover an individual's personality type. Once the sales professional becomes familiar with the MBTI typology, they can likely determine their client's type, and be more keenly aware of these aspects within their client's behavior without the use of a quiz.

Below is an overview of the MBTI types and the best methods of communication with each.



By Mary Firestone

*Manager,
Convention Sales
PNA*



ENTJ

EXTROVERTED INTUITION THINKING JUDGING

ENTJs are often known as the executives of the MBTI types. They are extroverted thinkers, and are excellent problem solvers. They also prefer planning as opposed to last minute surprises, and they like seeing the big picture of situations. They are not likely to be swayed by romantic or fanciful notions (unless they can be utilized in a business deal) and they appreciate accolades for their efforts and efficiencies.

ENFJ

EXTROVERTED INTUITION FEELING JUDGING

ENFJs are often known as the givers of the MBTI types. They are extroverted feelers, and are passionate about their life goals and missions. They enjoy motivating others and working together to create and carry through large projects and goals. They prefer planning as opposed to last minute ideas, and they also appreciate big picture thinking. They are likely to take offense to language or behavior that is insensitive or uncaring toward people or animals, and they can have a flare for the romantic and/or artistic aspects of life. As extroverts, they enjoy being acknowledged for their work and accomplishments.

ESFJ

EXTROVERTED SENSING FEELING JUDGING

ESFJs are often known as the caregivers of the MBTI types. They are extroverted feelers, and they use this aspect of their personality for its social aspect. They are generally very social people who enjoy organizing and arranging social experiences and ensuring that all attendees are having a good experience. They prefer planning as opposed to last minute thoughts, and they enjoy detail-oriented work. They often have a high moral code and will not take kindly to offensive language or behaviors, whether they outwardly acknowledge the offense or not. They are sentimental to a fault, and appreciate expensive or luxurious indulgences. They also appreciate acknowledgement for their expertise and assistance.

continued on Page 7

continued from Page 6

ESTJ

**EXTROVERTED
SENSING
THINKING
JUDGING**

ESTJs are often known as the supervisors of the MBTI types. They are extroverted thinkers, and they use this aspect of their personality to organize and oversee the activities and processes taking place in an office place, in a project, or in whatever their job entails. They will generally attain an efficiency level that far surpasses that of any other MBTI because they thrive on systematic organization and they have the extroversion to put it in place. They are incredibly well planned, with no time for surprises, and while they are capable of empathizing with their friends, peers and employees, they are not likely to fall prey to romantic or fanciful ideas or activities. They appreciate fine and luxurious items; however, they are modest when it comes to public acknowledgement of their work because they feel it is nothing more than the correct thing to do.

ENTP

**EXTROVERTED
INTUITION
THINKING
PERCEIVING**

ENTPs are often known as the debaters of the MBTI types. They use extroverted intuition to quickly observe and understand those they interact with very well and very quickly. They are intellectuals at heart, and prefer fact to feeling, but are not without empathy. They enjoy keeping possible plans open for as long as possible with the potential to question and challenge until the best option or outcome is attained. They will shirk at planning based on their belief that an open-ended discussion and life plan is best. They are individualistic and independent; however, they appreciate the assistance of intelligent, morally sound, and well thought out individuals.

ENFP

**EXTROVERTED
INTUITION
FEELING
PERCEIVING**

ENFPs are often known as the champions of the MBTI types. They use extroverted intuition to quickly understand others they encounter, and they enjoy thinking on their toes. They are quick with praise and appreciation of others – from peers to colleagues, etc. Based on their big picture thinking, they often take up larger, more global objectives – however, they are happy to assist with the smallest task if it will help someone. They appreciate a lack of structure and planning, as to allow for creative thought and time to allow for the best possible outcome, and may shirk organization and deadlines. They are romantic and empathetic, and are generally not interested in material wealth and decadence.

