

**How
To
Sell
Advertising**

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AJEEP

Student Media Sales

Course Description

Students make up the advertising sales staff of the student media, newspaper, magazine and/or news broadcast.

The class taught by the instructor provides experience in selling and managing advertising space, both print and broadcast, and the practical applications of newspaper layout and design and the use of market research and market interpretation. Students report directly to the Ad Director, which can be a salaried position or can be the instructor.

The class functions as a laboratory, reflecting the commercial operation of a daily newspaper a monthly magazine and/or weekly/daily news broadcasts or whatever media your campus has. Students involved in sales meet with clients, assess their advertising needs and persuade clients as to the benefits of advertising with the student media. Students involved with design, work with the sales staff to create advertising and promotions that accomplish goals set by the sales staff and clients. Discussions of theory and method along with critiques of work appearing in the media can take place each day or on a weekly basis. The materials herein should be used to teach a student how to sell and what their role is in accomplishing sales.

Course Goals and Student Learning Objectives

Ethical media sales: They will engage in 'win-win' situations where they prepare the best possible advertising for the client while being paid a fair price for services they provide. To do this they must be businesslike and professional at all times.

How advertising and sales work: How does good ad work better than a bad ad and how do we tell the difference. They will become proficient in computer applications and in operational forms used to progress ads through the system to final billing.

Working together as a team: They will learn the interpersonal skills of cooperation, responsibility, personal communications and consideration for others. Selling and preparing advertising is fun: It's inspiring, creative, profitable, and worthwhile. It helps the client succeed and to be profitable and there is great satisfaction in seeing and making that happen. To that end some days will be longer than others but other days will be light and they can sit back and enjoy the fruits of their labors. They will learn to work with the editorial department, understanding always that the only product we have to sell is good news writing that people want to read.

Adhering to and respecting deadlines: Deadlines are both necessary and good. Making mistakes helps them learn from them: The ads created at the end of the semester will be better than your first ones. They will critique their own work, how they sell and that of others with the idea of always making work better.

Required Texts/Readings

Textbook

See attached materials – The materials herein are for educating both the instructor and the student on the importance of having the right advertising elements, why a small business should utilize them and a process on closing the sale.

Other Readings

At the back of Section 7 are typical procedures and forms that can be used in the operation of student media. How, when, why, and daily operational tips are included.

Other Equipment / Material Requirements (Optional)

None

Assignments and Grading Policy

The most important thing is does the staff understand what it is that they are selling? Exercises can be judged on how they are answered for comprehension of your various products, and materials. Along with this is the identification of whom they are going to sell to. Students can be judged on a list compiled of potential resources of revenue for your media that you are selling. How many food places are in your general area, how many clothing stores are potential outlets etc?

Students can also be judged on attendance, how many calls they make and how many actual sales they close. Many calls can be done over the telephone, or based on cultural differences, in person. As an instructor you are to set those goals based on the class size and market potential. Much of what they will learn can be utilized in the real world in media sales or any sales position for that matter. This course should be looked upon as a real job and their attendance and participation should reflect that.

There are evaluation sheets for each person in the back of section 5 that should be completed after training and should be used to track improvement over the course of time.

Course Name / Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Class	Date	Topics, Readings, Assignments, Deadlines
1		Improving Your Bottom Line
2		Why Advertise? Ten Reasons to Advertise
3		How to Train a Salesperson (Part 1)
4		How to Train a Salesperson (Part 2) (Exercises)
5		How to Train a Salesperson (part 3) Sales Evaluations
6		Needs Analysis
7		Background Example on the Spartan Daily Procedures and Forms

Key Terms

Bottomline

Prospecting

Consultative

Objectives

Selling

Objections

Needs

Analysis

Smart

Goals

Feature

Benefit

Open

Closed

The following is a powerpoint presentation on how to increase the sales of your media products. It can be used as an overview to the new sales person on what products (types of ads) you offer. Do you have enough products? Do you have the right products for the marketplace? Can you or do you offer a combination of products to the advertiser. Also how should your account pay? Do they get a discount for prepay or is there a cost for using a credit card. To the students what are the procedures you have in place for each of these situations. I walk through this in the first class. It is intended initially for the Professor, but at the same time it helps in getting your sales force to understand what it is they are exactly selling and why.

We must keep in mind that the end user, the reader, has different approaches to how they take in information and in what manner do they want it delivered. A successful student media organization must meet these methods with products that will fit into their daily lifestyle.

By walking your students through this powerpoint exercise in their initial training, it helps them to understand what they have to sell and that they have a solution to overcome any questions by their accounts.

It is important to have multiple products for the sales force, but more importantly is the question, are you reaching your target audience in a manner that they can incorporate into their daily media habits. How much do they use print, do they have online accessibility, are they promotion oriented? The Spartan Daily doc (section 7) in the addendum is an example of multiple products within student media, what they cost, and their impact.

The students should be tested on their knowledge after these are reviewed. They need to explore the internal resources, contact lists, account lists and who they might be calling on. Also they need to explore demographic and shopping behavior of their territory. They then need to prospect, start calling on accounts and potential advertisers, learn who the decision maker is and what media they have used in the past. This can be used to sell your products.

Improving Your Bottom Line

Products

Have a variety of products to offer the advertiser

(see Spartan Daily doc.)

Products

- Multiple print ad sizes
- Multiple online ad sizes
- Front page banners
- Sticky notes
- Mobile/Online
- Posters
- Classifieds

Products

- Packages
- Contracts
- Prepay
- Credit Cards

Your Resources

“Name three tools or resources at your newspaper that can help you learn about current accounts.”

Look for: activity reports, advertiser profiles, current/expired contact lists, account lists, demographic data, shopping behavior

Prospecting

Name three things you would do to prepare for a prospecting call (or cold call) on a business.

- **Look for:** Learn advertising history by looking up account information (are they a past advertiser?), visit the business as a customer to observe and learn, prepare an opening (what will you say/ask?), learn who is the decision maker, identify what other advertising media they're using through observation.

Account History

- *List three things in your marketing database that can help you when you prospect.*
 - **Competition**
 - **Past history**
 - **Past activity**

Follow-Up

“Even when an account says no advertising now, don’ t forget to go back 3 weeks later, in most cases they will be impressed you followed up and may very well be ready to advertise” .

Questions and Answers

This section provides educational tools to help in the selling process. Many small businesses need to be convinced that by advertising it will help their business both in the short and long term. What is the advantage of advertising and what is the advantage of advertising in student media? The answer is that advertising gives the small business 'more profits'.

Each of these tools can be used to convince the business to advertise.

It starts with a powerpoint presentation that your sales force needs to learn for themselves. In doing so they gain the confidence so that they can convince the client to advertise but at the same time the powerpoint can also be used by the sales force and presented to the client which makes you look professional and that you know what you are talking about.

We then follow with the top ten reasons to advertise. More than anything it justifies why advertising works.

Next is information that sets up both the sales force and the client, on why newspapers? It also gives the top categories that typically use media, which can lead to what accounts to call on. Is it a general merchandise store, maybe a furniture store or even an auto dealer? The categories can be broken into what is most important for your given market, small or big.

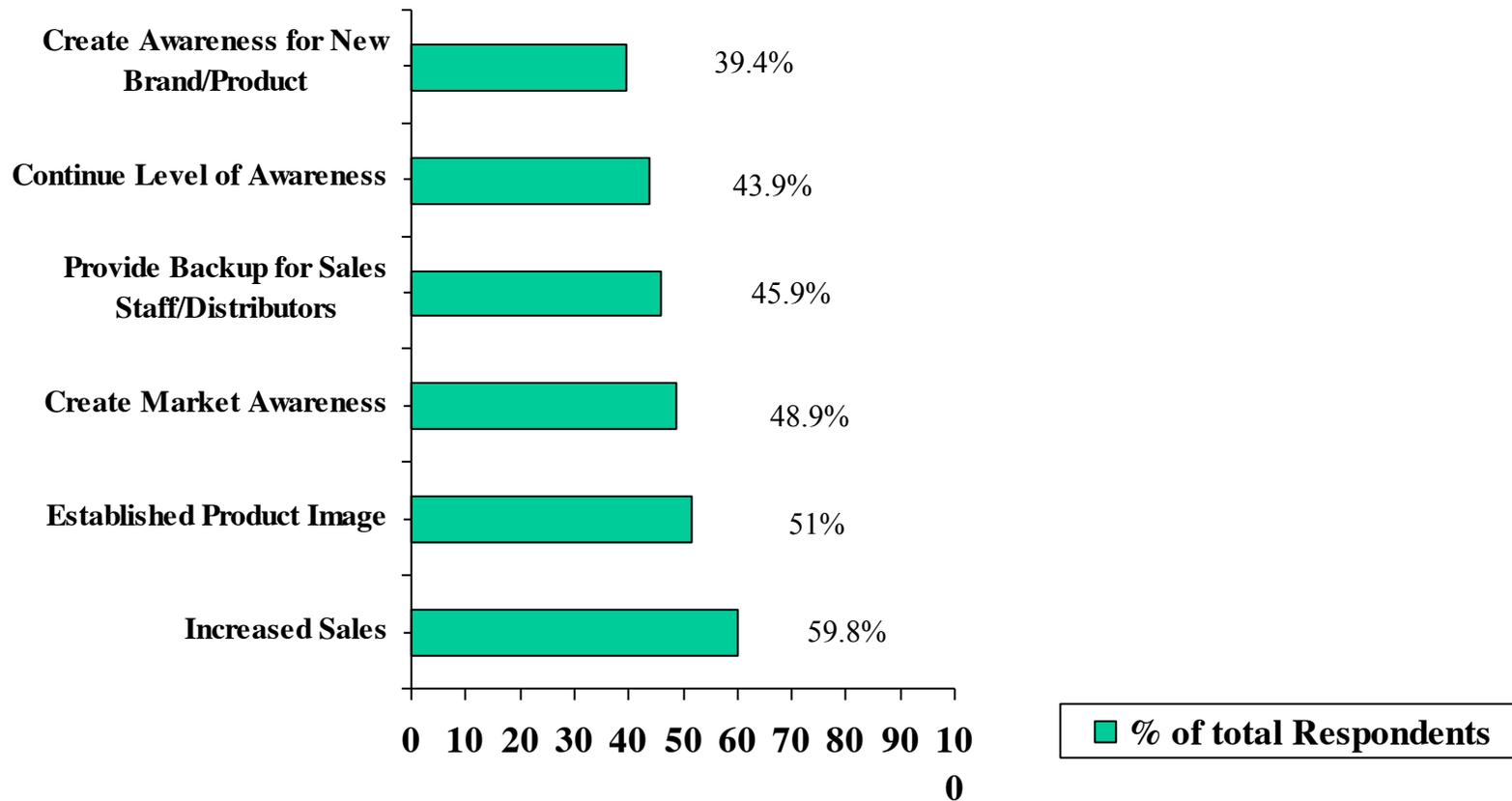
Follow-on articles that are included detail the young student market, and why advertising should be done frequently. Also included, if in fact you have a web site delivering news, is the importance of also advertising on this growing new form of media.

Lastly are some tips on making the salespersons time more effective, so that time is not wasted and they can close the sale sooner. These tips are helpful whether done in person or if sales are done on the telephone.

Why Advertise?

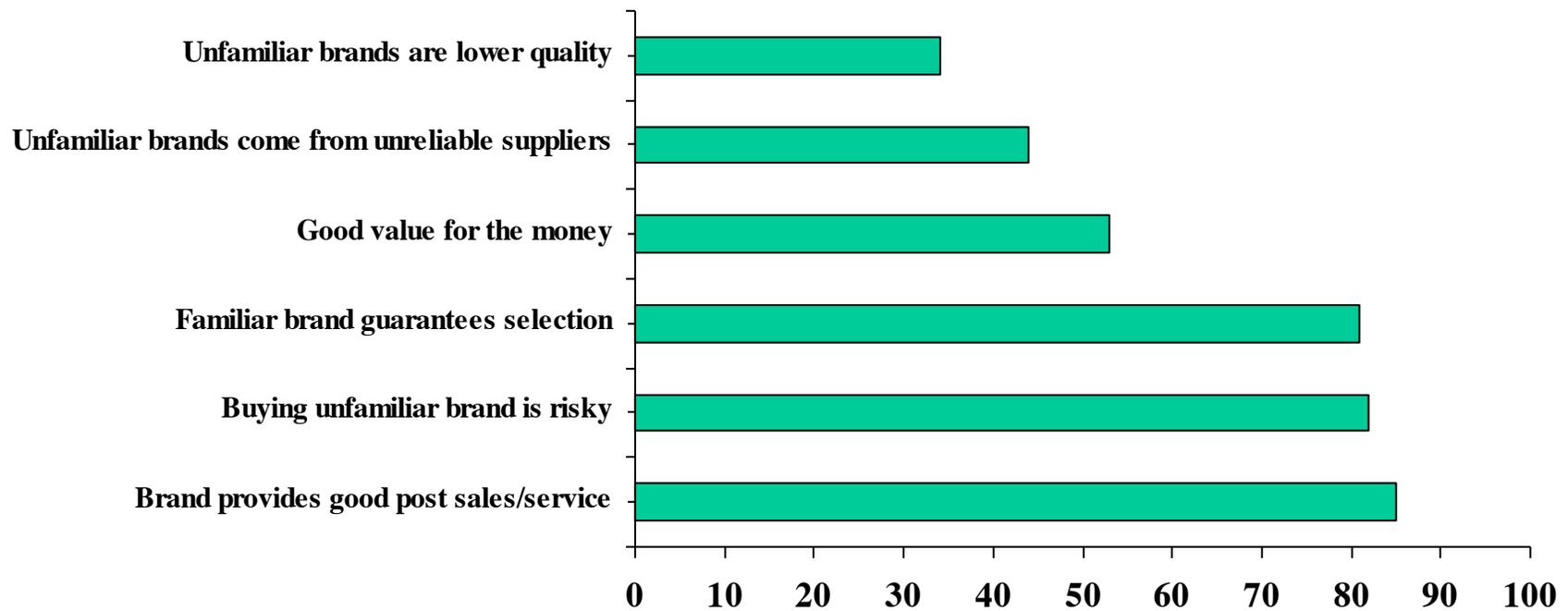
The goal of advertising, as we see from this slide is to create awareness, continue that awareness, provide support for the sales effort, create market and product awareness and lastly to increase sales. At the bottom of the chart moving across, we see that the more people that are reached by our message the more our sales increase

The Goal of Advertising



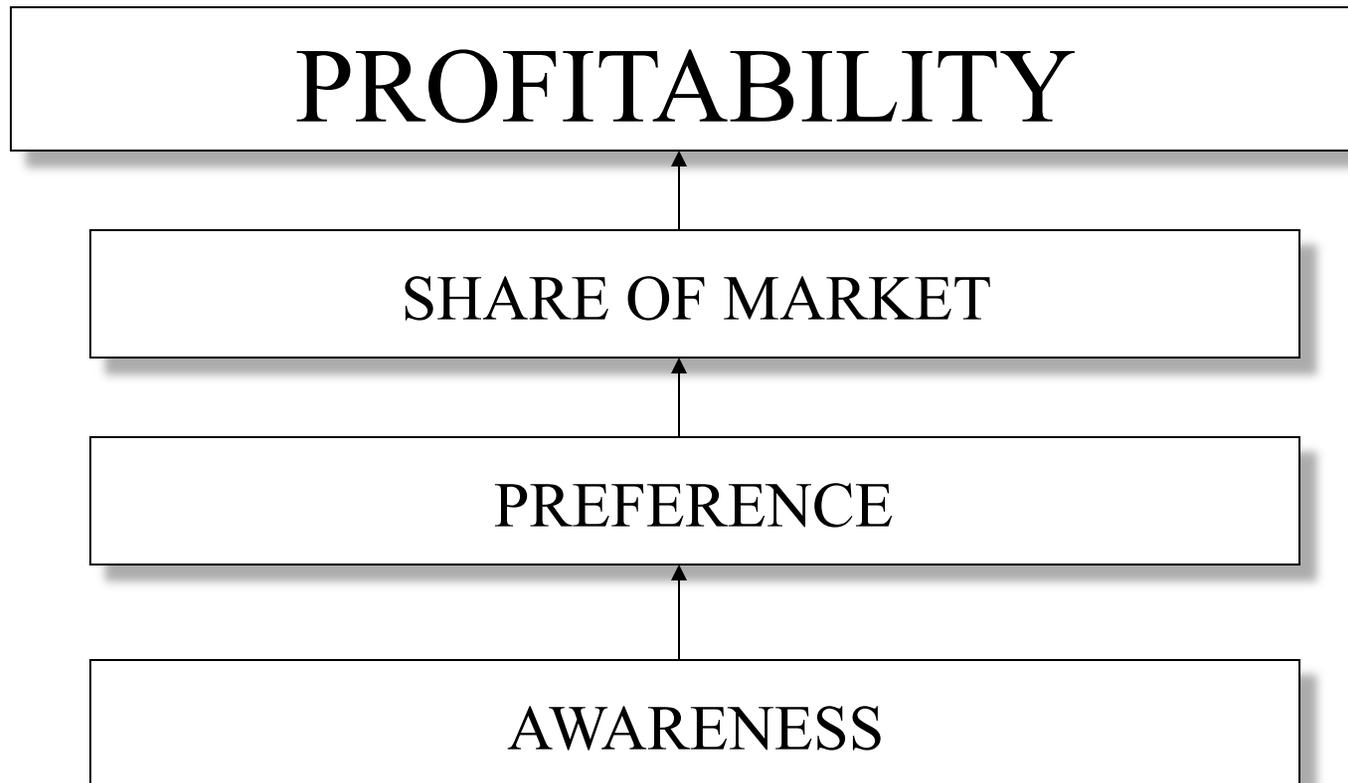
The next chart shows that by advertising, a number of other perceptions about the product and company can be changed. A brand that is not advertised has a lower quality perception. A brand that is not advertised has the perception that it comes from unreliable suppliers. We begin to see as the bar moves to the right, that a brand that is advertised has the perception that it gives good value for the price, and a familiar brand gets more often selected because buying an unfamiliar brand is risky, and lastly is the perception that a strongly advertised brand must give good service.

The Goal of Advertising



So we now see in the following chart, the process that the consumer goes through when we advertise. Starting at the bottom of the chart, they first have awareness, which leads to preference for our brand and the ore that is bought, our share of market goes up, and lastly, advertising gives us more profitability through this typical sales/awareness process.

Why Advertise?



