An advertising department for a newspaper is responsible for generating revenue for the business by selling advertising space to local or national organizations. To sell advertising space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers.

Business

The newspaper advertising department plays an important role in helping small businesses market their products and services. According to Professional Advertising, 57 percent of adults in the United States read a daily newspaper, and newspapers get the biggest share of advertising revenue in the country. Over 85 percent of newspaper advertising expenditure is accounted for by local advertisers.

Classified

Many advertisements in a newspaper are small, low in cost and generally consist of text only, although some may include the use of photographs. These are known as classified advertisements and they are published in a special section of the newspaper under different headings or classifications. The advertising department takes orders for classified advertisements via telephone, email or the Internet, and processes the orders for publication on an agreed-upon date.

Design

Advertisements that appear within the editorial sections of a newspaper are known as display advertisements. Generally, they include photographs or illustrations as well as text. The advertising department may offer design services to advertisers who do not have their own facilities or do not use an advertising agency; an in-house graphic designer will create and write an advertisement to suit the space the advertiser has purchased.

Media Data

Providing media data to advertisers is an important function of the advertising department. Media data includes the circulation of the newspaper, its frequency of publication, geographical coverage and a profile of its readership based on audience research. The department also produces a rate card that lists the costs of different sizes of advertisements, together with discounts available for multiple bookings. Advertisers and advertising agencies use media data and rate cards to plan their advertising campaigns. They choose a medium, such as a newspaper or magazine, that reaches the largest proportion of their target audience for the lowest cost.

Features

Advertising departments work with editorial teams to develop special features that will attract advertisers. An example is a feature on home improvements where the editorial content would include a series of articles on decorating, furniture placement and small building projects. The advertising department contacts suppliers of relevant products and services, inviting them to advertise in the feature and emphasizing the benefits of the editorial environment.

Relationships

To encourage customers to become regular advertisers, advertising departments call or visit businesses or advertising agencies to discuss their advertising requirements. Advertising departments also help small businesses plan advertising campaigns. Sales representatives often meet with advertisers to discuss their business objectives and recommend the best way to use the newspaper to advertise their products and services. Advertising departments may also offer special deals or discounts to high-profile advertisers that they wish to attract to the newspaper.

What Is Print Media Advertising?

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. The proliferation of digital media has led to a decline in advertising expenditure in traditional print media, but print isn't dead.

Tip

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

Newspapers and 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. Newspapers target different readerships with a mix of content, often including sports, entertainment, business, fashion and politics in addition to local, national or world news. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text, photographs, illustrations and graphics in sizes up to a full page or even a double-page spread.

Consumer and Trade Magazines

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. Many business and trade magazines provide coverage of specific industries, such as finance or electronics. Others cover cross-industry topics, such as communications or human resources, while still others focus on job-specific areas, such as publications for executives, marketing professionals or engineers. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads in black and white or color.

Billboards and 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. Posters or billboards in train stations, airports or busy town centers have the potential to reach large groups of consumers. Advertisers can change the messages on billboards and posters at a frequency of their choice.

Direct Mail: Letters and Postcards

Advertisers use direct mail to reach smaller target audiences or selected prospects. Direct mail often take the form of a letter, brochure or flyer sent via the postal service. Advertisers can compile their own list of prospects and customers for the mailing, or rent a mailing list from a specialist firm.

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 their agencies compare the costs of reaching their 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.