ESFP

**EXTROVERTED
SENSING
FEELING
PERCEIVING**

ESFPs are often known as the entertainers of the MBTI types. They use extroverted sensing to carefully craft aesthetics within their life that range from their home décor and car, to their wardrobe and personal style. And the craftsmanship is based on what they do best – entertain. They are the most outgoing and charismatic personality within the types, in part because they thoroughly enjoy bringing joy to others through whatever action they might be best at. They are not planners, and will baulk at deadlines and hard details unless gently guided to them through conversation and social excursions.

ESTP

**EXTROVERTED
SENSING
THINKING
PERCEIVING**

ESTPs are often known as the entrepreneurs of the MBTI types. They use extroverted sensing to quickly evaluate others and understand their desires and motivations. They are exceptionally good at thinking on their toes, and prefer to take things as they come and move onto the next things as opposed to taking in details and reflecting on the best possible solution. They are not without empathy; however, they most often use their sensing abilities to benefit themselves and those close to them, and will not be swayed by romantic ideals or whims. They are not planners, and will not only shirk, but may in fact, turn down deals if held to a strict deadline.

INFJ

**INTROVERTED
INTUITION
FEELING
JUDGING**

INFJs are often known as the advocates of the MBTI types. They use introverted intuition paired with extroverted feeling to analyze the depth of human experiences and characters in the world around them, and arrive at a better, more in-depth understanding of the aspirations and motivations of their fellow man. They seek to use this knowledge and understanding to have the best and most fulfilling personal and global experiences as possible with humanity. Based on their interest in big picture ideas, they often become advocates for large causes – particularly those based on the needs of individuals or groups afflicted by trauma, disaster, etc. They are generally gentle and quiet individuals, although they will often have sharp wit, a quick tongue, and sometimes goofy sense of humor with their trusted confidants and colleagues. They are not interested in material goods or worth. INFJs are very organized, particularly from an external perspective because internally their thoughts are quite random and spontaneous. They will become irritated or frustrated by last minute plan changes.

continued on Page 8

continued from Page 7

INTJ

**INTROVERTED
INTUITION
THINKING
JUDGING**

INTJs are often known as the architects of the MBTI types. They use introverted intuition paired with extroverted thinking to analyze and problem-solve the world and complex issues within it. Among the most introverted of the personality types, if you come in contact with an INTJ it will not be often or for extended periods of time in social situations. They are often very solitary, although they appreciate a small and trustworthy group of friends. They aren't without empathy; however, they prefer information be provided with fact versus feeling. They have a propensity for mathematics. INTJs are also strong planners and will not adapt to quick changes of plans or surprises well.

ISFJ

**INTROVERTED
SENSING
FEELING
JUDGING**

ISFJs are often known as the defenders of the MBTI types. They use introverted sensing along with extroverted feeling to pick up on small details about those around them and develop strong, friendly relations with most people they interact with. As introverts, they prefer most of their time alone or in the company of a few closer individuals; however, of the introverted types this is one that is more likely to appreciate entertaining – particularly because they enjoy making others happy. ISFJs also tie a lot of importance to their personal value set, and will not shirk to let someone know if they have offended them. They are planners, and will not tolerate last minute changes in plans or surprises well.

ISTJ

**INTROVERTED
SENSING
THINKING
JUDGING**

ISTJs are often known as the duty fulfillers of the MBTI types. They use introverted sensing along with extroverted thinking to study the world around them, and think through ways to handle tasks in the most convenient and efficient manner. Unlike their INTJ cousins, they prefer smaller picture to more global problem solving; however, their drive to find solutions is similar and they will leave no stone unturned to ensure that the task at hand is handled as well as possible. They are reliable and steady, and do not have room for whims or flights of fancy. They are planners and will not do well with sudden changes to schedules or otherwise.

INTP

**INTROVERTED
INTUITION
THINKING
PERCEIVING**

INTPs are often known as the thinkers of the MBTI types. They use introverted thinking and extroverted intuition to explore the complexities of the world. They enjoy taking things apart simply to learn how they work – whether they can get them back together in the same way or not. They value information for the sake of information and without a need to see potential for personal gain or as part of any political objective. They are not known for their social prowess; however, upon forging a deeper relationship with someone, they are considerate and devoted. They are not planners, and prefer to keep options open for the longest period possible to achieve the best result.