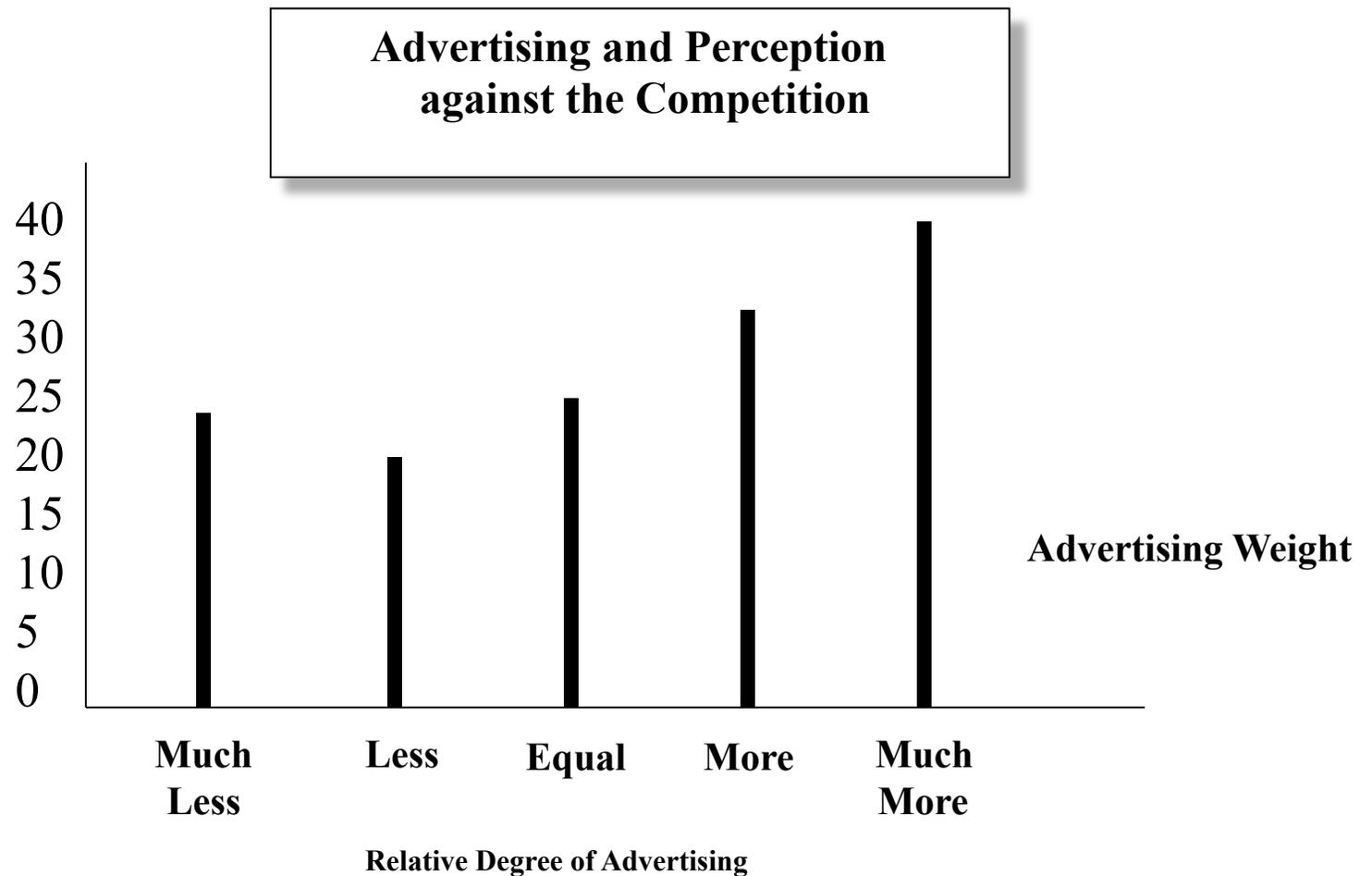
For the small business, no one knows you exist without awareness. As a business advertises and continues to do so, the perception in the public mind of the quality of that store increases. The more advertising, the higher the perception of quality is arrived at. The consumer equates one who advertises with a better quality of goods.

Why Advertise?



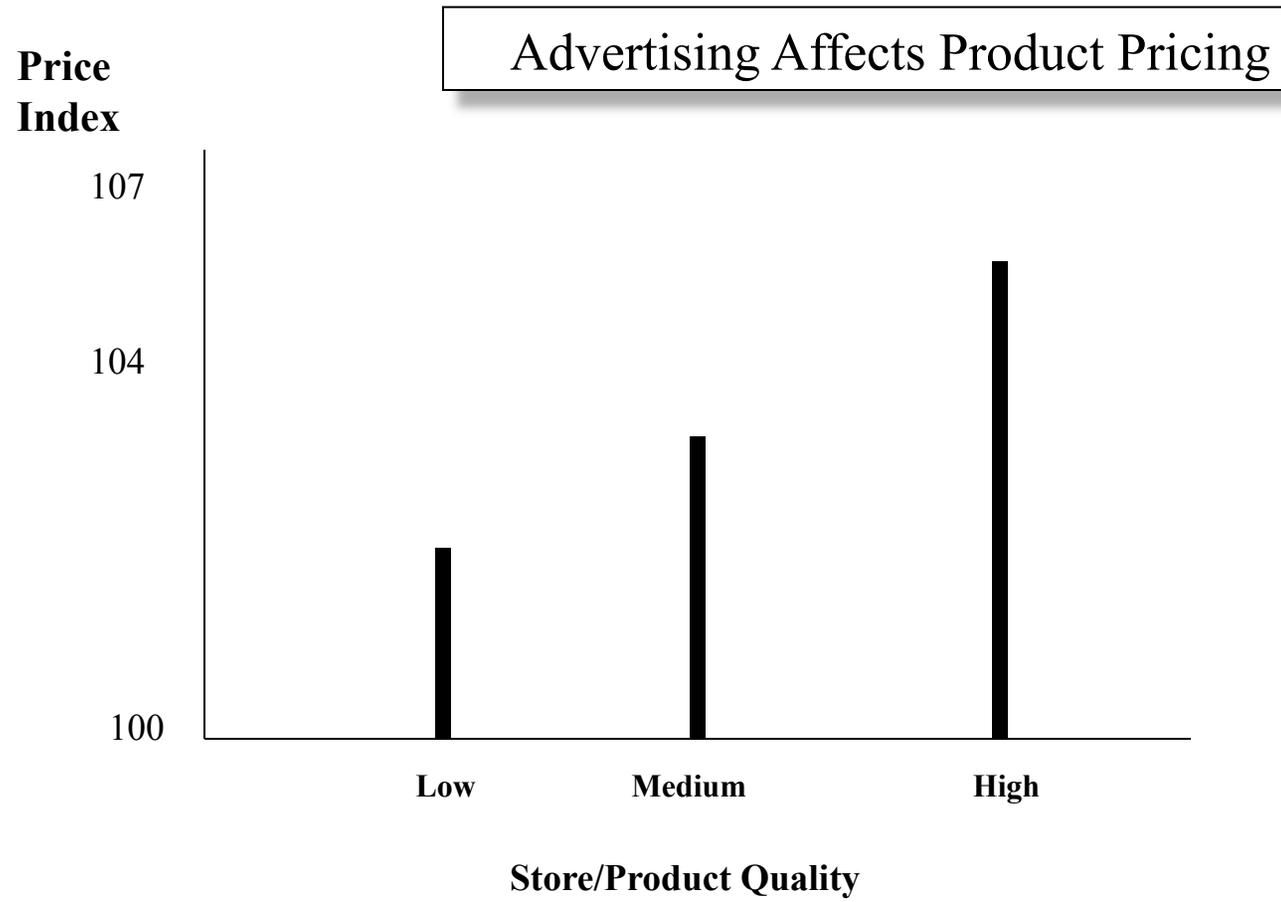
This same premise equates against the competition. The small business who advertises the most has a bigger, better perception in the marketplace. It rises with the amount of advertising relative to the competition. A food market that promotes more against the food market down the street will get more traffic and thereby sales.

Why Advertise?



The business that advertises more can charge a higher price because the amount of advertising directly effects the store and product quality perception by their consumers.

Why Advertise?



Why Advertise?

MEDIA ADVERTISING



- Brand Awareness -
- + Sales Effort + Promotion Effort
- Comparison/Product Trial -
- Perceived Quality (Preference) -
- Perceived Value (Price/Quality) -
- Increased Market Share - Premium Pricing -



PROFITABILITY

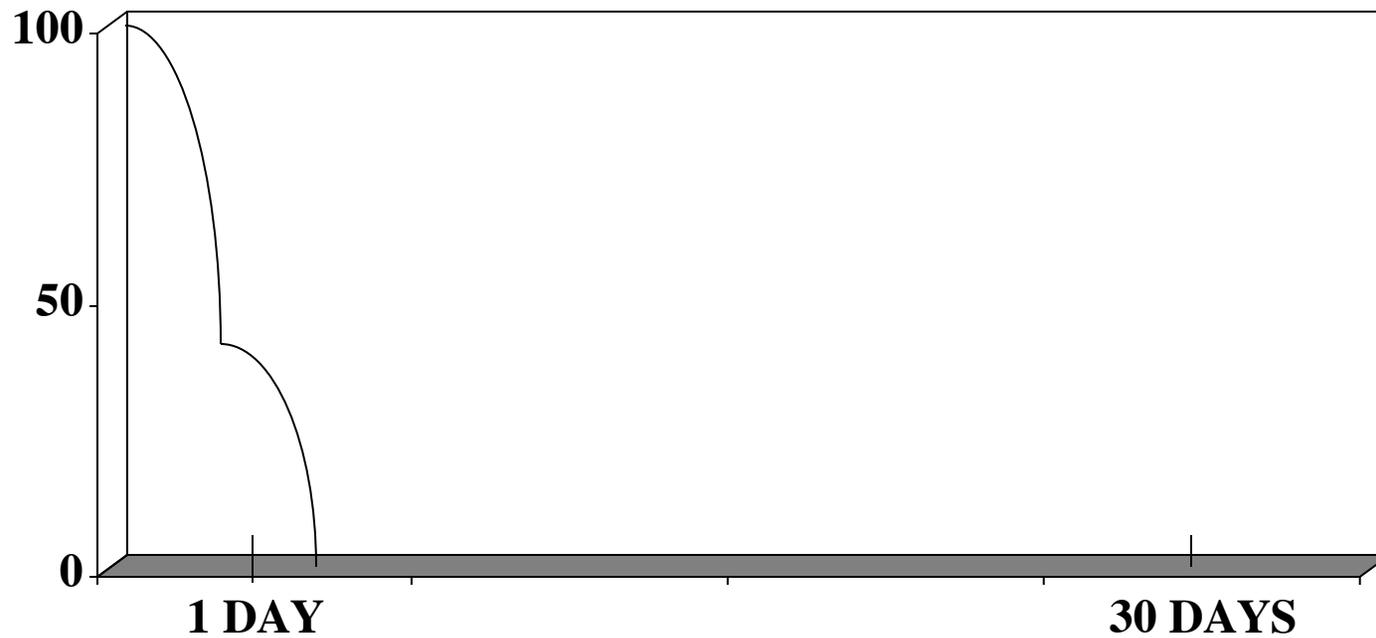
So we now see starting at the top of this chart, that through media advertising, brand/store awareness is first created, and when we put additional promotions in the market we can get the consumer to compare stores, try the product or actually enter the store. Because of this we now have created a better quality perception, we can charge a higher price, we get people coming back again and again, which in the end leads to higher profitability.

The Ebbinghaus Curve, demonstrated in the next 2 slides, shows that when advertising stops awareness also drops off sharply. In as little as 1 day the consumer looks for and hears messaging from the competition and the message is forgotten.

There are typically 4 periods of the year where we must continue to advertise and promote. We need to keep pushing up our awareness because it will drop when we are quiet.

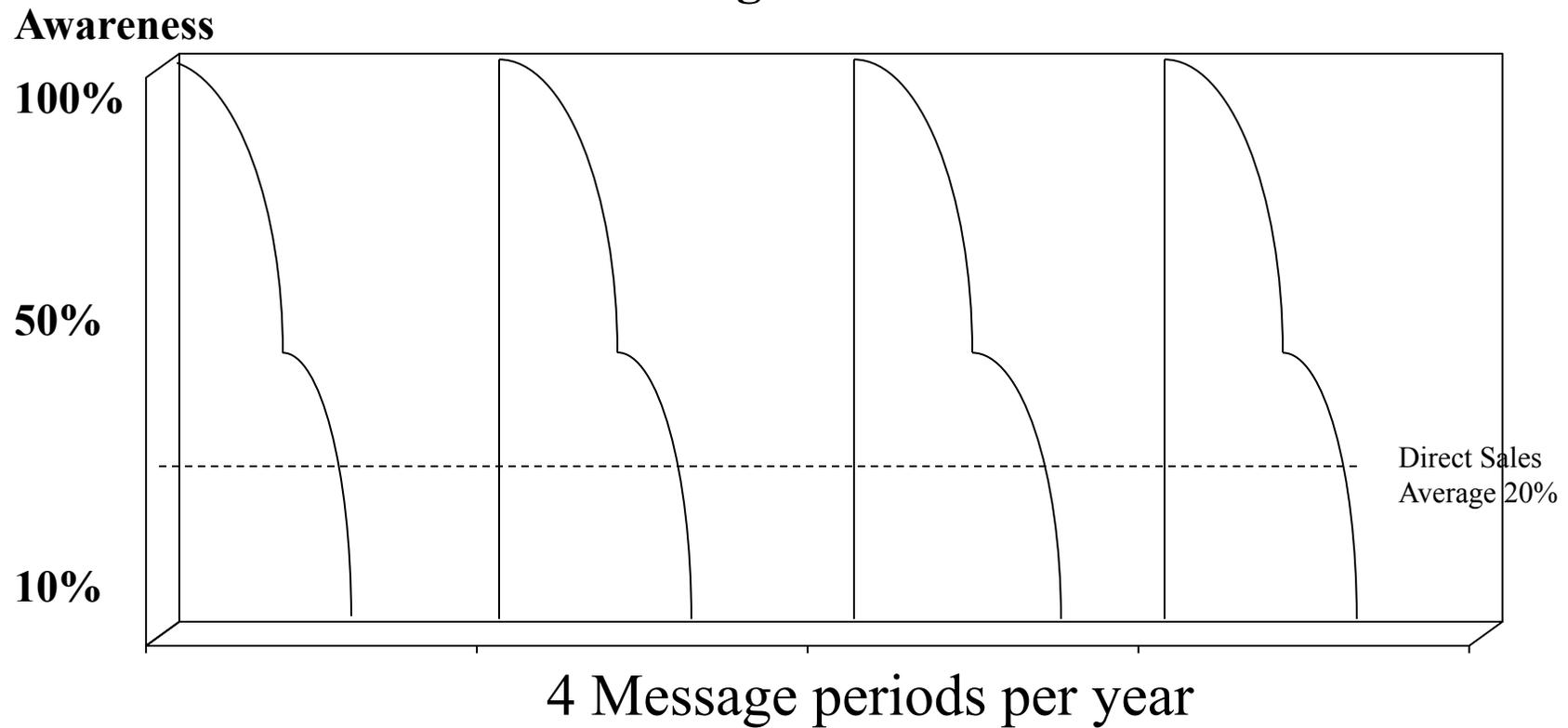
Why Advertise?

Ebbinghaus Curve



Why Advertise?

Ebbinghaus Curve



Yes, Advertising Costs money. We need to spend to grow and in so doing we will recoup our investment.

Through advertising, we create awareness. Which leads to brand/store preference, leading to share of market and when that is attained we are more profitable and end of recouping our return on investment (ROI).

Why Advertise?

Return on Investment

Share of Market

Brand Preference

Advertising

The Final Link in the Chain

The question then becomes how much do I spend on advertising?

Studies have shown that if you are new to the market and there is already competition you must spend at least 4 times what they are spending just to catch up with them and their current awareness. So a small business must take this into account when opening a new store or increasing their size or product selections.

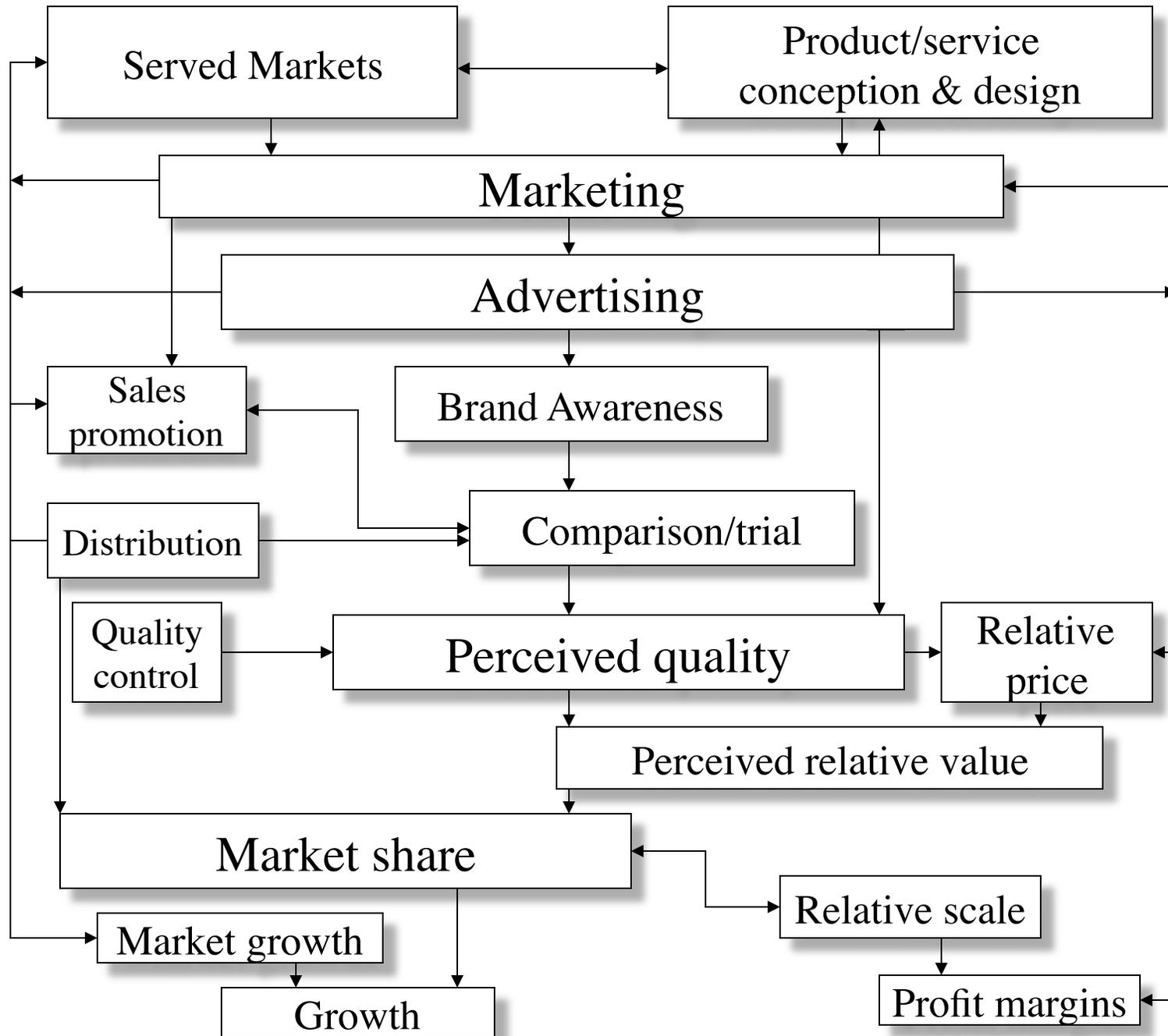
Why Advertise?

