

### Learning Objectives:

After completion of this session, the learner will be able to know:

- What are the concepts of print media?
- What are the concepts of outdoor media?

### Topics to be Covered:

- Print Media
- Outdoor Media

## *Print Media & Outdoor Media*

Digital Marketing & Marketing Communication

Session

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# Print Media

## What is print advertising?

Print advertising is a form of advertising that uses physically printed media to reach potential customers. Print ads were once the standard format for creative advertising. But as more advertising dollars are allocated to digital outlets, print advertising is seen as an expensive, untrackable media format.

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01

## What are the alternatives?

Print media advertising is physically printed media including newspapers, magazines, posters and billboards and direct m

02



## How to make print media selection?

Print media advertising offers advertisers the opportunity to target different readerships, with advertising costs based on circulation and nature of the readership. Advertisers and agencies compare the costs of reaching target audience using circulation figures and readership research from individual media or industry groups, such as the Association of Magazine Media or the National Newspaper Association.





# Types of Print Advertising

## 01 Newspapers & Weeklies

Advertisers can choose from a wide range of different types of newspapers, including local, regional or national titles published in daily, evening, weekly or Sunday editions.

## 02 Consumer & Trade Megazines

Magazines offer advertisers extensive choices of readership and frequency. Consumer magazines cover a wide range of interests, including sport, hobbies, fashion, health, current affairs and local topics.

## 03 Billboards & Posters

Advertising on billboards and posters gives advertisers the opportunity to reach consumers on the move. Putting posters in retail malls, for example, helps advertisers reach consumers close to the point of purchase.

## 04 Direct Mails

Print media advertising offers advertisers the opportunity to target different readerships, with advertising costs based on circulation and nature of the readership.

# Outdoor Media

## What is outdoor advertising?

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. The Outdoor Advertising Association of America says that's where consumers spend 70 percent of their time.

## Billboard Advertising

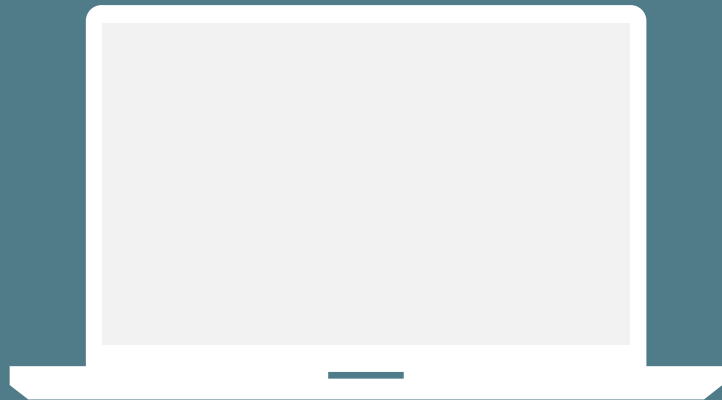
Most people are familiar with billboard advertising, regardless of where they live or travel. Billboards are placed next to high-traffic highways as well as along less-traveled roads in non-urban areas. Drivers see them almost anywhere because they are an efficient and cost-effective means of communicating information that is geographically important – the location of the closest chain fast food restaurant on the route, the nearest motel, or campgrounds at the next exit.



Product



Customers



Place



Promotion

## Street Furniture

A bit of a misnomer, “street furniture” applies not just to benches but also to bus shelters, newsracks, and telephones among others.

## Transit

Ads on the sides of busses are the most common form of outdoor advertising, but outdoor advertising is common in stations and within subway cars, in taxis, along airport walkways, and wrapped around vehicles – one of the newer trends.



Thank You

*My Curiosity is all Yours*