



## Ready, Set, Sell: Prepping for Print & Online Ad Sales

Whether in print or online, newspaper advertising holds several distinct advantages over other types of media that sales reps should remember and communicate to potential clients.

First and foremost, newspaper ads have staying power. In print and online, they are positioned where potential customers are directing their focused attention. The reader isn't changing the channel or station; the reader is engaged in the page content, and can't miss the ad appearing there. If the advertiser is offering a product or service the reader may be interested in purchasing, their attention is already caught...and the information won't disappear from sight or sound before it can register. Newspaper advertising allows the business to provide all of the details a customer may want to review before making a shopping decision. Readers can even save that information

for future reference by clipping the ad or taking a quick photo or screen capture.

Another benefit to your advertisers? Newspapers have traditionally attracted an educated and affluent audience, and an online presence has broadened their appeal to include a greater percentage of younger readers, making newspapers the portal to a valuable adult audience of all ages.

What's more, the success of apps like Groupon and Living Social has clearly demonstrated the power of coupon offers. A newspaper coupon can offer shoppers the same enticing benefits without the up-front commitment and potential for impulse buyer's remorse. A good print or mobile newspaper coupon drives excited customers to an advertiser's door without making them feel anxious about the buying decision. The details can always be confirmed before checkout with the merchant, so customers buy with confidence.

As a sales rep, communicating these key selling points can help you get your foot in the door with potential advertisers. To improve sales calls and resulting close rates, here are several more strategies to keep in mind:

*Did you find this information helpful? If so, stay tuned next month for an overview of valuable print and web ad design tips to maximize advertiser and audience appeal!*

### 1. Know your products and your clients.

Know your print and online readership numbers, as well as upcoming special section titles and event-related opportunities. When selling sections, keep an eye on ad space inventory: If a high-demand special section is close to selling out, this can help you seal the deal. On the other hand, reserving early will allow advertisers to appear alongside specific features that best complement their products and services. When selling online advertising, know which sections of your site have the most valuable audience traffic for that particular advertiser's products and services. Also, having a handle on your clients' existing online and social media exposure will help you prepare presentations that impress them without confusing or overwhelming them.

### 2. Present advertisers with options.

Offer various ad options including print ads, digital ads, directory spots, themed page placement, sponsorships, native advertising, special section advertising and contests, and

pair these options with bundle, campaign or extended-run discounts. Metro subscribers can access thousands of these ready-to-present-and-sell options – including print and web spec ads, themed special sections and copyright-free editorial features for native advertising – in the Creative Library of MetroCreativeConnection.com (MCC).

### 3. Make rates accessible.

A newspaper ad size and run time can easily be tailored to fit the advertiser's budget, making it cost-effective for just about any business. Make sure these advertising rates are communicated clearly with a rate card, and review rates regularly to ensure they are competitive and compatible with current market conditions. The MCC Creative Library features rate card templates for a variety of topics, as well as promotional ads for advertisers, to get you started. Simply select the "Spec Ads & Covers" box and enter keywords "rate card" to browse your options.