How Much?

With established competition already in the marketplace, one must spend four times what the targeted competitor is spending to equal their noise in the marketplace.

The Links from Advertising to Profitability and Growth

This next slide is fun and shows the process and the links through the advertising process. As we follow the arrows it wraps up Why Advertise?
The bottom line is growth and higher profit margins.



Why Advertise?

To Make More
Profits!

The following documents in this section are intended to be read by the students and professor as text. They further talk about why one should advertise overall, why newspapers and discussion points that can be used by the sales force to explain to a small business why they should advertise. Also included are the top categories of small business in retail that typically advertise in newspapers which leads to a list of who the salesperson should be calling on.

Lastly are some tips for the sales person to better manage their time so that they can make the sale and increase the profits of their respective media property.

Ten Top Reasons to Advertise

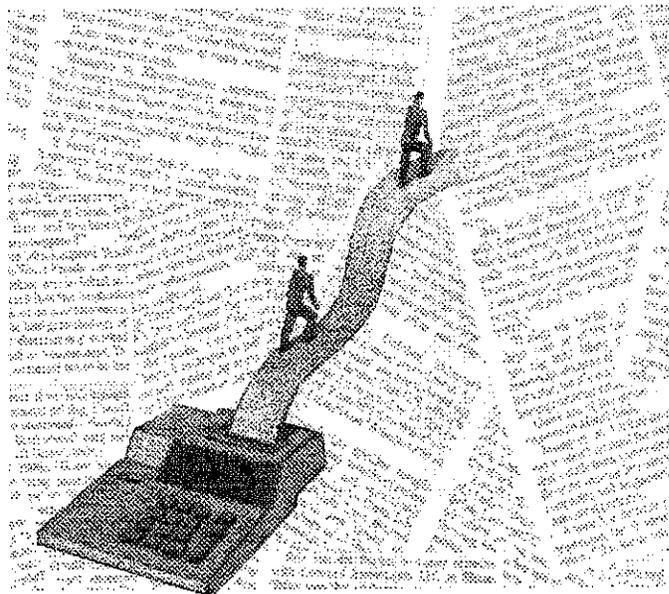
1. Advertising establishes contact. Consumers prefer to learn more about products and services through advertising. Advertising is a preferred method for introducing people to products and services and in converting wants into needs. Advertising cultivates new prospects. Advertising builds awareness: Before exposure to advertising, only one in five buyers is aware of a company and/or its products. Six out of 10 suppliers claim that maintaining or increasing awareness is a marketing objective. Buyers are always more aware of the most aggressively marketed products. A significant number of sales are lost because the consumer simply did not have enough knowledge of the product. As awareness increases, buyers are more likely to consider purchasing that specific product.

2. Advertising builds preference. Consumers believe that buying a familiar brand usually guarantees approval (81 percent according to Simmons Research) while buying unfamiliar brands is risky (82 percent according to Simmons Research). Brand preference is directly affected by the advertising investment. Advertising is a proven means of raising a brand's reputation and preference level.

3. Advertising educates and develops prospects. Consumers prefer to learn more about products through advertising. Advertising becomes the knowledgeable salesperson missing from many stores today. Advertising turns wants into needs. Advertising helps educate and helps differentiate benefits from features.

4. Advertising reduces cost of sales. In a world with less knowledgeable salespersons, advertising reduces direct selling costs. Knowledgeable customers often know exactly what they want to buy, reducing the time needed to sell them. It costs about one-fifth as much to retain and sell an existing customer as it does to sell a new one. Advertising is a tool for selling existing customers more and reducing costs of sales.

5. Advertising helps sell existing customers more products and services. One study found that nine out of 10 buyers continue to look at the vendor's ads after making the purchase. 88 percent of buyers cite learning about new models and upgrades as the top reason for reading ads from vendors they have purchased from. Advertising reassures buyers that they have made a good decision. After-purchase assessment is important to 43 percent of all buyers surveyed. 92 percent of buyers continue to read ads for a product after a purchase is made, increasing the odds that they will be happy with their purchase and buy from you again.



6. Advertising helps close the sale. Advertising builds traffic, provides incentives for acting now and links to Web sites, coupons and toll free numbers, which all can directly close the sale. Point of sale ads, and as seen in ad signage are used as sales tools by advertisers to speed the closing process. Advertising keeps them sold. Advertising reinforces good decisions, creates the best prospects for future sales. It costs less to keep a customer than to find a new one and increases the usage of products you have already bought.

7. Advertising is an effective sales tool. Seven out of 10 salespeople surveyed said that they use ad reprints as a selling tool.

8. Advertising saves time for both you and your customers. Customers believe advertising saves them time and money in comparison shopping, therefore, the customer who has been exposed to advertising is closer to making an informed decision, saving you time and money as well.

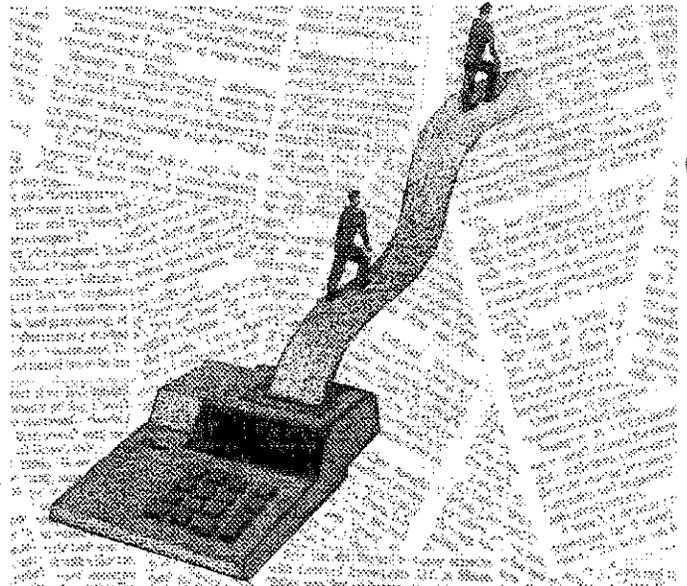
9. Advertising keeps you top of mind. For most product categories, fewer than 4 percent buy a particular general merchandise product in a given week. About half of this 4 percent buy an item within a week of deciding to make the purchase. The purchase is typically unplanned. Once the decision to buy is made, the consumer relies heavily on advertising to help him or her decide where to buy.

10. Advertising works! Millions of manufacturers, retailers, service businesses and individuals advertise every day. Over and over again. Because it works.

Sources:
How America Shops and Spends 2000
WSL Shopping Retail, May 1998
Penton Media 1998 Industry Inquiry Trends NO. 329
Laboratory of Advertising Performance Report 5012.1, and 5263 McGraw Hill
The Changing Dynamics of Buyer Response to Advertising,
Chilton Manufacturing Group
Superior Customer Values and Business Performance,
Slater and Narver, MPA Newsletter No. 68
Effectiveness of Advertising Frequency, prepared by Time Inc as
reprinted in MPA research newsletter NO. 55
CARR reports



Ten Top Reasons to Advertise in Newspapers



1. Reach: No other advertising vehicle has the reach of newspapers. Nearly six out of ten U.S. adults (57 percent) read a newspaper on an average weekday. Over two-thirds (67 percent) read a newspaper on an average Sunday.

2. Quality: Your very best prospects are newspaper readers. People who are typically labeled upscale — meaning upper income, higher education, professional/managerial occupations — all count themselves as newspaper readers. In 1999, of adults with \$75,000 or more income, 68 percent read the daily newspaper while 77 percent of the same group read a Sunday newspaper. With \$50,000 a year income, 65 percent read a daily paper and 75 percent a Sunday. 64 percent of college graduates read a daily newspaper and 76 percent a Sunday. Of executive administrative and managerial adults, 63 percent read a daily newspaper and 73 percent a Sunday.

3. Targeted: From the targeting ad placement by section readership to Post-it notes, to a few residential blocks, newspapers can fine tune your message.

4. Immediate: Newspaper advertising is among the fastest forms of advertising, with extremely short deadlines that allow ads to be created and run in a matter of days.

5. Flexibility: Newspapers, unlike most other media, allow the advertiser to build an ad in any size.

6. Credibility/Trust: More than any other medium, consumers believe people they respect use newspapers. More than two-thirds (68 percent) of the public said newspaper is the medium used by people they respect. What does that say about the advertising newspapers contain?

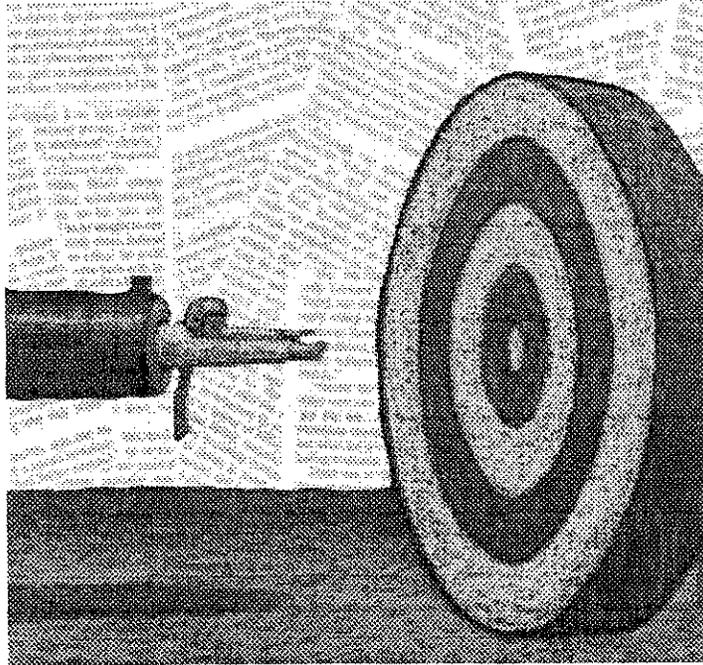
7. Selective vs. intrusive: Shoppers are less willing today to accept advertising that is spooned out to them. They seek out advertising on their own; almost two-thirds (65 percent) said at least once a week, and 16 percent said almost every day. Newspapers are the medium shoppers use most to check out ads, 63 percent. No other medium gets into the double digits. Catalogs (9 percent), direct mail (8 percent) and TV (7 percent) are the next best and all three are a long way from most shoppers' first choice.

8. Environment: The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised. To readers, the advertising in a newspaper is every bit as important as the news.

9. Relied upon: Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. Newspapers outdistance all other media combined in these areas: media used to check out ads; planning shopping; comparing prices; greatest convenience; most up-to-date; and most trustworthy believable and preferred.

10. Results: Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and, yes, establish brands. We can not lose track of the notion that, in a world of thousands of messages a day, advertising messages in newspapers are one sure thing when it comes to producing results.

10 Newspaper Innovations



- 1. Later deadlines/Earlier deliveries**
- 2. Finite targeting capabilities**
- 3. Less rub-off/Sharper reproduction**
- 4. New reader-friendly formats**
- 5. More quality color**
- 6. Marketplace development**
(food sections, personal technology)
- 7. Focus on readership rather than merely circulation**
- 8. Variety of delivery vehicles/The medium is the message**
- 9. Ad technology, e-tearsheets and ad send**
- 10. Easier to buy ads**

Ten Tips for Improving your Return On Investment of your newspaper advertising

1. Have a goal/plan: Yogi Berra once said that if you don't know where you are going, any road will take you there. Knowing what you want to accomplish may be half the battle in creating good advertising.

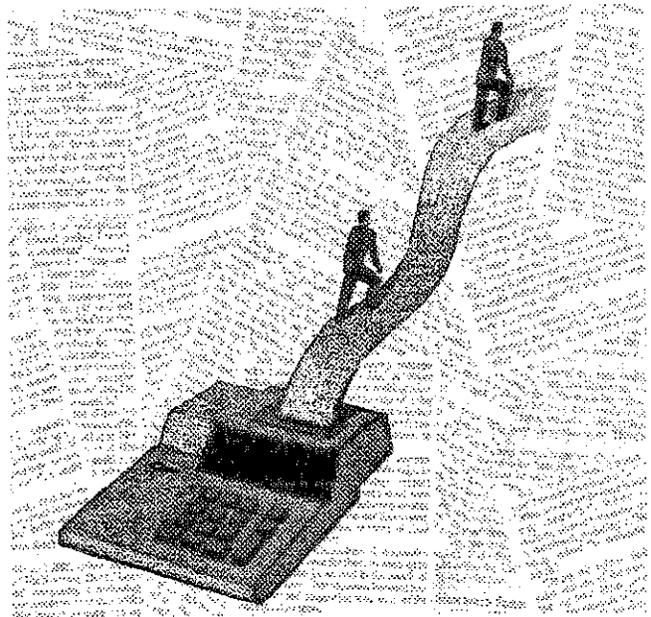
2. See your advertising from the customer perspective: Sometimes we are too close to our business to understand how customers see our offerings. Are we making the point they want us to make? Do they understand our language?

3. Include benefits, not features in your advertising: What is in it for me? Only \$499.99 is not as meaningful as save \$50.

4. Sweat the details: Hours, locations, credit cards, are little things we too often take for granted. Did we describe things right, include a picture, all the details make an ad effective.

5. Time your ad properly: When do you want action to be taken as a result of your ad? When do people in your market get paid? When do your customers read the paper? When do people most likely want you to be advertising?

6. Balance frequency with your budget: Very few people are in the market for your goods and services at any particular moment in time. The more often and wider you cast your net, balanced against fishing where the fish are and your budget, the better off you are.



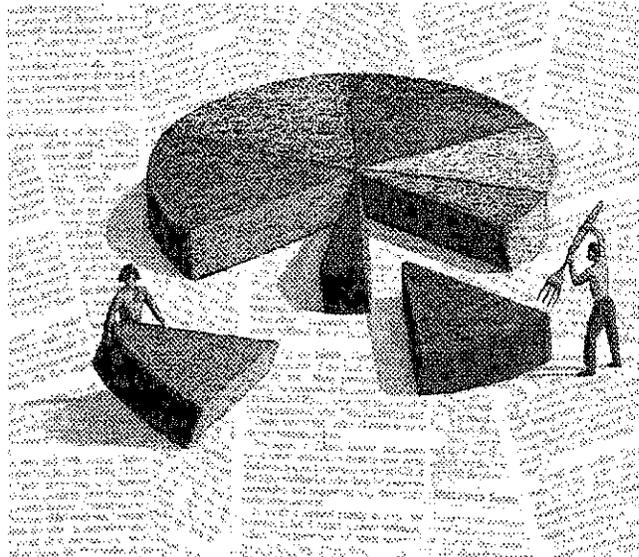
7. Be consistent: Remember that you will get tired of your advertising way sooner than your customers will. Try to be consistent with your sizes, your templates, your type style, your format, the day you run and your brand. By doing so, people will see your ads as even more effective.

8. Be strategic with your ads: If readers eyes move from top to bottom and left to right, consider that flow and what you place in every segment of your ad to optimize effectiveness.

9. Consider the use of attention getters: Creative use of white space, illustration/art, color all tend to draw attention to your ad. Remember that readers make the decision to read your ad very quickly. Often in a second or two. What will make them stop and read your ad?

10. Track what works for you: The more you measure results of your ads the more likely you are to repeat successfully what has worked for you in the past. Measure sales, measure coupons, measure image, but try to do more than anecdotally get a gut feel for how your ads are working.

Ten Reasons to Advertise in a Newspaper Special Section



1. Special sections allow you to focus your ads on a specific target market

2. Special sections create market places within the newspaper to draw targeted audiences. In some cases, special sections create a marketplace where none has been before. In some cases they tie to a specific event or time of year making it more relevant for the reader.

3. Special sections add content support for your advertising.

4. Newspapers typically promote special sections getting incremental traffic for your ads. Often special sections are distributed at major events or in other ways to enhance your audience as well.

5. Special sections are typically stand alone sections within the newspaper making them and your ad easily located.

6. Special sections are typically saved giving your ad longer shelf life.

7. Special sections often tie your brand more closely to the community you serve.

8. Special sections are great opportunities for co-op and vendor funding.

9. Special sections are great ways to test the viability of the newspaper.

10. Special sections allow you to finitely target merchandise and services that would appeal to the special section reader.