INFP

**INTROVERTED
INTUITION
FEELING
PERCEIVING**

INFPs are often known as the idealists of the MBTI types. They use introverted feeling and extroverted intuition to explore the most complex and diverse meanings of relationships and development in the world. INFPs therefore appreciate taking a worthy cause, and finding the opportunity to help someone, or many, through their efforts. They are very sensitive and sympathetic of people – those they know as well as complete strangers. They are not planners, and prefer to keep all options available for as long as possible.

ISTP

**INTROVERTED
SENSING
THINKING
PERCEIVING**

ISTPs are often known as the virtuosos of the MBTI types. They use introverted thinking and extroverted sensing to pick-up on details in the world around them, and quickly problem solve. They are generally cheery and helpful, and have a go-with-the-flow type of personality. They are not emotional individuals and often do not know – aside from logical assistance – how to help someone work through an emotional conflict or issue. They prefer to keep their options open for as long as possible in decision making, and will not appreciate hard deadlines.

ISFP

**INTROVERTED
SENSING
FEELING
PERCEIVING**

ISFPs are often known as the artists of the MBTI types. They use introverted feeling and extroverted sensing to see the often-missed details in the world, and share the emotional reflection and development they experience from them. They see every action or experience as a new definition to their self and their world. They are great “idea people.” They are adventurous, entertaining, and caring. They are not planners, and in fact, cannot handle deadlines or outside expectations. They prefer to keep all plans and ideas open and optional.

Understanding Advertising Frequency

"How often should I advertise?" is a common question posed by retailers. In today's complicated and fragmented media environment, advertisers want to be certain that they are effectively and strategically investing their marketing dollars to yield maximum return. This involves cutting through the clutter with message repetition since it takes time for consumers to recognize and react to brand messaging, and higher advertising frequencies to impact behaviors such as purchase intent.

Simply defined, frequency is the number of times a consumer or household is exposed to an advertising message. The objective of higher advertising frequency is to increase interest in a product or service. Higher frequency helps to drive ad recall, and influence purchase decisions.

While advertising frequency may vary based on the objectives of the campaign, here are some general guidelines.

- A minimum of three exposures is required before a consumer will even consider a product or service.
- An ad frequency between 4-12 is optimal.
- When running 13 or more ad insertions, be sure to change the copy so consumers don't develop ad exhaustion or burnout.

How Often Should I Advertise? The Importance of Effective Frequency

Frequency by the numbers

3

A minimum of three exposures is required before a consumer will even consider a product or service.

4 – 12

An ad frequency between 4 – 12 is optimal.

13

When running 13 or more ad insertions, be sure to change the copy so consumers don't develop ad exhaustion.

What is frequency?

- Frequency is the number of times a consumer or household is exposed to an advertising message.
- The objective of higher advertising frequency is to increase interest in a product or service.
- Higher frequency helps to drive ad recall, and influence purchase decisions.



Affordable frequency

- Keep the message recognizable by running it in one media, and focus on repetition.
- Run a smaller ad unit more frequently instead of a one-time larger ad.
- Add frequency around the first and fifteenth of the month (paydays) to increase effectiveness of advertising in terms of sales. People usually have spending money when they receive their paycheck.

Increase frequency when:

- Introducing a new product, brand, or company.
- Launching a new campaign message.
- The ad message includes complex copy.
- Competitors are actively advertising.
- The offer is time-sensitive or seasonal.

For more information, contact:

By Jane Hungarter
Director
of Marketing
PNA

- Increase ad frequency when:
 - Introducing a new product, brand, or company.
 - Launching a new campaign message.
 - The ad message includes complex copy.
 - Competitors are actively advertising.
 - The offer is time-sensitive or seasonal.

Since all advertisers have limited budgets, help them achieve affordable frequency by suggesting the following:

- Keep the message recognizable by running it in one media (newspapers), and focus on repetition.
- Run a smaller-sized ad unit more frequently rather than a one-time larger ad.
- Add frequency around the first and fifteenth of the month (paydays) to increase effectiveness of advertising in terms of sales. Consumers usually have spending money when they receive their paycheck.

