

Top 12 Ways Your Printer Can Help You Sell Advertising By Sattie Cheddie

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In the fast-paced publishing environment, publishers are always in the market for alternative options for their advertisers to help generate greater reader interest and participation. Print, web, interactivity and video all have a role and work together in the world of publishing.

New print technologies, such as variable and digital printing, video in print, 3D inserts, scent on the page, personalization, augmented reality covers and advertisements, quick response barcodes, scratch and win, and peel and reveal are examples of innovative concepts that can help generate revenue for publishers. Learning what is available and understanding the vast array of print's complex technologies is a must for printers and publishers who want to become—or maintain—their status as a successful print provider.

Printing technologies can help to generate growth, and doing so through unique advertising is a great asset to the company and to the advertiser. Advertisers are looking for the “WOW” effect. For example, inserts have a higher impact than page ads because they allow for special treatments and interactive solutions. They can also “break the book.” When a reader picks up the magazine, it tends to open at the insert because inserts are printed on heavier stock. Breaking the book like this creates immediate impact for the advertiser.

Finding new and creative ways to make the marketing message stand out, get noticed, and get results involves interaction between publishers and printers. A printer plays a vital role in the success of any printed product. There are various techniques a printer can use to help publishers generate advertising revenue,

including:

1. **Think outside the box.** A printer should be able to come to the table with new ideas and concepts.
2. **Research and Development: R&D** is the key element in staying ahead of what is going on in the industry. Research American and European magazines to gain insight into their trends.
3. A printer should **share** the results of special projects or **success stories** (i.e., awards or innovations done for other companies).
4. Seek out and **develop relationships with publishers** in order to educate them about new trends that will help them stay ahead of the game.
5. **Offer value-added solutions:** free list usage, publisher's letters, access to market research and “intent to purchase” programs.
6. A printer should also **get to know the publisher's advertisers**, especially which ones have the potential to spend and to take risks. These types of advertisers can offer products at either end of the spectrum: luxury or value.
7. **Improve an advertiser's target** marketing by targeting the most appropriate segments of a subscriber database.
8. Printers should encourage **publishers to visit their locations**. Doing so exposes publishers to the printer's culture, new equipment capabilities and investments—which can help the publisher purchase print effectively and efficiently and trim costs. Printers can be your educational partner.
9. Publishers should **negotiate effectively and professionally with printers** to manage their budgets.
10. A printer should have a dedicated sales rep allocated to their account who is knowledgeable on all aspects of the printing presses and bindery equipment available. This rep should also be proactive with ideas and suggestions.
11. **Price may be important, but quality and service is just as good.**
12. Most importantly: To avoid delays and additional costs, **printers should not quote or print any projects that are not bindable.**