Top 10 Newspaper Retail Advertising Categories (2001)

Category **% of Display Ad Expenditures**

1. General Merchandise	36.69%
2. Computers/Electronics	15.01%
3. Financial	13.15%
4. Home Supplies/Furniture	12.83%
5. Food	8.10%
6. Hobbies/Toys/Sports	4.96%
7. Apparel & Accessories	3.61%
8. Building Materials	3.26%
9. Automotive Aftermarket	1.45%
10. Records/Books/Cards	0.94%

Source: Competitive Media Reporting, NAA

Top 10 National Advertising Categories (2001)

Category **% of Display Ad Expenditures**

1. Public Service/Utilities	19.90%
2. Transportation/Travel	19.39%
3. Motion Pictures	14.45%
4. Coupon Marketing Organization	12.64%
5. Automotive	9.04%
6. Publishing/Media	5.10%
7. Miscellaneous	4.32%
8. Political/Government	3.43%
9. Computer Equipment	2.79%
10. Medical/Toiletries	2.06%

Source: Competitive Media Reporting, NAA

Top 10 Newspaper Advertisers-Retail (2001)

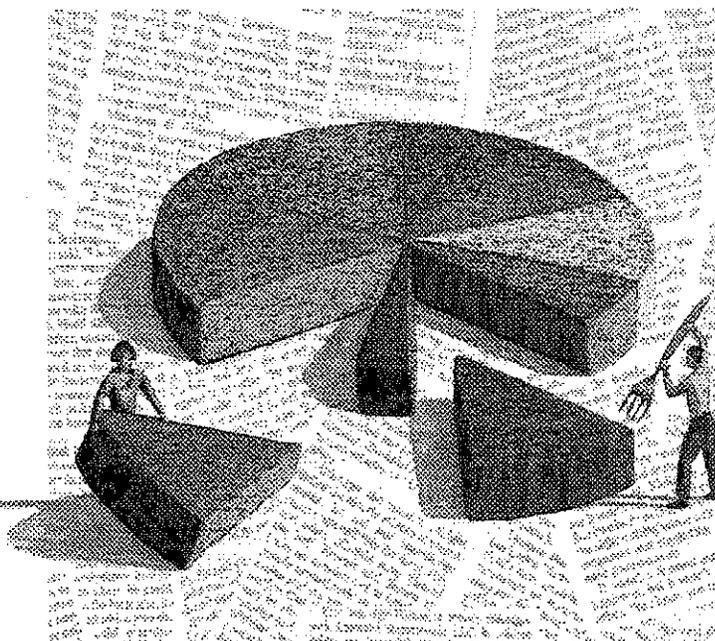
1. Federated Dept. Stores Inc.
2. May Dept. Stores Co.
3. Dillard Inc.
4. Target Corp.
5. JC Penny Co. Inc.
6. Sears Roebuck & Co.
7. K-MART Corp.
8. Best Buy Co. Inc.
9. Verizon Communications
10. FRY'S ELECTRONICS

Source: Competitive Media Reporting, NAA

Top 10 Newspaper Advertisers-National (2001)

1. AOL Time-Warner Inc.
2. General Motors Corp.
3. Walt Disney Co.
4. Daimler Chrysler Ag.
5. Ford Motor Co.
6. News Corp. Ltd.
7. National Amusements Inc.
8. Sony Corp.
9. Bristol-Myers Squibb Co.
10. Vivendi Universal Sa.

Source: Competitive Media Reporting, NAA



Top 10 Media in Advertising Expenditures (2001)

Media	Ad Expenditures (in billions of \$)
1. Direct Mail	44.7
2. Newspapers	44.3
3. Broadcast Television	38.9
4. Miscellaneous	30.0
5. Radio	17.8
6. Cable Television	15.5
7. Yellow pages	13.6
8. Magazines	11.1
9. Internet	5.7
10. Business Papers	4.5

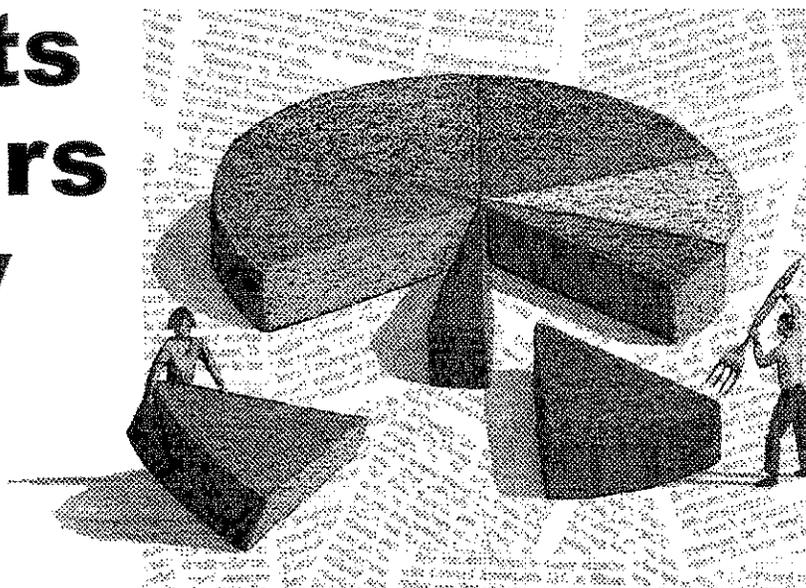
Source: NAA (newspapers), McCann-Erickson (all other media)

Top 10 Ad Agencies by Newspaper Media Billing (2001)

1. Initiative Media Worldwide
2. Newspaper Services of America
3. OMD Worldwide
4. Zenith Media Services
5. Universal McCann
6. Bernard Hodes Group
7. Empower Media Marketing
8. MindShare Worldwide
9. TMP Worldwide
10. Mediaedge:CIA

Source: Ad Age (<http://www.adage.com/page.cms?pageId=895>)

Ten Targets Newspapers Effectively Reach



1. Men: Daily newspapers reach 58 percent, Sunday editions, 63 percent.

2. Women: Daily newspapers reach 51 percent, Sunday editions, 64 percent.

3. Age groups: 35-44 year olds — daily newspapers reach 51 percent, with Sunday editions reaching 62 percent; 45-54 — dailies reach 60 percent, with Sundays reaching 69 percent; 25-34—daily newspapers reach 40 percent, while Sunday editions are read by 53 percent.

4. People with money: Newspapers reach 64 percent of people with household incomes of \$75,000 or more; of people earning between \$75,000-\$40,000 or less, 40 percent are reading dailies while Sunday editions reach 55 percent.

5. Educated people: Daily newspapers reach 70 percent of people with postgraduate educations, while 76 percent get Sunday editions.

6. Employed people: Daily newspapers reach 58 percent of people with executive, administrative or managerial jobs, while 68 percent read Sunday newspapers.

7. Home owners: 70 percent of owners of homes valued at \$250,000 or more read daily newspapers, while Sunday editions reach 77 percent of this population.

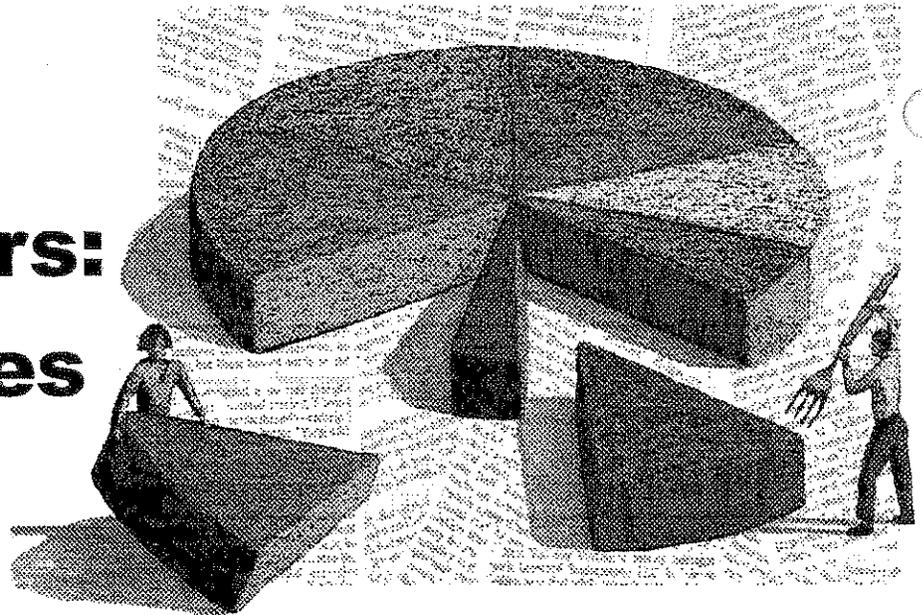
8. Car owners: Daily and Sunday newspapers reach 73 percent of adults who own cars.

9. Teens: 69 percent of teens have read a newspaper in the past seven days.

10. Hispanics: Daily newspapers reach 37 percent of Hispanic adults and Sunday editions are read by 44 percent.



Teens and Newspapers: 10 Surprises



1. 62 percent of teens 12-14 read a newspaper in the past week.

TRU 2001 Fall.

2. 76 percent of teens 15-17 read a newspaper in the past week.

3. Most popular sections read by teens:

Comics 56 percent
Entertainment 51 percent
Sports 45 percent
Advertising 42 percent
Local News 35 percent
Classified Ads 28 percent.

4. 73 percent of teens say that the Sunday newspaper is most helpful medium when thinking about products to buy.

5. 74 percent of all teens read or look at their local Sunday newspaper.

6. 41 percent of teens report reading preprinted inserts every Sunday. The top reasons for reading the inserts by teens are seeing what's on sale, product comparison, saving money, learning what stores to shop. The most popular

inserts read by teens are electronics, 57 percent; discount stores, 55 percent; and major department stores, 35 percent.

7. Newspaper classified readership by teens jumps from 17 percent for teens 12-15 to 40 percent for teens 15-17 in the past 7 days.

8. Older teens are more interested in newspaper advertising than younger teens; 39 percent for ages 12-15 and 44 percent for ages 15-17.

9. Male teens are bigger daily newspaper readers than females, 71 percent vs. 67 percent; but on Sunday, the female teens out read the males 76 percent to 73 percent, respectively.

10. Teens have money. These consumers spent \$172 billion in products and services. 4 percent of teens have a savings account. 59 percent of teens receive money from parents. Most have various ways of earning or obtaining money: 1/3 do odd jobs, 23 percent have part-time jobs and 43 percent cite gifts.

Ten Top Reasons to Advertise Frequently

1. People have new wants and needs every day.

Very few people have a need for any specific merchandise item on any given day. In half of all general merchandise categories measured in a 2000 consumer shopping study, the consumer's decision to buy and the actual purchase was made in one day. Frequent advertising reaches this "thin market" when they are ready to buy, not just when you are ready to sell.

2. Frequent advertising reaches your customers regardless of reading habits. Frequency builds awareness. Awareness builds familiarity and familiarity builds trust. Conventional wisdom says that your audience needs to be exposed to your ad 2.5 times to sink in and to build awareness. Just like dieting, advertising gets the best results over time. Each ad builds on prior brand recognition.

3. Frequency offers you the best rates.

Most newspapers today offer significant incentives for increasing frequency. Whether these incentives are for repeating an ad in a certain period, contracting to run a certain amount of space over time or investing a certain amount of money, newspapers recognize the need for frequency and encourage customers to use it.

4. Today's ad may influence but tomorrow's will close the deal for a lukewarm prospect.

Like pushing a ball up a hill: It is better to push slowly than to push quickly and run out of energy halfway up.

5. Frequent advertising helps beat your competition.

If you are not advertising as much as your competition does, who is more likely to reach the consumer who is ready to shop?

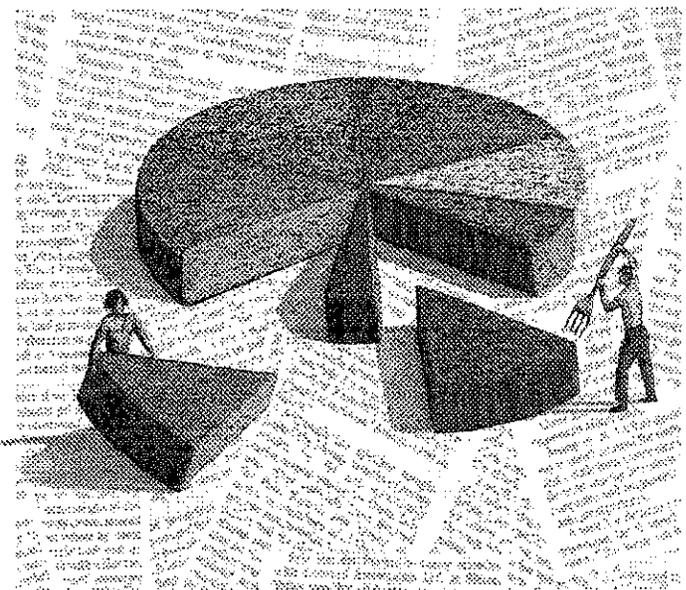
6. Everyday you:

Open your store
Keep your shelves stocked
Keep your phone connected
Have your staff come to work.
Shouldn't you invite customers in by advertising frequently?
Advertising is one of your smallest expenses. Yet, not using it often enough can kill your business. For the average business, the investment in advertising could be as low as 2-3 percent.

7. Advertising frequently = higher than average results. Every business needs new customers every week. A study conducted by the Advertising Research Federation and American Business Press measured the profitability of products that advertised with varying frequencies to discover that the more frequently advertised products resulted in higher profits.

8. Frequent advertising helps you spread your sales evenly throughout the year. You can avoid spikes in customer traffic, efficiently utilize resources and manage inventory.

9. Frequency helps your advertising cut through the clutter.



Mohammed Ali did not become heavyweight champion of the world by punching 20 people one time each. No, he became the champ by punching one guy 20 times. By applying frequency to the poor opponent's head, Ali was able to bring his message home.

Have you ever trained a puppy? Did you find yourself repeating your commands? Is that more likely to get the pup to change behavior? Repeating yourself to a target consumer increases the odds that your message will get through.

According to djnr.com, morning-after recall of most major TV campaigns varies but generally falls below 10 percent. If you come in at 10 percent, you are a success even though 90 percent don't even remember it. Of those who do notice it, very few focus on it and fewer still understand it. Even fewer are motivated to act on it.

10. People forget!

What are the statistics about how fast people forget? It used to be that something like 80 percent forget a message in 24 hours. But, I forget.

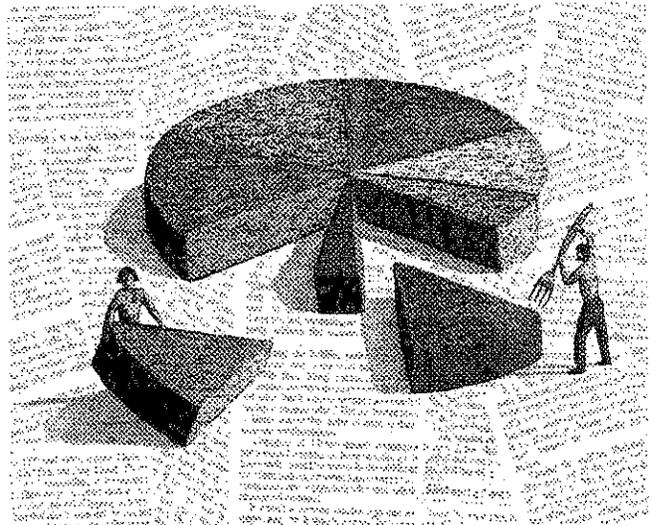
Reach and/or frequency used by advertisers depend on:

1. Is it a new product or service? A new product or service will require a high frequency to build awareness.
2. Is it a new campaign? To establish awareness of a new campaign, a higher level of frequency is required. An ongoing campaign can use a lower frequency level since it is a "reminder" situation.
3. Is the brand dominant in its category? A brand that is dominant in its category might require less frequency due to existing higher consumer acceptance levels and a generally higher level of awareness. Consequently, a minor brand will require a higher level of frequency to establish its market position.
4. Brand loyalty. The higher brand loyalty is on the part of the public purchasing the product or service, the lower the frequency requirements.
5. Competitive stance in the marketplace. If the determination is made to meet or beat the competition in the market, then higher frequency is probably needed.
6. Remember the higher the level of the competitive advertising in the market, the higher frequency required to maintain a share of voice.

Source: TV Dimensions, 1996: Television Bureau of Advertising



10 Things a Good Ad Does



1. A good ad must stop the reader from turning the page.

2. Sells a product's benefits rather than its features: People buy based on what the product does for them not on what ingredients it has.

3. Promotes the name of the store or brand while visually creating an image for it.

4. Speaks to a specific group of people.

5. Provides all the facts a reader needs without providing too many.

6. Conveys its message simply. It is believable and honest.

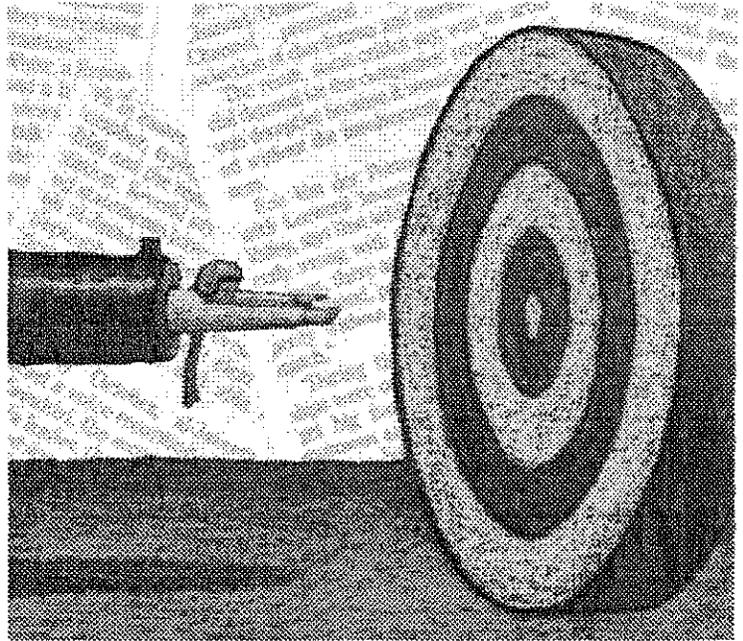
7. Is news: Readers say advertising in newspapers is as important as the news. It is in fact a primary reason that people seek out advertising in newspapers.

8. Sells answers to consumer's current needs. Advertising sells to people's wants and not just needs. If people need transportation, they want a Mercedes. If they need clothing, they want Polo.

9. A good ad uses white space. Crammed ads get poor results because readers don't want to work that hard.

10. A good ad has a sense of urgency. It tells the reader to do something.

Ten Unique Advertising Opportunities in Newspapers



1. ROP: Run of Press advertising means an ad placed on the pages of a newspaper. This best-known newspaper advertising option offers short deadlines and proximity of editorial that enhances visibility.

2. Preprints: Preprinted inserts offer advertisers the flexibility and control of creating and printing advertising that the newspaper distributes.

3. Commercial printing:

Newspapers offer customers who need major printing the opportunity and cost efficiency of using their presses to print catalogs, inserts and other commercial print needs.

4. Zoned/Targeted ROP: Advertisers who need to reach a subset of the full run newspaper circulation can often do so in partial circulation editorial products' slightly smaller distribution for slightly less cost.

5. Web sites of newspapers: Among the most popular Web sites in any community is the one operated by your local newspaper. Advertising on local newspaper Web sites offers significant targeting opportunities and cost efficiency.

6. Database marketing: It may come as a surprise but newspapers are typically among the largest mailers in any local market. In addition to managing both subscriber and non-subscriber databases, many newspapers offer an array of database marketing services.

7. Flyers: Many newspapers offer advertisers a simple and inexpensive opportunity of both printing and distributing single sheet flyers at costs significantly less than printing and handing out, or printing and mailing. These flyers can be inserted into the newspaper in selective distribution methods or into newspaper-produced Total Market Coverage packages.