Be sure to [download](#) PNA's new advertising frequency marketing sheet, and share it with your advertising clients.

ADVERTISING TRAINING

Two valuable workshops scheduled for October, 2017!



ADVERTISING 201: SALES STRATEGY IN A MULTIMEDIA WORLD, THURSDAY, OCTOBER 12

Generate more revenue! Learn how to better manage sales calls, handle objections and improve negotiation skills while also building multimedia proposals that give advertisers a reason to act. Ideal for sales reps looking to brush up on the basics while also enhancing skills and those just getting their feet wet!

SALES LEADERSHIP: MANAGING, MOTIVATING, COACHING AND MORE, TUESDAY, OCTOBER 17

Managing a staff of advertising sales representatives can be challenging. It's much more than meeting quotas and closing sales. Sales managers are leaders. This interactive and information-packed session includes tips on setting expectations, delegating, as well as coaching, and includes breakout sessions, case studies and roundtable discussions. Learn to be a successful manager and make a difference as a sales leader!

Both workshops are offered in Harrisburg, from 1 to 4 p.m. Registration only \$49 for PNA members. Discounts offered if sending more than two reps or managers. Contact megm@pa-news.org or (717) 703-3012 to register. More information is available at: www.panewsmedia.org.



Working with advertisers, advertising agencies, and media placement firms on digital advertising placement can be difficult. From quick turnaround requests and limited information provided, to multiple revisions, the task of responding to their needs can be arduous. To simplify the process, here are some suggestions.



By Matt Caylor

*Director of Interactive Advertising,
MANSI Media*

What is Above the Fold?

The digital industry has made a habit of “borrowing” from traditional media, and in this case, they are using a print term. In newspapers, an above the fold

ad appears above the crease. On a website, an above the fold ad appears before a user scrolls down. Above the fold ads are more viewable, and tend to drive higher interactivity.

Have site information easily available

Most advertisers are not interested in your pageviews, session times, or other metrics (maybe they should be, but it doesn’t come up often). They are interested in some other core information:

- Which is the most highly trafficked day on your site? Is it the same for both desktop and mobile?
- What are the most highly trafficked sections on your site? We can generally assume this will include news and homepage, but what about your entertainment, business or lifestyle content?
- Which ad units do you have available on your site, and where are they located? Which are **above the fold** (which every premium advertiser is interested in)?
- How much of your traffic is in-market and how much is out-of-market? This is particularly important for sites that do not offer geo-targeting, or have an upcharge for that targeting.

Know the basics

Although print is still king in our industry, it does not inspire confidence when an advertising sales representative for the publication doesn’t know standard digital information. Having this information readily available both shortens the time to respond, and helps to build confidence in the property’s digital abilities.

- What are your ad specs? More than just the sizes, but be sure to have the most up-to-date information on the types of files that are accepted (does your site accept HTML5?), animation limits, file size limitations, and other similar information.

continued on Page 11

continued from Page 10

Why is exchange pricing important?

While many advertisers prefer to work directly with a publication to receive premium inventory, if the price is 4x-5x more than what is available through ad exchanges, it becomes difficult to justify the difference.

The Rich Media Option

With news media properties' digital traffic being, on average, over 50% mobile, it is important to not exclude that traffic from your rich media packages. If animated options are not available on your mobile platform, consider offering a mobile roadblock as a supplement.



Providing Traffic Reports

A traffic report alone is just a series of data. It is important for reps to provide context on reports in a timely fashion. Explaining value, highlighting any under-delivery, and telling the overall story are essential functions of reporting.

- Be prepared to present your ad units, both desktop and mobile, as a blended CPM. With the volume of traffic coming in from mobile, most advertisers would like to include it - but having separate rates by size or medium makes it more difficult, and hampers optimization efforts.

- Know what your floor rate is, and be aware of what rate your site is being sold for through **online exchanges**.