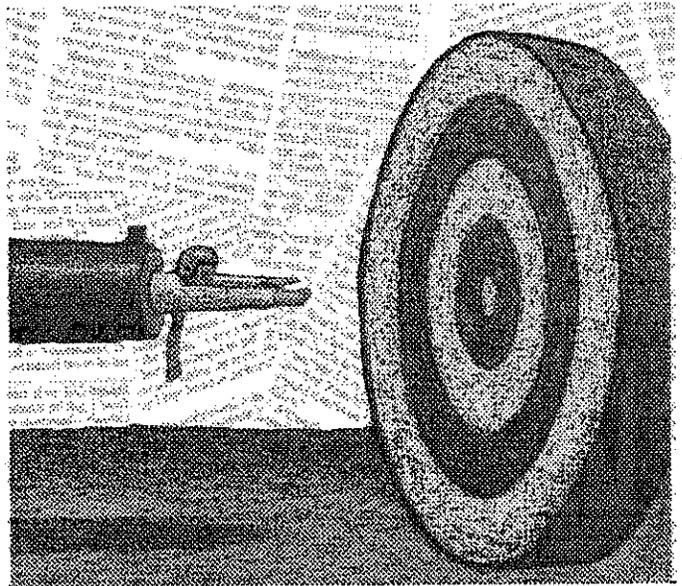
8. TV magazines: The television listings magazine that typically comes with your Sunday newspaper offers extended shelf life options and a way to connect with large numbers of TV viewers in your local area.

9. Comics: One of the newspaper's most popular features, the color Sunday comics afford advertising opportunities to capitalize both on the color availability and the high family readership of this unique medium within the media.

10. Niche products/Special sections: Newspapers offer a myriad of opportunities where a special marketplace is created to help in targeting an advertiser's best prospects. These products may be inserted into the newspaper or may be distributed in other ways needed to best attract the niche audience.



Ten Reasons to Advertise on a Newspaper Website



1. Frequency: The online newspaper Web site user accesses the Internet almost twice as much as the general user.

2. Credibility: The credibility of the newspaper brand extends to the advertiser. Fifty-nine percent of Web users agree that online advertising is more believable from a trusted Web site. Online, newspaper Web sites are the dominant local media site in most markets.

3. Targeted: If you want to focus on a particular backyard, advertising in an online newspaper is more personal and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics, are illustrative) for virtually any demographic advertisers could possibly hope to reach.

4. Purchasing power. Sixty-two percent of newspaper Web site users purchase online compared with 49 percent of general users. Thirty-nine percent of online newspaper users have incomes higher than \$75,000; 65 percent own their homes. Fifty percent of online newspaper users have spent more than \$500 online in the last six months, and 63 percent of online newspaper users prefer to find out about new products through the Internet.

5. Content: After e-mail, the most preferred Web content is news, sports, financial information, entertainment news and shopping—in that order. Sixty-two percent of Internet users visit online newspapers for local news, compared with 39 percent for the local TV station Web site and 23 percent for the local radio station site. Not even Yahoo! or AOL's Digital City can top this.

6. Retailers prefer newspaper sites: Sixty-five percent of retailers report that newspaper sites are more efficient in assisting them in meeting marketing needs compared with other sites.

7. High profile: Research.net reports that, among top executives (CEO, CIO, CFO or owner/partner), Internet advertising ranked above all other media measured for: "Where I prefer to find out about new products," "Where I prefer to receive information about companies" and "Where modern, up-to-date brands advertise." At the same time, these early adopters of technology also skew younger than the traditional newspaper audience. Forty percent of online newspaper users are ages 18-35.

8. Reinforcement: Seventy-six percent of online newspaper users also read the newspaper in the past seven days, and repetition increases awareness. The Internet Advertising Bureau found that, by increasing the number of online banners from one to two per week, branding results on three key metrics increased 42 percent, making online a great, inexpensive way to increase the branding lift of traditional campaigns.

9. Quality: Seventy-five percent of advertisers generally said newspaper Web sites' advertising was as good or better than other Internet sites.

10. Mix: A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other focal medium.

Ten Time Tips

1. There is no such thing as "Time Management"

No matter how good we get at managing time, we will never be able to squeeze another hour into our day. It is important to understand that we are talking about personal productivity management, not time management. It is all about making us more efficient users of the time we have.

2. Avoid interruptions

Just like regaining speed after you stop at a stop sign: it takes much more time to regain momentum than it does to maintain momentum. You get much more done if you can avoid interruptions because you are not stopping and restarting. Many people like to work with the TV or radio on but working in a quiet setting is usually more effective because it makes you less likely to be interrupted. The average person is interrupted once every eight minutes. Focusing on one project at a time also keeps you from too much starting and stopping.

3. Put it all in one place

Write down messages, phone calls, errands in one place. The more pieces of paper you have to route through to find what you are looking for the more time it takes. The old saying goes; "Misplaced things are always in the last place I look." Duh! After I find them I never have to look any further. Keeping the places to look at a minimum is a good idea. The average person wastes 45 minutes per day looking for some piece of paper. Reduce it to 30 minutes and you'll save 15 days per year.

4. Store vertically rather than horizontally

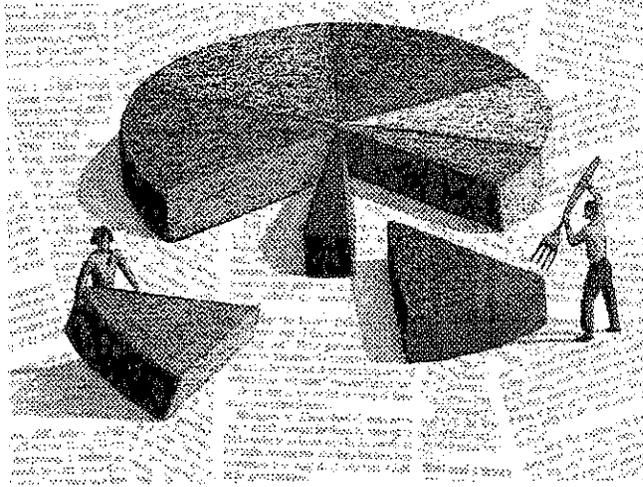
Try to avoid having to look at a piece of paper over and over again. It is a big time waster. If you can, use the TRAFF system. You know, there are only five things you can do with a piece of paper: . tThrow it away, ... Rerefer it to someone else, ... Aact on it, ... FFile it and ... Ffollow up. Make one of these five decisions every time a piece of paper crosses your desk - instead of putting it aside to think about later. Your desk will soon be free of clutter. Files instead of piles makes you more productive. However, use it or lose it is a better philosophy.

5. Don't Procrastinate

People procrastinate for several reasons: fear of failure, fear of success, perceived difficulty of the task and , perceived boredom. To overcome procrastination, : break large tasks down into smaller bite-sized chunks, set deadlines and stick to them, reward yourself for completing a task, focus on the benefits of completion and , utilize creative scheduling. Most people prefer (many people finding doing distasteful tasks early in the morning when they have the most energy, or doing monotonous activities in short bursts as an effective strategies. y or doing monotonous tasks in short bursts), Using use a a "leading task" to get started, or a (a simple short task first, helps people generate that needed momentum. Other youpeople get momentum), or just do it!

6. Keep a master list

Just like a hard drive gets full and begins to slow down, so does your brain. Consider backing up your files. A periodic data dump is a really good idea. Make an appointment with your self and write down on a piece of paper (or two if you haven't done this in a while) every incomplete task, chore or item you can think of. What do you have to do that is not yet finished?. Yes, creating a master list it may look depressing but consider how it slows you down every time the notionit pops into your brain-- , reminding you to stop what you are doing and consider something you haven't



done. Keep your master list on top of your desk, ready to add to it or, my personal favorite, put a line through the thing I just finished. You may want to prioritize that list by putting a star next to the really important items. Sort of like a directory on your computer. Try to look at the list everyday. It will be a real reminder for you and make you more productive.

7. Take time to plan

In the long run, planning makes you more productive. Planning allows you to consider what your task is, what is involved, what you need, how long it will take, and when something it is due. The famous philosopher Yogi Berra once said, "When you get to a fork in the road, take it." OK, maybe it was "When you don't know where you are going, any road will take you there." Either way, planning will help you get there faster. Don't confuse activity with results. The politician is one who after losing sight of his objectives, redoubles his effort. Don't get so enmeshed in the activity that you forget about getting there.

8. Take a break.

Keeping your mind fresh and clear makes you more productive. Taking a 10ten minute break a couple of times a day helps you return to concentrateion more effectively. Just be careful not to over socialize. Don't eat lunch at your desk, identify those people who keep you from working and do something about it. Try waking up a half-hour earlier, it may minimize the rushed feeling, increasing your personal productivity.

9. When in doubt, cut it out

Too many people do things like they have always done before them out of habit or familiarity. because they have always done them that way or at that time. Continually ask yourself if a task, meeting or process is necessary. Structure, while it can help us manage time, can also be a time robber. Don't focus your energy on low return items just because you have always done so. Break the mold when it needs to be broken.

10. Set realistic goals every day

Take 15 minutes every evening or first thing every morning to decide your plan for the day. Organize your desk, put the tools you'll need at easy reach, keep only one calendar, give yourself deadlines, prioritize, allow more time for everything, and go get it done. Try to view the glass as half full, not half empty, by focusing on the good resources and capabilities you have rather than the those you lack.



In the following 3 sections (3,4,5) is a training manual to get your sales people up to speed on how to sell, how to do their homework, how to ask the right questions and how to close the sale.

There are a number of self-explanatory exercises to develop a fully functional, salesperson with the tools to accomplish the task.

These are intended as practice exercises for the student once they understand the 'consultative process' Once they have learned how to ask the right questions of a prospective client and how to answer them with the benefits of your media property they will be successful at selling.

It is a complete process of preparing, discovering, proposing and finally having the ability to close the sale. As each sales person has a different approach that fits them, you want to let them incorporate these ideas and exercise into their personal style. No one precise example fits every sales person. By getting them all in class initially to answer and explain how they would approach the problem the others can learn from each other.

You can grade/assess the staff however you would like but the most important aspect is do they feel competent, and confident to hit the street and make the sale.

How to Train a Salesperson

The Process

New Hire Training—Roadmap

Unit 1: Introduction

Unit 2: The Foundation

Unit 3: Life of an Ad

Unit 4: Products and Competition

Unit 5: Finding Business (Prospecting)

Unit 6: The Sales Process

Unit 7: Rate Card

Unit 8: Time Management

Evaluation and Follow-up



Unit Objectives

By the end of the session, you'll be able to:



Define “consultative” selling.



Explain the consultative selling process.

Ask questions to complete an advertiser profile, uncover needs and clarify concerns.



Link solutions to the needs uncovered, when presenting to advertisers.



Explain what it means when an advertiser gives an objection.



Respond appropriately to the most common objections.



Use basic closing techniques to move the sales process forward and ask for the order when appropriate.

Activity: Experiences With a Salesperson

Record key points about your group's (and your own) experiences with a salesperson.

Negative experiences:

Positive experiences:

Consultative Selling

What Is Consultative Selling?

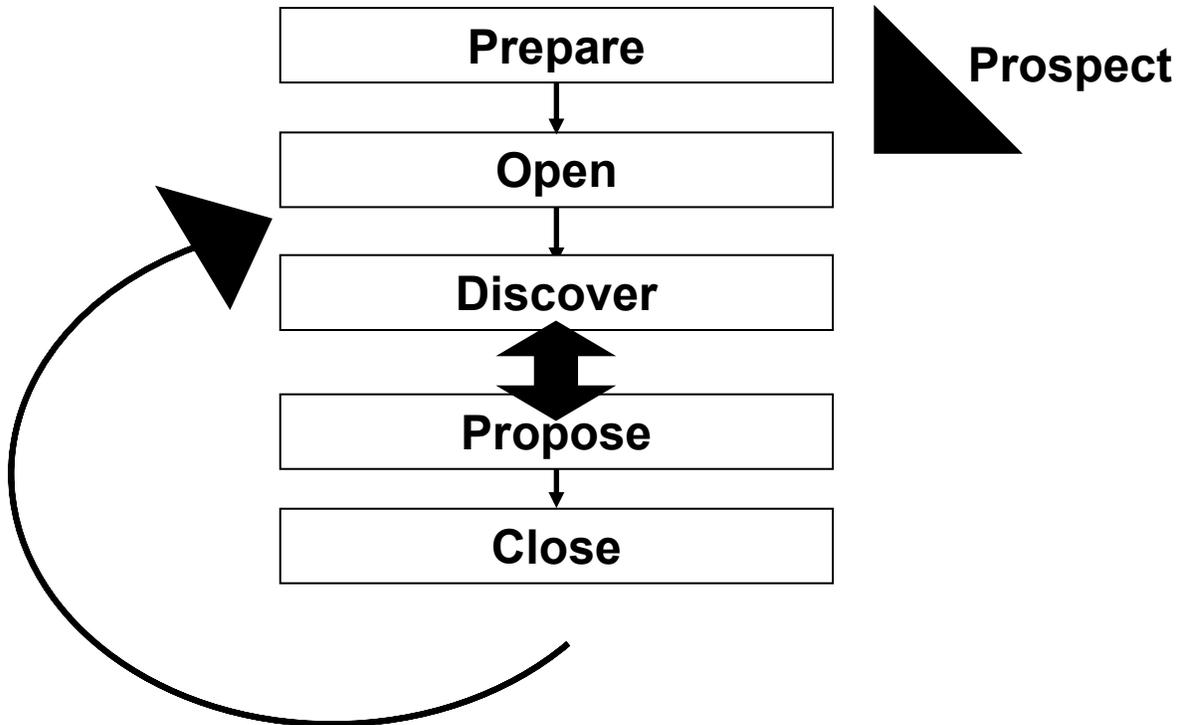
The continuous process of uncovering changing customer needs and concerns, and offering solutions that help achieve short and long-term business results.



Benefits

- The consultative selling approach will make you **stand out** from most other salespeople calling on your customers.
- Many of your competitors (media salespeople) still tend to “take orders” and “push product.”
- If you sell consultatively, you will experience **less rejection** from customers and you will make more money in the long run.

Consultative Sales Process



REPAIRE—Do your homework. Learn what you can about the advertiser’s business before making the call. Review the Customer Profile and consider the best way to approach this customer.

OPEN—This is your first impression. Your introduction to an advertiser includes who you are, the purpose of your call, and why the advertiser should give you their time.

DISCOVER—This is the process of learning about the advertiser’s needs and concerns by asking questions and listening.

PROPOSE—Once you’ve uncovered the advertiser’s concerns and needs, you can match a solution to those needs. This step includes coming up with the right solution, then showing the advertiser “what’s in it for them.”

CLOSE—If you’ve done everything else correctly, this is the easiest step. Closing is simply asking the advertiser for the business.

Photos Activity



What are your first impressions of the people in the photos?

Who would you rather meet? Talk to?

Openings

Example: *"I'm here because I want to help you grow your business. I could tell you all about our products and services, but I don't want to waste your time talking about things that aren't important to you. If you can give me a few minutes of your time to ask a few questions, I can show you ideas that will meet your specific needs. Is now a good time?"*

In Your Own Words....

These following materials should be duplicated and given to each student and they should first answer them and then review with the class how and why they did.

It is intended to teach how to ask the right question. Is it open-ended or a closed question that fits the situation? It really begins to give them a script that they can take into the marketplace

DISCOVER

This step is about asking the right questions.

You can tell the quality of a salesperson by the quality of the

_____.

The _____ is a process used by the famous philosopher, Socrates. He asked questions that allowed students to *discover the logical answers to questions for themselves*.

This questioning technique is also effective in selling, and is the *most important* skill in _____ selling.

Open & Closed Questions



Two types of questions:

_____ questions ask the person for a yes/no answer or to select between options.

_____ questions require the person to respond any way they choose.

When to use closed questions:

- When customers ramble a lot or get off track, they help guide the discussion and get it back on track.
- To gather facts quickly.
- To confirm a key point or check for understanding.
- To give them a choice of options, particularly when presenting solutions.
- To clarify an objection before you respond to it.

Closed Questions Exercise

Write two closed questions for each of the following types of situations that might occur during a sales call.

Situation: When customers ramble a lot or get off track, to help guide the discussion and get it back on track.

Closed question #1

Closed question #2

Situation: When you want to gather facts quickly.

Closed question #1

Closed question #2

Situation: When you want to confirm a key point or check for understanding.

Closed question #1

Closed question #2

Situation: To give the customer a choice of options, particularly when presenting solutions.

Closed question #1

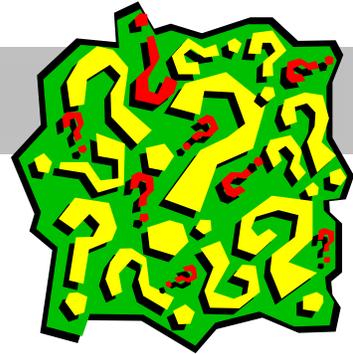
Closed question #2

Situation: When you need to clarify an objection before you respond to it.

Closed question #1

Closed question #2

Open-Ended Questions



What's the purpose of open-ended questions?

- To get the customer talking.
- To develop rapport.
- To help them think through what they need.
- To help them discover solutions to their business problems.
- To establish a consultative relationship.

Notes:

Open-Ended Questions Exercise

Write two open-ended questions for each of the following types of situations that might occur during a sales call.

Situation: When you want to get the customer talking.

Open-ended question #1

Open-ended question #2

Situation: When you want to develop rapport.

Open-ended question #1

Open-ended question #2

Situation: When you want to help the customer think through what they need.

Open-ended question #1

Open-ended question #2

Situation: When you want to help the customer discover solutions to their business problems.

Open-ended question #1

Open-ended question #2

Situation: When you want to establish a consultative relationship.

Open-ended question #1

Open-ended question #2

Practice, Practice, Practice!

This section should also be duplicated for the student to fill out and keep for future reference.

Here the students should team up with a partner where one plays the salesperson, the other plays the client. They can be tough on each other it takes practice to make a good salesperson.

There are also worksheets to get their thoughts in order and to summarize that they did in fact get the right information through questions to be able to make a competent proposal that would be accepted by the client. Though they might not be used to interaction, these exercises teach them to go into the marketplace and interact with prospective clients. It gives them the ability to understand the clients business and offer up a solution that can be beneficial to both parties.

In any sales situation there are going to be objections. 'Doesn't fit my plans, too costly, what am I going to get by advertising with you'. Some of these exercises give them the expertise on how the salesperson handles objections and what can be the beneficial result.

“Discover” Skill Practice

My Role

Record which role you will play in each round—the customer or the salesperson.

Round 1: _____

Round 2: _____

Instructions for Round 1

Prepare for the skill practice. (20 minutes)

- Work with your partner to prepare for the skill practice by reading the background information on the **Customer Situation 1** handout.
- Together, identify what information on the **Customer Profile** the salesperson should try to uncover on this call.
- Use the **Notes Form** to record some open and closed questions the salesperson can ask to uncover this information.

Conduct the skill practice. (5 minutes)

- The salesperson practices making the call, from OPEN to DISCOVER. The customer takes notes on what the salesperson says in the opening and any questions he/she asks.

Evaluate the skill practice (10 minutes)

- The customer provides feedback on how well the salesperson used the consultative selling skills. They both discuss what was done well and what could be improved.

Instructions for Round 2

Switch roles. Then complete the same steps in Round 1. However, when preparing for the skill practice, you will need to read the background information in the **Customer Situation 2** handout for this skill practice.

Features & Benefits

A _____ is a characteristic of the product.

A _____ explains HOW the other person's needs will be fulfilled by the feature.

Benefits are the _____ for the other person. If the prospect or advertiser can ask you "so what?"—you haven't communicated the true benefit to them.

NSFB

N _____: Recap the need you uncovered in your last call.

S _____: The product(s) or service(s) you're recommending.

F _____: The characteristics of the product or service that will help meet their needs or solve their problems.

B _____: What that characteristic means to the customer. Demonstrate what they should expect to see happen, as a result of the feature.

NSFB Example

Example:

A sporting goods store has spent a lot of money on expansion and new inventory. Now they want to promote the new departments and wider product selection, bringing in as much traffic as possible.

Need

The business invested a lot of money in the expansion, so drawing in high traffic at the opening is critical.

Solution

A campaign that includes an insert in the sports section.

Feature

You can choose which newspaper section you want the insert to be in, and you can select which neighborhoods (zones) get the insert with their paper.

Benefits

This allows you to specifically target the people who are most likely to come to your store...people who live nearby who are interested in sports. These are people who will want to know about your new product lines and live close enough to become regular customers.

Feature/Benefit Worksheet

Customer 1

Needs

Solution for one need

Features & benefits of the solution

Feature/Benefit Worksheet

Customer 2

Needs

Solution for one need

Features & benefits of the solution

“Propose” Skill Practice

Round 1 Preparation

How the salesperson will open the call

What the salesperson will say to recap and confirm needs

What the salesperson will say to present solutions, features and benefits

Round 1 Notes Form

During the call, the customer takes notes on the salesperson's performance.

What did the salesperson do effectively?

How did the salesperson link solutions, features and benefits to your needs?

What could the salesperson have done more effectively?

Round 2 Preparation

How the salesperson will open the call

What the salesperson will say to recap and confirm needs

What the salesperson will say to present solutions, features and benefits

Round 2 Notes Form

During the call, the customer takes notes on the salesperson's performance.

What did the salesperson do effectively?

How did the salesperson link solutions, features and benefits to your needs?

What could the salesperson have done more effectively?

Handling Objections

Follow these steps to handle objections effectively:

- Listen
- Ask clarifying questions
- Respond
- Ask a closed question to see if the concern was addressed, such as “Does that make sense?”



Objections Practice

Objection:

Listen

What would you say or do to show that you're listening?

Ask clarifying questions

What questions will you ask? (Give examples of both open and closed questions.)

How might the customer react? How will you respond?

Respond

What will you say or do to address the customer's concern?

How might the customer react? How will you respond?

Ask a closed question to see if the concern was addressed.

What question will you ask to determine if you've addressed the concern?

How might the customer react? How will you respond?

Closing



The purpose of the close is to _____.

Ask your final closing questions when you are _____ %
sure the answer is "yes."

When you ask the final closing question, _____.

Ask the closing question only after you have answered all of
the customer's _____.

Types of Closes

Assume close: You suggest that you proceed with the order, rather than ask for the sale. If the customer agrees, you've closed the sale!

Example: *"If you just tell me which day you'd like to run, we'll go ahead and get you started next week."*

Other examples:

Alternate choice close: Give two options and ask the prospect to choose. If they make a choice, you've closed the sale!

Example: *"When do you want to start this campaign, this week or next?"*

Other examples:

Direct close: Just ask for the order.

Example: "It seems like we've covered everything. If this fits your budget, why don't we get you started?"

Other examples:

Sales Evaluation Sheet

Salesperson Name: _____ Judge _____

Role Play: Time: _____

Score each item below on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated.

5% Approach (Effectively gains attention and builds rapport)

Professional introduction

Gains prospect's attention

Effectively builds rapport

25% Needs Identification (Obtains a clear understanding of the buyer's needs)

Uncovered decision process (decision criteria, budget, people involved in the decision process)

Effectively determined relevant facts about the company and buyer

Effectively uncovered needs of the buyer

Gained pre-commitment to consider the product/service

25% Presentation (Persuasively match product's benefits to buyer's needs)

Presented benefits of product/service instead of features

Used appropriate visual aids

Effectively demonstrated the product/service

Effectively involved the buyer in the demonstration

Effective use of questions to determine where the buyer is in the decision process

15% Overcoming Objections (Eliminated buyer's concerns and questions)

Gained understanding of the objection

Effectively answered the objection

Confirms objection is no longer a concern for the buyer

10% Close (Ask for the sale)

Asks for the business

20% Overall Presentation

Effective verbal communication skills (active listening, verbiage, probing)

Appropriate nonverbal communication

Salesperson's enthusiasm

Product knowledge

Comments:

2011 Contestant Evaluation Sheet

Salesperson Name: _____

Judge Name: _____

Role Play: *Ferguson*

Time: _____

Score each item below on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated. The average each section will be multiplied by the weighted assigned each section. The scores of all judges will be added together for the overall score.

5% Approach (Effectively gains attention and builds rapport)

- _____ Professional introduction
- _____ Gains prospect's attention
- _____ Effectively builds rapport

25% Needs Identification (Obtains a clear understanding of the buyer's needs)

- _____ Uncovered decision process (decision criteria, budget, people involved in the decision process)
- _____ Effectively determined relevant facts about the company and buyer
- _____ Effectively uncovered needs of the buyer
- _____ Gained pre-commitment to consider the product/service

25% Presentation (Persuasively match product's benefits to buyer's needs)

- _____ Presented benefits of product/service instead of features
- _____ Used appropriate visual aids
- _____ Effectively demonstrated the product/service
- _____ Effectively involved the buyer in the demonstration
- _____ Effective use of questions to determine where the buyer is in the decision process

15% Overcoming Objections (Eliminated buyer's concerns and questions)

- _____ Gained understanding of the objection
- _____ Effectively answered the objection
- _____ Confirms objection is no longer a concern for the buyer

10% Close (Ask for the sale)

- _____ Asks for the business

20% Overall Presentation

- _____ Effective verbal communication skills (active listening, verbiage, probing)
- _____ Appropriate nonverbal communication
- _____ Salesperson's enthusiasm
- _____ Product knowledge

Comments: _____

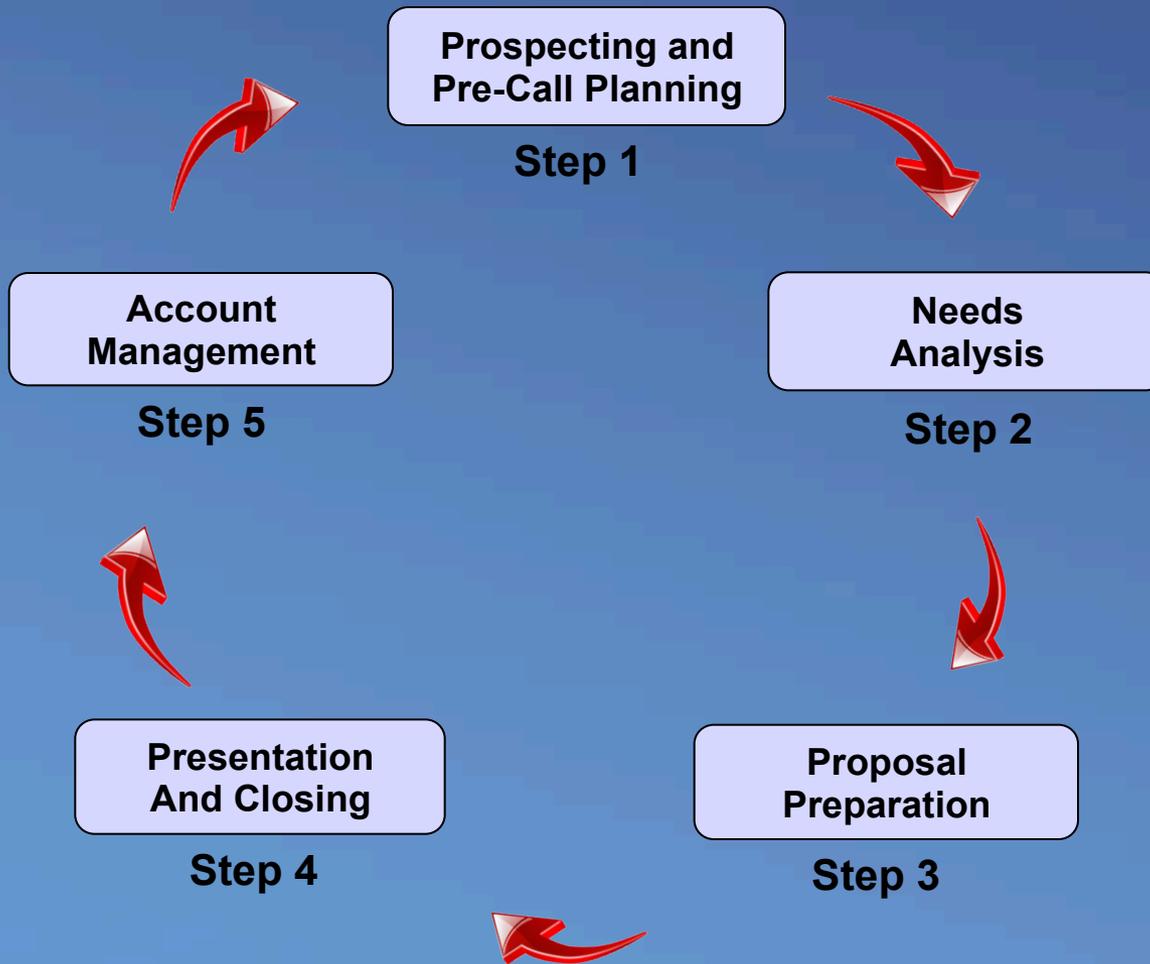
Section 6 is a PowerPoint presentation and information for the sales person to use in what is called the “consultative process.” When the salesperson works with the small business to answer these questions it creates an atmosphere of joint goal setting. The salesperson is not viewed as someone who is just trying to sell something but someone who is working with the client for mutually agreeable goals. In essence the sales person becomes a partner with the small business to reach success.

These slides provide a process that one walks through for themselves and finally with the client and gains insight for both parties by answering the questions. When this is accomplished, whatever proposal is given to the small business has merit and substance to it. Also it allows for the sales person in most cases to deliver a larger proposal benefiting both parties. Rather than just selling print, what about online and how does it fit into the plan. Throughout it continues to give the sales person tips on creating a relationship with the client and the importance of a long-term proposition.

Lastly are some tips on the creative process, some checkpoints if you will, to insure that the final ad will be productive and successful.

Needs Analysis





Consultative Sales Process

Why is the Needs Analysis important?

- **To uncover the customers' needs**
- **To determine what you will recommend including:**
 - The Right Merchandise or Service
 - The Right Media Mix
 - The Right Creative Message
 - The Right Frequency
 - The Right Audience
 - The Right Commitment
 - The Right Timing
 - The Right Size and Impact

What Questions Should You Ask?

- **Who is your target market?**
- **What are your business goals?**
- **What are you currently doing?**
- **What are you willing to invest to achieve those goals?**

Goal Setting

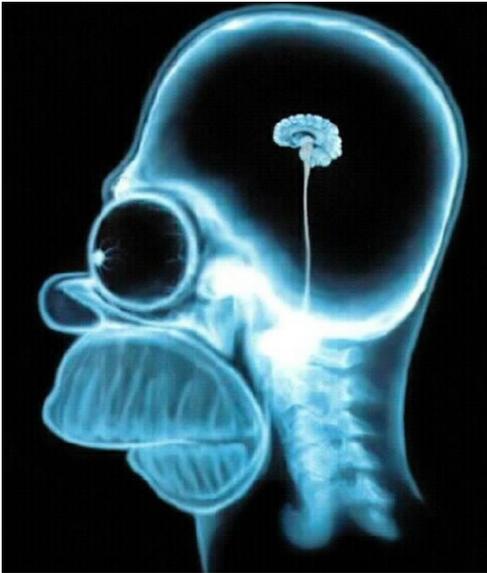


S.M.A.R.T Goals



- ☀ **Specific**
- ☀ **Measurable**
- ☀ **Attainable**
- ☀ **Relevant**
- ☀ **Time bound**

Help Create a SMART Goal



Not SMART

-Increase Sales

SMART

Increase tire sales by 20% by the end of 4th quarter
(Dec. 31st) with an aggressive print and online
advertising campaign.





Summary

**Help Your
Customer Create
SMART Goals**

**Conduct Needs
Analysis To
Determine Your
Customers Needs**

**Schedule a
Follow Up
Meeting to
Present Your
Proposal**

**Identify the Target
Market, Advertising
Objectives and
Investment Range**

**Make Recommendations
to Help Your Customer
Achieve Their Goals**

The Power of Online

How To Increase Store Traffic



Why the Online?

- Flexible
- Trackable
- Targetable
- Affordable



Consumers: Research Online Buy Offline



Many

people regularly / occasionally
research online before **buying offline***

yet only...



Few

of retail sales occur online**

*Forrester State of Retailing Online 2007

**Yahoo! BIG Research 2007

What if they don't have a website?

Google orange county martial arts studio Search Advanced Search

Web Show options... Results 1 - 10 of about 4,630,000 for orange co

[OC Kickboxing & Mixed Martial Arts MMA Orange County](#)
Offers Jeet Kune Do, Muay Thai, Brazilian Jiu Jitsu, Savate, Kali-Escrima-Silat, boxing and kick boxing. Includes schedule and contacts.
[Show map of 18241 W Mcduermott # B, Irvine, CA 92614](#)
[Schedule](#) - [Beginners](#) - [Women](#) - [Staff](#)
[www.ockickboxing.com/](#) - [Cached](#) - [Similar](#)

[Martial Arts in Orange County - Things To Do in Orange County ...](#)
Martial Arts - Orange County California. ... **Martial Arts - Fountain Valley.** United Studios of Self Defense 18120 Brookhurst Ste 15, Fountain Valley, ...
[www.laokay.com/MartialArts_OrangeCounty.htm](#) - [Cached](#) - [Similar](#)

[Martial Arts Training Orange County](#)
At NO LIMITS martial arts classes are taught by some of the leading experts in the field, and include Brazilian Jiu Jitsu, Muay Thai, Boxing, Wrestling, ...
[ca.ocregister.com/Orange-County-Martial-Arts-Studio-No-Limits](#) - [Cached](#) - [Similar](#)

[Local business results for orange county martial arts studio near Santa Ana, CA](#) - [Change location](#)

Orange County Judo Training Center - [www.ocjudo.com](#)
17905 Sky Park Circle #L, Irvine - (714) 343-1260
[Directions and more >](#)



Orange County Martial Arts Studio | No Limits

No Limits

16752 Millikan Avenue
Irvine, CA 92606
[nolimitsmma.com](#)

Phone: (877) 238-0429



Add to Contacts Add to Bookmarks Driving Directions Print

Overview Contact Promotions Send to Phone Send to Friend

Additional Links

[Sign Up For A Free Guest Pass](#)
[View Our Class Schedule](#)
[See the Latest News & Events](#)

Business Description

As the largest mixed martial arts studio in the world, NO LIMITS is proud to offer professional martial arts training to the communities of Orange County. NO LIMITS boasts a huge Orange County martial arts facility, fully equipped with a professional MMA cage, three professional boxing rings, over 100 hanging kickboxing bags and an on-site Orange County sports rehab center. Whether you are training for competitive martial arts in Orange County, or just for the amazing fitness benefits that martial arts offers, NO LIMITS is Orange County's top resource for hardcore mixed martial arts training.

NO LIMITS offers mixed martial arts training in Orange County for all ages and skill levels. At NO LIMITS martial arts classes are taught by some of the leading experts in the field, and include Brazilian Jiu Jitsu, Muay Thai, Boxing, Wrestling, MMA, Yoga, Pilates and Kickboxing.

Don't wait to become a part of the most exciting professional martial arts center in Orange County. Take advantage of the complimentary 48 hour guest pass at NO LIMITS. We're confident that you'll be hooked for a lifetime of Orange County martial arts training.

Service Area

Orange County.

Business Type

Mixed martial arts studio in Orange County; MMA, Wrestling, Brazilian Jiu Jitsu, Muay Thai, Boxing, Yoga, Pilates and Kickboxing.

Business Tagline

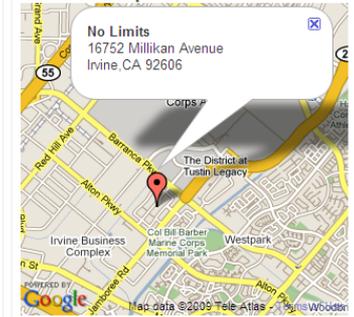
"You do not have to be a champion to train like one."

Services

NO LIMITS offers professional martial arts training in Orange County in the following areas:

- MMA
- Wrestling
- Brazilian Jiu Jitsu
- Muay Thai
- Boxing
- Yoga
- Pilates
- Kickboxing

Business Map



Business Hours

Monday:	7:00 AM - 9:00 PM
Tuesday:	7:00 AM - 9:00 PM
Wednesday:	7:00 AM - 9:00 PM
Thursday:	7:00 AM - 9:00 PM
Friday:	7:00 AM - 8:00 PM
Saturday:	Closed
Sunday:	Closed

Timezone: Pacific Time (GMT-8:00)

Managing Customer Expectations

- **Know who your customer is trying to reach.**
- **Partner with your customer to produce the best creative.**
- **Align on what your customer expects to achieve from this campaign?**
- **Be involved with your customer during the first 30 – 60 days and follow up proactively**
- **Recommend ways to optimize the campaign**
- **Reinforce the Value Of The View and/or leverage Search engines**

Creative Best Practices

Determine your Target



Understand the target audience and campaign objectives then determine appropriate targeting products to use to achieve best results.

Manage your creative to your audience



Design creative to fit the campaign. Leverage art to meet specific target interests, needs and demographics.

Integrate a strong call-to-action message



Be specific. Incorporate a strong call-to-action message in the creative. Include a local message that will be relevant to your audience.

Measure and improve



Measure campaign results and compared that to advertising objective to adjust campaign targeting options, creative and advertiser landing page accordingly.