- Be aware of the targeting options that exist on your owned and operated property, and understand how they are different from any extended networks you may have. In general, when a request is sent through to your site, advertisers are looking for your owned and operated inventory, not a network option.

- Know the difference between standard ad copy, and 3rd party ad tags. Remember, when receiving 3rd party tags, billing will most likely be based on the reported numbers from the 3rd party.

Be prepared for rich media requests

Rich media options help distinguish a property from the general banners available through programmatic advertising. When rich media options are requested, be sure to include the following information:

- Estimated impressions.

- Ad specs - not just the sizes, but be sure to have the most up-to-date information on the types of files accepted (does your site accept HTML5?), animation limits, file sizes accepted, and other pertinent information.

- Include any templates or examples.

- Detail whether the **rich media option** (homepage sliding billboard or news section front takeover) covers desktop, mobile, or both.

- If you are offering rich media on news, sports or other popular channels, be sure to clarify whether you are offering the entire channel, or just the section front.

Common questions

Although every advertiser is different, here are some frequently asked digital advertising-related questions.

- What is the available inventory? For each campaign, an advertiser needs to know the targeting, the cost per thousand (CPM), and the forecast of available inventory. While you may not have this information at your fingertips, a rep should know how to get the answers quickly and easily.

- What is the share of voice? When an advertiser requests this information, they are asking for the volume percentage their campaign will achieve. For example, if 100,000 impressions are available overall on your news channel, and the advertiser purchases 10,000 during that timeframe, they are achieving an estimated 10% share of voice.

- What delivered? With the intangible nature of the digital product, delivery reports are more important than ever before. Reps should be prepared to provide timely screenshots to confirm that the campaign has gone live, along with monthly **traffic reports**.

With the changing nature of the digital landscape, what is true in 2017 probably won't be true in 2020, but the above points will help prepare any sales representative to effectively respond to their clients' requests for digital solutions.

Please share your ideas about other important digitally-focused things to know, or suggestions about how to better work with advertisers, by emailing Matt Taylor at matthewc@mansimedia.com.



Mark Cohen • President
markc@pa-news.org • 717.703.3076

Tricia Greyshock
Vice President, Association Services
triciag@pa-news.org • 717.703.3070

Lisa Knight • Vice President, Advertising
lisak@mansimedia.com • 717.703.3043

Jane Hungarter • Director, Marketing
janeh@mansimedia.com • 717.703.3041

Brian Hitchings • Director, Client Solutions
brianh@mansimedia.com • 717.703.3049

Wesley Snider • Director, Client Solutions
wesleys@mansimedia.com • 717.703.3056

Matthew Caylor
Director, Interactive Media
matthewc@mansimedia.com • 717.703.3040

Louella Reynolds
Manager, Statewide Ad Network
louellar@mansimedia.com • 717.703.3020

Jaci Lehman
Communications Manager
jacquelynnl@pa-news.org • 717.703.3071

Four Traits of the Best Sales Managers

SalesFuel® recently published a white paper titled, "The Best Sales Manager I Ever Had," that summarizes the four dominant traits exuded by the nation's best managers, as identified in their 2017 Voice of the Sales Rep survey. These include:

- Caring
- Supportive
- Equality and Fairness
- Trust

Learn more about how to hone these traits, identify them when hiring managers, and apply them to performance management best practices, by downloading the white paper [here](#).



PNA's Sales and Marketing Hotline



Need something to help you stand out at your next sales call? 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.

Sales and Marketing Hotline • 717-703-3041

ARE YOU
LEAVING
Money
ON THE TABLE?

Boost your annual advertising revenue with a new or existing TV magazine!



"My reps really enjoyed selling this product and we beat our goal by \$50,000."
Matt Miller, Observer-Reporter



ADVANTAGE
NEWSPAPER CONSULTANTS

www.newspaperconsultants.com | 910-323-0349 | info@newspaperconsultants.com

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

INTRODUCING

SalesFuel
TEAMKEEPER®

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**.

TeamKeeper.com