Creative Best Practices

How to Get Higher CTRs

- Rich Media
- Larger Ad Units
- Frequency Capping
- Appropriate Targeting
- Highlighting the Call-to-Action
- Multiple Calls-to-Action
- Timing (Earlier in Campaign)
- Optimize for Results

Ad Creative

- Use Multiple Ad Units
- Localize the Content
- Get More Than One (1) Creative
- Appropriate Number /Type of Ad Elements
 - Change from static to animated/Flash
 - Don't animate the call-to-action or brand
 - Use appropriate number of ad elements
 - Don't exceed file size limitations
 - User initiated audio (user clicks/mouses over to start audio play)
- Highlight the Call-to-Action

Re-Directs and Landing Pages

- Don't Re-Direct to Home Pg
 - Re-direct to specific landing page
- Maintain Creative Consistency
- Repeat Offer & State Benefits
- Use Single Column Forms
- Limit Number of Clicks to Complete Forms
- Max 52-60 Characters of Text Across Page
- Limit Level of Detail Required
 - Less data fields = higher conversion rate
- Place Graphics in Top Left
- Limit Non-Converting Links & Options



Summary

ROBO

**Research Online
Buy Offline**

**Local Businesses
are Spending
More Money on
Local Online
Advertising**

**Creative Can
Make or Break an
Online Campaign**

**Online advertising
is Flexible,
Trackable,
Targetable and
Affordable**

**It is Critical to
Understand and
Manage Your
Customers
Expectations**

The following documents are an example of an existing student media group and the media kit/rate card.

Spartan Daily

The Spartan Daily at San Jose State university has established a legacy of excellence since it was founded in 1934. Each day, over 34,000 students and faculty turn to the Spartan Daily, both in print and on the internet and cell phones for current and late-breaking news. The Spartan Daily, established in 1934, is published Monday through Thursday when classes are in session (see publication schedule). Daily press run is 5500 copies.

With thousands of print copies distributed to over 40 locations, the Spartan Daily reinforces its commitment to informing, educating, and entertaining the “metropolitan campus” each weekday morning of the academic year. When students, staff, and faculty pick up the newspaper, they are exposed to special-interest supplements, theme sections, columns and opinions that offer an in-depth coverage of news, sports, and special events on and off campus. Each print and web page provides the reader with a sense of connection to a bold institution and the city it resides in. A variety of size ads are available to meet every budget.

Sticky Note Program

- Front Page Exposure
- Great for coupons
- Easily removable
- Implied Importance
- Color! (stands out against black and white newspaper)

Front Page Banner Ad

- Runs across the whole front page
- 6 columns x 1 inch Full color
- Front page exposure (stands out against black and white newspaper)

Digital Internet Ads

On average the Daily receives over 4,500 impressions per day on its website. Each time an ad is displayed on our website: www.thespartandaily.com, the cost is only \$.01 (1 cent). Impressions represent the number of times an ad is displayed. On average, each ad receives more than 2,000 impressions per day. Simply, every time an ad pops up, an impression is made.

- Internet ads can be designed free of charge by the Daily’s creative team. Colorful, attractive, animated and non-animated art is employed for effective advertising.
- Advertising on the internet is vibrant, colorful and visually stimulating
- Interactive ads entice participation from each visitor
- Effectiveness of ads can be measured and calculated putting viewership into perspective
- Ads are intended for a specific audience, that of college students.
- Wide reach of the internet circulates quickly providing an affordable rate

Cell Phone Advertising

Students are able to access the Spartan Daily via their own cell phones. A banner ad is displayed near the top of the screen, making clicking on the ad very user friendly. There is also the opportunity to create a coupon that can automatically be save and shown at retail for discounts and special promotions. Ads run 24 hours a day, 7 days a week. The effectiveness of coupons can be measured and make an affordable supplement to an advertising program.

SPARTAN DAILY

advertising

Media Kit Fall 2011



Serving San Jose State University since 1934



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SUBSCRIBE

\$25 per semester
\$40 per year

To subscribe, make checks or money order payable to Spartan Daily and mail to:

Spartan Daily Subscriptions
San Jose State University
San Jose, CA 95192-0149

CONTACT US

SPARTAN DAILY
Dwight Bentel Hall
San Jose State University
San Jose, CA 95192-0149

BUSINESS OFFICE	408.924.3283
CLASSIFIED ADVERTISING	408.924.3270
DISPLAY ADVERTISING	408.924.3270
EDITORIAL	408.924.3281
	408.924.3280
FAX	408.924.3282

spartandailyads@sjsumedia.com (Advertising)
spartandailyeditorial@sjsumedia.com (Editorial)
www.SpartanDaily.com

FALL 2011 STAFF

EDITORIAL

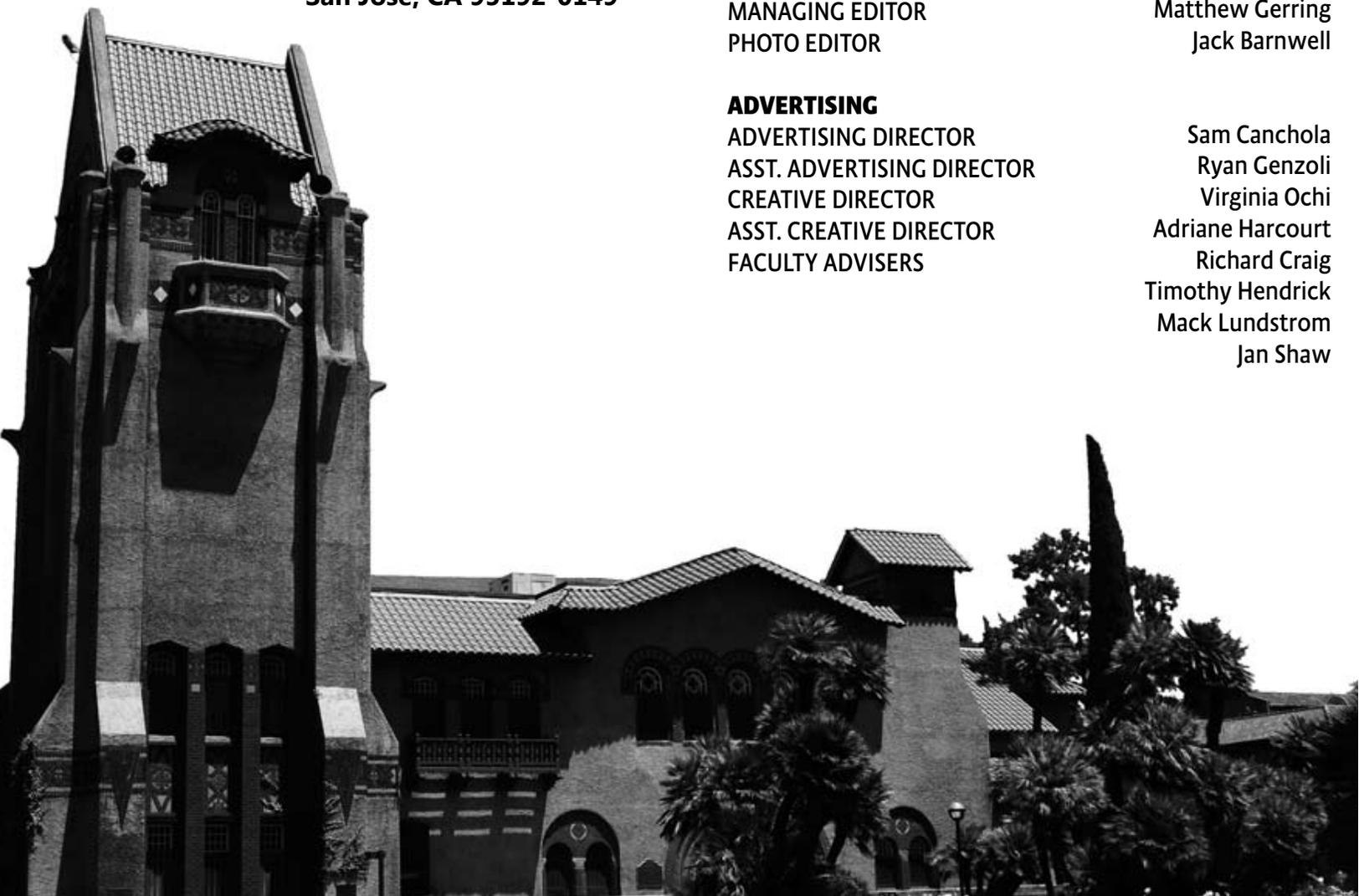
EXECUTIVE EDITOR
MANAGING EDITOR
PHOTO EDITOR

Francisco Rendon
Matthew Gerring
Jack Barnwell

ADVERTISING

ADVERTISING DIRECTOR
ASST. ADVERTISING DIRECTOR
CREATIVE DIRECTOR
ASST. CREATIVE DIRECTOR
FACULTY ADVISERS

Sam Canchola
Ryan Genzoli
Virginia Ochi
Adriane Harcourt
Richard Craig
Timothy Hendrick
Mack Lundstrom
Jan Shaw





ABOUT SAN JOSE

Located at the southern end of the San Francisco Bay Area, San Jose is the epicenter of diversity. The city offers a wide array of entertainment opportunities for its residents and visitors. Often hailed as the capital of the Silicon Valley, San Jose is home to the largest technology and engineering expertise in the world. With a beautiful Subtropical Mediterranean climate, the city has around 300 sunny days every year.

San Jose is one of the most highly educated areas in the country with San Jose State University, the oldest public university in the state, located in the heart of the city.

Some attractions around the city include family theme parks, sporting events, museums and art galleries. The Tech Museum of Innovation, SoFA district, Six Flags: Great America, and the San Jose Rose Garden are just a few of the exciting attractions that can be found in San Jose's diverse backyard.



POPULATION

According to the US Census Bureau, the current population in San Jose is 958,789, making it the third largest city in California and one of the largest cities in the United States. Despite its size, the city of San Jose has the nation's best public safety record of any metropolitan area.

INCOME

San Jose has an average household income of approximately \$88,843 and currently has the highest median income of any U.S. city with over 280,000 people.

ENTERTAINMENT

San Jose offers plenty to do with theaters, concerts, fine dining, comedy clubs, and shopping malls. The city provides the public with free music and entertainment such as the famous San Jose Jazz Festival, Music in the Park, and the Metro Fountain Blues Festival.

AIRPORTS

The Norman Y. Mineta San Jose International Airport is just a five-minute drive from Downtown San Jose. Additionally, San Francisco International Airport is less than an hour's drive north.



SJSU AND THE SPARTAN DAILY

San Jose State University is the oldest public institution of higher education on the West Coast. As the founding campus of the California State University system it enrolls 31,000 students annually. The 19 block campus offers over 130 degree programs, has one of the most ethnically diverse student base in the United States, and is the nation's leader in graduating minority students.

Spartan Daily was established at SJSU in 1934 and has become a legacy of excellence in strong journalism. With 40 different locations of distribution around campus, The Daily is read by over 32,000 students and faculty. It is a beacon of relevant and breaking news critical to San Jose residents with a commitment to educating and entertaining the campus during the academic year.

Spartan Daily is a distinguished asset in the school's prestigious Journalism and Mass Communications program. It strives to uphold traditional print journalism as well as merge into the rising popularity of electronic media.

SJSU Students*	
46%	Male
54%	Female
22%	Age 19 or younger
54%	20 - 24 years old
15%	25 - 29 years old
9%	Age 30 or older
4%	African-American
30%	Asian
17%	Hispanic
29%	White
8%	Foreign National
11%	Other
17%	Freshmen
9%	Sophomores
21%	Juniors
29%	Seniors
20%	Graduates
1%	2nd Bachelors/Post bac



*SJSU Information provided by the Office of Institutional Research at San Jose State University, updated Fall of 2009.

Quick Fact information provided by Alloy Media + Marketing.



READERSHIP

WHERE STUDENTS LIVE

- 2.3% North Bay
- 8% East Bay
- 2.3% Santa Cruz/Monterey Peninsula
- 4.5% West San Jose/Almaden
- 23.9% North San Jose
- 20.5% Downtown San Jose
- 16% South San Jose
- 8% Gilroy/Hollister/Morgan Hill
- 2.3% Los Gatos/Saratoga
- 5.7% Sunnyvale/Mtn View/Palo Alto
- 4.5% San Francisco/San Mateo
- 2% Other

WHERE STUDENTS GO

- 24.7% San Jose
- 4% East Bay
- 23.8% Downtown San Jose
- 5.7% Los Gatos
- 18.6% San Francisco/San Mateo
- 10.8% Santa Cruz/Monterey
- 5.7% Palo Alto
- 6.7% Other

WHERE STUDENTS TRAVEL

- 29.2% Inside California
- 27.4% Outside California, within US
- 43.3% Outside the United States

TRAVEL SPENDING

- 13.4% Less than \$200
- 33% \$201-500
- 34.8% \$501-1,000
- 14.3% \$1,001-2,000
- 4.5% more than \$2,001

HOW STUDENTS TRAVEL

- 51.2% Air
- 48.1% Car
- 0.7% Other

CAR OWNERSHIP

- 31.6% Plan to buy a car within the year
- 45.3% Plan to buy new
- 54.7% Plan to buy used

2/3rds of a college student's time is spent on campus

83% of students have tried a product or store after seeing it advertised

18-34-year-olds spend \$330 billion annually
Students spend \$24.6 billion annually on food and drinks alone

57% of student say they spend the most on personal care services



READERSHIP CONT.

WHEN STUDENTS SPEND

- 7.1% Twice a week
- 21.4% Once a week
- 38.4% Once a month
- 24.1% Every few months
- 7.2% Once a year
- 1.8% Other

AVG. SPENT PER SHOPPING TRIP

- 38.5% \$1-50
- 40.5% \$51-100
- 15.5% \$101-200
- 5.5% \$201-500

AVG. AMOUNT SPENT DURING RESTAURANT VISIT

- 39.9% Under \$7
- 38.9% \$8-11
- 16.4% \$12-15
- 4.8% Over \$16

MONTHLY SPENT ON CLOTHING

- 75.5% Less than \$200
- 19.1% \$201-400
- 5.4% More than \$800

ELECTRONIC/ENTERTAINMENT EQUIPMENT PURCHASES PLANNED FOR THE NEXT YEAR

- 86% Home/Car/Potable Music Player
- 94% Cell Phone
- 45% Television
- 94% Computer/Laptop/Netbook
- 64% High Speed Internet
- 1.5% Other

HOW STUDENTS CONNECT

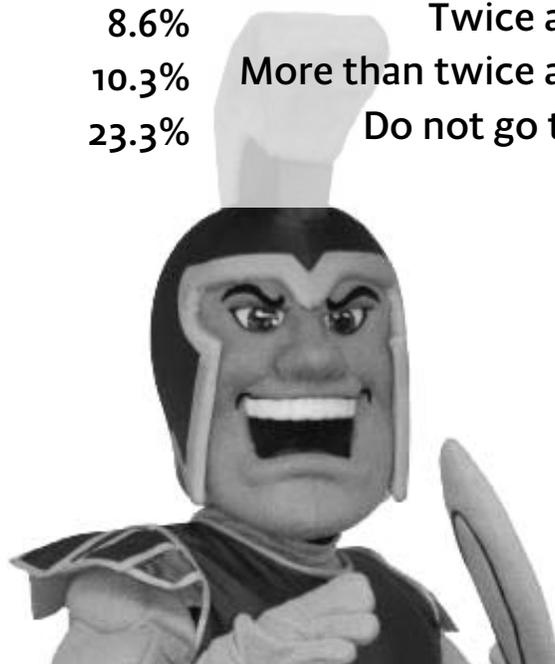
- 99.2% of students own a computer
- 82% PC
- 14.6% MAC
- 72.3% Connect via Home
- 20.4% Connect via School
- 6.6% Connect via Work
- 0.7% Connect in other ways

WHAT STUDENTS DO FOR ENTERTAINMENT

- 8.3% Comedy Clubs
- 17.4% Restaurants
- 8.7% Amusement Parks
- 12.2% Sporting Events
- 15.6% Concerts
- 76.7% Cars and night Clubs
- 10.8% Other

WHEN STUDENTS GO TO BARS

- 31% Once a month
- 18.1% 2-3 times a month
- 8.6% Once a week
- 8.6% Twice a week
- 10.3% More than twice a week
- 23.3% Do not go to bars





ADVERTISING IN THE DAILY

The college student is away from the influences of home, making hundreds of first-time, independent buying decisions which will influence their preferences and purchasing habits for decades to come. According to Alloy Media + Marketing, 96% of college students read their college newspaper on a regular basis, making it the most effective way to reach the college student market. By advertising in the Spartan Daily newspaper, you can potentially reach over 30,000 students and staff. From front page Sticky Notes to back page full color advertisements, Spartan Daily provides a range of options to fit your advertising needs.

Our Sticky Note and Front Page Banner ads offer prime exposure. Sticky Notes are great for coupons because they can be easily removed. Front Page Banner ads stand out at the bottom of the front page, and are the first print ads our readers see when they pick up our paper.

Vibrant and animated advertisements can be placed on www.spartandaily.com with over 4,500 impressions a day, your ad can link through to your web site or microsite.

Spartan Daily also offers classified ads. Our classifieds are located right next to our increasingly popular Sudoku and puzzle section.

CREATIVE SERVICES

Spartan Daily's Advertising department offers clients creative layouts for new ads, graphic art services and clip art, free of charge. Please contact the Spartan Daily for additional information.

Spartan Daily will gladly convert any pre-printed insert into a Run-of- Paper (ROP) ad. Charges are at the earned column inch rate plus any color charges.

DEADLINES

Ad materials are due by 2:00 p.m., two business days prior to the publication date, unless otherwise noted.

For advertisements that are to be created by our Creative staff: All logos, copy and/or art to be included in the ad, must be received by 2:00 p.m., four business days prior to publication date.

FORMATS

All materials and advertisements should be provided in PDF format (unless otherwise noted) and emailed to:
spartandailyads@sjsumedia.com

PRINT DATES

August						
S	M	T	W	T	F	S
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September						
S	M	T	W	T	F	S
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October						
S	M	T	W	T	F	S
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November						
S	M	T	W	T	F	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December						
S	M	T	W	T	F	S
				01	02	03
04	05	06	11	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



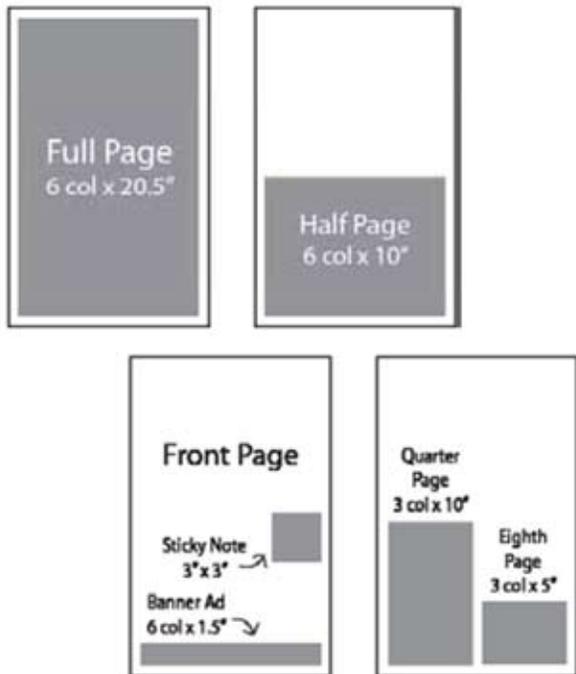
PRINT AD RATES

All rates are calculated per column inch, unless stated as otherwise. A column inch is 1.778 inches wide and 1 inch deep. Advertisements of almost any size can be created. Rates are subject to change.

MECHANICAL MEASUREMENTS

Spartan Daily is a Standard Advertising Unit (S.A.U.) newspaper. Full page negatives are 11.5" wide & 20.5" deep.

1 column	1.778"
2 columns	3.772"
3 columns	5.667"
4 columns	7.611"
5 columns	9.556"
6 columns	11.5"



INSERTS

1-4 pages	\$78	per 1000 copies
6-8 pages	\$88	per 1000 copies
10-12 pages	\$104	per 1000 copies
14-24 pages	\$126	per 1000 copies

Client is responsible for producing and printing all inserts. All pre-approved and shipped two weeks in advance of publication. Maximum size is 11"x17". Publication run is 5,500 on print days

DISPLAY RATES

Open Rate (net)	\$10.25 per column inch
Pre-paid (open)	\$9.25 per column inch

BULK RATE (APPLIES TO ONE SEMESTER)

100 to 200 inches	\$9.64 per column inch
201 to 300 inches	\$9.10 per column inch
301 inches and up	\$8.61 per column inch

SPACE RATE (CALCULATE FOR A SINGLE RUN AT OPEN RATE)

Full page (123")	\$1185.72
Half page (60")	\$615.00
Quarter Page (30")	\$307.50
Eighth pages (15")	\$153.75

NATIONAL RATE

\$12.29 per column inch

CAMPUS RATE

\$9.00 per column inch

COLOR RATE

Spot color	\$200 per color
Process color (4-color)	\$400

PICK-UP SPECIAL

Every advertisement purchased at the regular price may run again within 7 calendar days for half-price.

*Offer limited to 3+ column inch ads

FRONT PAGE RATES

STICKY NOTE PROGRAM

Spot color	\$600 full run
Process color (4-color)	\$750 full run

Sticky Notes are printed on white or yellow stock only, sized 3"x3". Artwork is due 10 business days prior to publication.

FRONT PAGE BANNER AD

Black and white	\$300
Full color	\$250 Campus Rate \$600 Flat Rate

Front Page Banner Ads are 6 columns x 1.5".

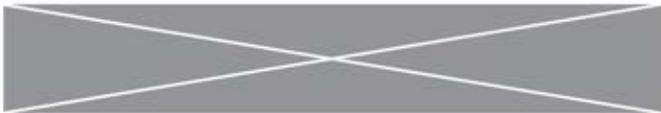


DIGITAL AD RATES

Button Ad | 125 x 125 pixels | \$90 / week
300 x 250



Banner Ad | 468 x 60 pixels | \$130 / week
600 x 160



WHY ONLINE?

- ✓ Advertising on the web is vibrant, colorful, and visually stimulating - interactive ads entice participation from each visitor.
- ✓ The web is constant and endless. Ads will run 24 hours a day, 7 days a week, yet you are not charged for Saturday or Sunday.
- ✓ Effectiveness of ads can be measured and calculated, putting viewership into perspective.
- ✓ Ads are intended for a specific audience, By visiting the web site, viewers provide pertinent information in exchange for the interaction.
- ✓ Wide reach of internet circulated quickly around the world for an affordable rate.

CELL PHONE RATES

Students and Faculty are able to access Spartan Daily's web site via cell phones at m.spartandaily.com

Banner Ad | \$35 / week

Coupon | \$20 / week
(click through from banner to coupon)



On average, the Daily receives over 4,500 impressions per day on its web site. Each ad receives more than 3,000 impressions per day. Simply put, every time an ad pops up, an impression is made.

Not only is it effective to know how many times your ad is being represented, but it is also important to know how frequently viewers click on the ad. By purchasing an impression amount, you have control over every aspect.

CREATIVE

Internet and cell phone ads can be designed free of charge by the Daily's creative team. Colorful, attractive, animated and non-animated art is employed for effective advertising. For the best results, please contact your Spartan Daily representative in advance.

Please allow one week for approval and integration into the site

visit us on the web at www.spartandaily.com



CLASSIFIEDS

Classifieds Ads can be placed online or in person.
Spartan Daily classified ads appear in print and online.

For online classifieds, find us at:
<http://spartandaily.campusave.com>

Classified Ads can be placed at the service window in
Dwight Bentel Hall 209, Monday through Friday,
10:00 a.m. to 3:00 p.m.

CLASSIFICATIONS

- | | |
|-----------------|------------|
| Announcements | Events |
| Opportunities | Wanted |
| Roommate Wanted | Volunteers |
| For Rent | Employment |
| For Sale | Services |

ONLINE CLASSIFIED ADS

Placing an ad online provides you with the opportunity to post your ad on other college web sites. You may also include up to 4 images for your online ad.



Online classified ads may also appear on:

- Uloop.com
- Oodle.com
- Monster.com
- Aparements.com
- CampusRd Business Center
- CampusHwy Travel Center

Rates are consecutive days only. All ads are prepaid.
No refunds on cancelled ads

BASE RATE

One insertion, up to 20 words \$5.50

ADDITIONAL WORDS

Each additional word \$0.39

EXTRAS

Extras are applied to each insertion.

Center entire ad \$1.00

Bold first five words \$0.50

FREQUENCY DISCOUNTS

Discounts apply to the original base rate, plus the cost of extras.

4 - 15 insertions 15% off

16 - 31 insertions 30% off

32+ insertions 45% off

SJSU STUDENT RATES

Free! Discount applies to student's individual ad only. Not intended for businesses and/or other persons. Order must be placed in person.

SJSU ID Required.

DEADLINES

Deadline is 10:00 A.M., two weekdays prior to the publication date

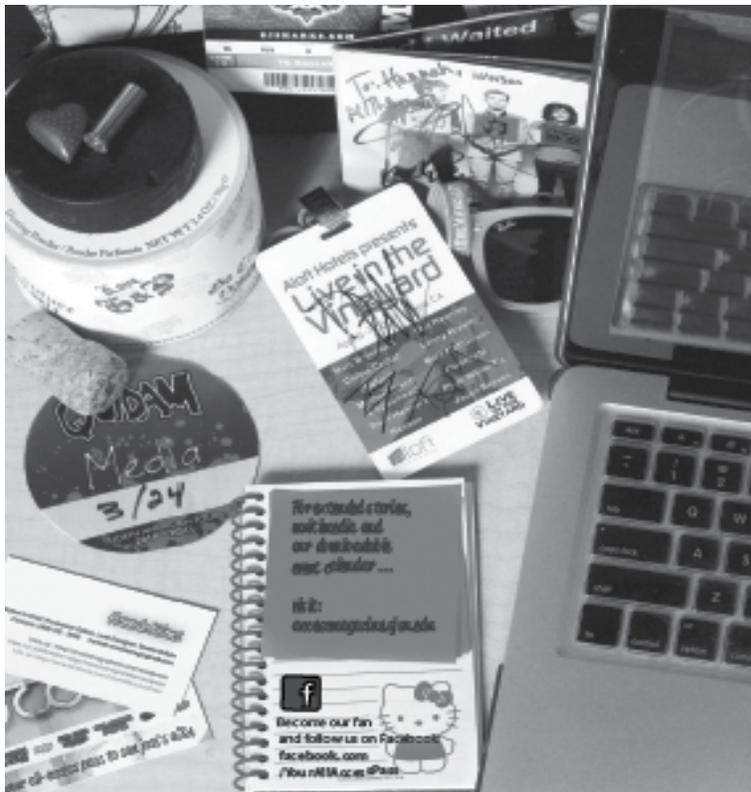


ACCESS

ACCESS, a special lifestyle and entertainment supplement to the Spartan Daily, has the solution to get your business up and running again with a BOOM!

Advertise with the biggest name in local Arts & Entertainment through one of the longest-lasting forms of media to touch the twenty-first century. The shelf life of this medium will keep your household name intact for year to come. Don't miss out on exclusive film, music, food, and live show reviews for the greater Bay Area

This special supplement is something to hold onto. ACCESS dates to appear in the Spartan Daily to be announced. With a variety of ad sizes and prices offered, this unique opportunity is workable with virtually any business budget.

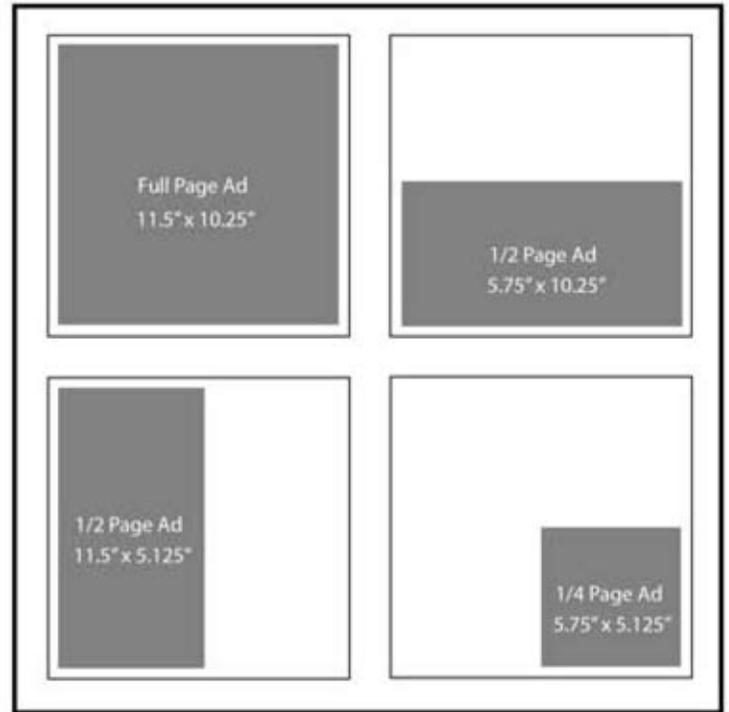


RATES

1/4 page	\$155
1/2 page	\$310
Full page	\$615

COLOR

Contact us



SPECIAL OFFERS

Advertise with ACCESS two times and receive 15% off.

Advertise in all three issues and receive a 30% discount off the total price.

Stand out above the rest.
Let ACCESS take you there.



UPDATE NEWS

Update News which sponsorships are available in is a weekly broadcast television news program produced by students. Update News airs both on the San Jose State University campus and local KICU television. KICU airs on Channel 36 in the San Francisco Bay Area on Sundays at 1:00 a.m.

Saturday Night Live is the lead in program, helping Update News reach the 18-24 year old college student market.

Visit us online for more information:
<http://sjsutv.wordpress.com/>

BENEFITS

Update News has high ratings
Viewable on TV and internet
Sponsorship is tax deductible

RATE

\$250 Flat rate per air date





ADVERTISING POLICY

RATES

Rates apply to advertising space sold to the business operated by the Advertiser. The space contracted for will not be sublet to others, not used for purposes other than herein named.

Publisher reserves the right to revise rates and terms upon 30 days written notice to the current advertiser. Rates are subject to change.

CONTENT

Publisher reserves the right to edit, alter or omit and advertisements submitted for publication. Publisher reserves the right to insert the word "Advertisement" at Advertiser's expense.

Publisher reserves the right to reset body type in advertising because of resemblance to type face used in news stories.

POSITIONING

All advertising positions are the option of the Publisher. In no event will adjustments, re-runs or refunds be made because of position. Advertising orders directing insertions of advertising to a special position of designated page "or omit" will not be accepted.



DISPUTES

Credit for errors shall not exceed the cost of the space occupied by such error. On multiple insertions, credit for errors will not be given after the first insertion. Claims for adjustments must be made within seven days of publication.

Publisher assumes no financial responsibility for typographical errors or for emission of copy.

If there are disputes or discrepancies with published advertising, the customer may deduct only the amount in question from the charge and pay the balance.

LIABILITY

Advertiser and/or advertising agency or agent, assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility.

Advertiser agrees that the placement and publication of advertising is governed by the laws of the State of California . Advertiser agrees that the City of San Jose and the County of Santa Clara, in which the Spartan Daily is located, shall be the forum for any legal action relating to advertising placed or published

PAYMENTS

Spartan Daily may require payment in full for any outstanding balance before accepting copy for publication or require cash payment with copy or both. Some retail advertisers may be temporarily extended a courtesy credit limit of up to \$500 providing a completed credit application has been submitted. Spartan Daily reserves the right to restrict the use of this temporary extension.

All accounts are due and payable fifteen days from billing date

Procedures and Forms

Spartan Daily Advertising

Phones

Sign phones on as soon as we are done critiquing the paper. The proper method of signing on the phones can be found in Document A. When the phone rings, answer it as soon as possible. Our basic phone greeting goes as follows: "Spartan Daily Advertising, this is Paul, how can I help you?" If you are taking down a message for another AE, be sure to fill out the message form completely, including who called, their phone-number and your name.

Accounts

The first week on the Daily, ad managers will divide previous accounts among the staff. This will help you get started and will let you polish up your sales skills. Further accounts will be divided by territories or as ad managers see fit. It is important that you claim your ads by filling out the forms in the "Hands Off" binder. This assures you that it is your account. If you choose not to claim it or forget to document it, then the account is still fair game for anyone. Be sure to check the "Hands Off" binder before you pursue a new business/account, so that you don't waste your time on an account that isn't yours. This process will start right after your sales training.

I.O.s

I.O.s are insertion orders and are the main piece of paper you need to get your ad in the paper. The I.O. must be filled out completely, legibly and correctly and handed in two days prior to the ads insertion, before 1:30 pm. You will be walked through the process of filling out an I.O. by the ad director the first week on the Daily. Please note that you have the first three weeks of school to make errors, but if they persist, you will start losing points from your grade.

There are 3 copies to an I.O.:

White copy-gets attached to the ad and placed in the bin on the Art Director's desk. The bin is labeled Monday-Friday. Please place the ad in the correct run day.

Pink/Yellow copies-go into the I.O. box on the Ad Director's desk. Do not under any circumstances place an I.O. for one or more weeks in advance into the box.

Authorization Forms

These need to be signed by the client before the ad is allowed to run. Account Executives will fill out the total cost and run dates and fax it to their clients. The forms are to be signed and faxed back by the client before the run date. With the Authorization form, fax a copy of the ad (if the Daily made it) for the client to sign, showing they approve it.

Note: Ads that come through agencies with a PO or IO don't need a signed authorization form. In addition, clients who are on a semester contract don't need to sign the form, since they have a signed contract.

Weekly Time Sheets/Journal

Each Thursday you are required to turn in your weekly time sheet. Stapled to the time sheet should be sheets containing all your ads that ran for the week. Cut out your ads from each of the week's issues and paste them on a piece of paper labeling the ad size, cost and date of the ad.

Sales Material

Carry the following with you when you meet with a client:

- Rate sheet
- Calculator
- Ruler
- Pen/pencil
- Contract/authorization form
- Media kit: copy of the Spartan Daily, Publication Schedule, and Campus Survey
- Business cards
- Scratch paper

The first week on the Daily, you will receive a filing binder that contains a ruler, calculator, pens/pencils, and highlighter. Please take care of these items, since we hope to use them for next semester's staff. Business cards will be created by the art director and handed out the second/third week into the semester.



HOW TO USE THE PHONES



Always sign your phone **ON** when you come in and turn it **OFF** when you leave.

- 1) **SIGN ON** by pushing the # button, the number **2**, the **last two digits** of your phone number followed by the # button. You will hear a beep-beep to let you know your phone is working. If you hear a busy signal after you dial #2, your phone has already been signed on.

EXAMPLE: Your phone number is 4-5695. To sign on, dial # **295** #.

- 2) **DIAL OUT** of the university phone system by pushing **7** first.
- 3) **SIGN OFF** by pushing the * button then the number **2**. If you hear a busy signal, your phone has already been turned off.
- 4) **REDIAL** the last number you dialed by pushing **#9** (for off campus numbers only).
- 5) **TRANSFER** from one phone to another by pressing the **XFER** button, then the **five digit number** of the phone you wish to transfer to, hang up and the call will be transferred.

EXAMPLE: Someone calls for Kathy in classified, whose number is 4-3277, you say "I'll transfer you", press **XFER 43277** and hang up.

IMPORTANT MESSAGE

FOR Account Executive's Name

DATE 8/29/01 TIME 1:30 AM
PM

M Name of who called

OF Name of Business

PHONE (111) 123-4567 x 89

AREA CODE NUMBER EXTENSION

FAX

MOBILE AREA CODE NUMBER TIME TO CALL

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CAME TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	RUSH	<input type="checkbox"/>
RETURNED YOUR CALL	<input type="checkbox"/>	SPECIAL ATTENTION	<input type="checkbox"/>

MESSAGE Wants you to call him
about new ad

Person who took message

SIGNED

**Office
DEPOS**

Account Summary Sheet

Account name _____

Contact name _____

Address _____

Phone number _____

Fax number _____

e-mail _____

About the Client:

Are they first-time advertisers with the Spartan Daily? Yes No

How did you get them as a client?

Will they run again? Yes No

About the Ad:

Size(s) of ad(s): _____

Days of the week it ran: _____

Special sections it ran in: _____

Semester column inches: _____

List any helpful comments about the client and/or the ad:

Account Executive: _____

Spartan Daily Ad Log

Account Executive: _____ Week of: _____

Monday ____ / ____		
Tuesday ____ / ____		
Wednesday ____ / ____		
Thursday ____ / ____		
Friday ____ / ____		

Total number of ads this week: _____ Total column inches this week: _____

NAME OF ACCOUNT: _____

ACCOUNT EXECUTIVE: _____

PHONE NUMBER: _____

CONTACT: _____



Hands off!

NAME OF ACCOUNT: _____

ACCOUNT EXECUTIVE: _____

PHONE NUMBER: _____

CONTACT: _____



Hands off!

NAME OF ACCOUNT: _____

ACCOUNT EXECUTIVE: _____

PHONE NUMBER: _____

CONTACT: _____



Hands off!