

the buzz

CURRENT EVENTS AND NEWS FROM MANSI MEDIA

INSIDE...THE FUTURE IS CLEAR !, CABLE TV VS NEWSPAPER, ADVERSITY AND OPPORTUNITY

JUNE09

THE FUTURE IS CLEAR !

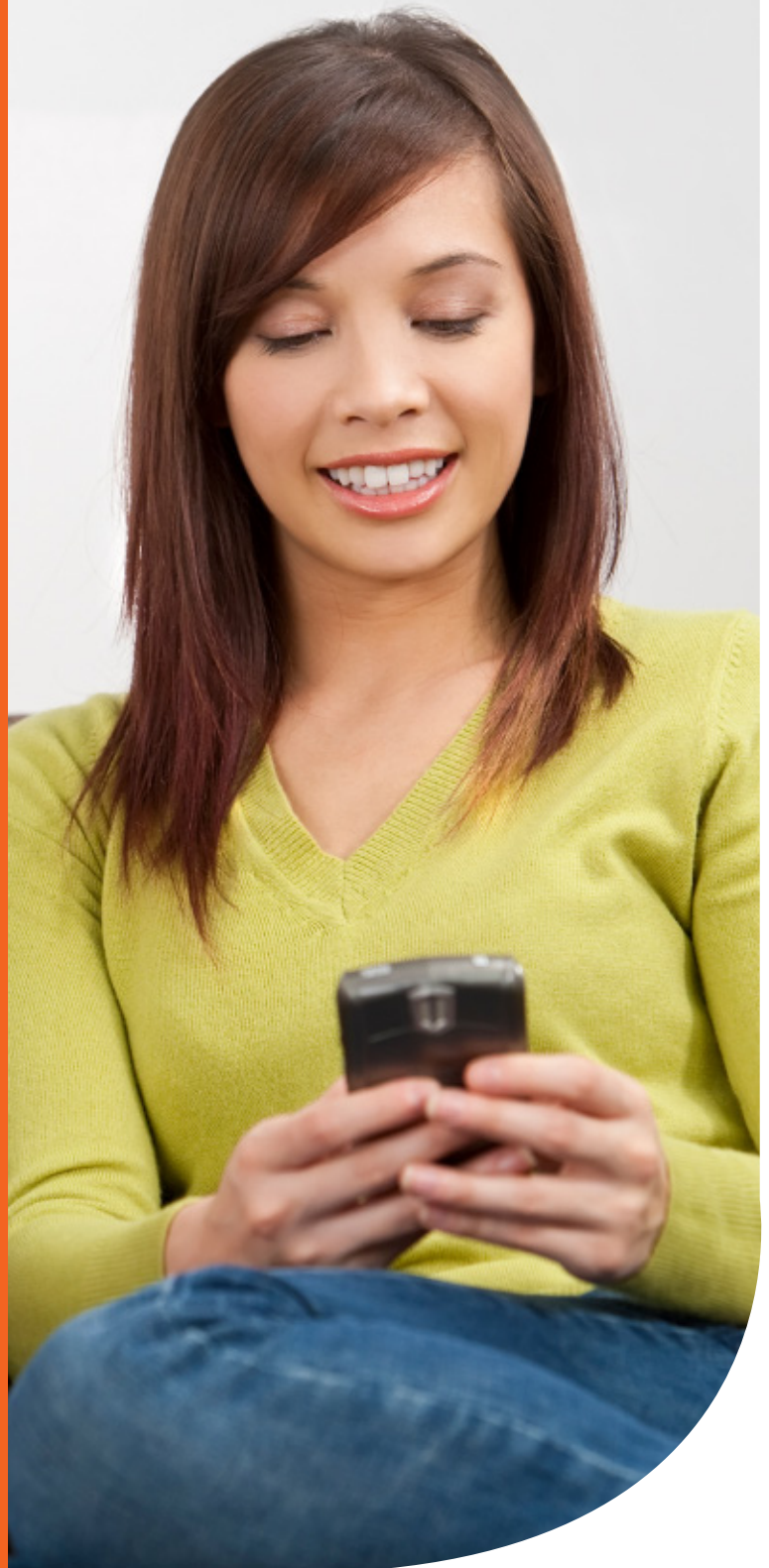
The future of newspapers seems clear: many people will get their news delivered to their pocket.

That's where mobile devices - like the increasingly sophisticated smart phones and other handheld devices sold by Apple, Palm and Blackberry - are kept.

Local news and information on mobile devices is booming; it's the number one content sought by users. The attraction is that news and information about their communities can be delivered instantly, satisfying the need consumers have for always being connected to the world around them. And it can be delivered compellingly - there's no question that news, photos, video and advertisements on devices like the iPhone present just as well as print or any website.

For instance, Verve Wireless is working with 1,500 newspapers nationwide to present their news on handsets. Usage is soaring - up 56 percent last month - and it is inevitable that within 12 months more people will access their news and information on mobile devices than desktops.

Advertising is taking off too, The Kelsey Group predicts local mobile will hit \$2.3 billion by 2013, up from \$160 million last year. Because mobile gives advertisers the opportunity to target content directly at users based on their location, demographic makeup, time of day and interests, it is the fastest growing category of digital media. Response rates on mobile are ten to 20 times higher, giving advertisers and media planners a superior ROI.



CONTINUED...

MANSIMEDIA.com

HERE ARE THE BENEFITS OF MOBILE ADVERTISING:

- People are using their phones as mini computers, meaning advertisers can reach them at the time of highest emotional impact. Example: Coupon offers for dining options sent at 5 p.m. to targeted areas around restaurants.
- Mobile is getting faster every day, meaning the ads display well and link nicely to rich media offers.
- The ability to target advertising by location is huge for marketers. No other medium comes close to matching mobile.
- Video and rich media are increasingly being used on mobile.
- ROIs on mobile are sky-high. Response rates for coupons soar to 70 percent, a level unheard of in print or online.
- Mobile is easy. If you have creative for print and online it's easy to adapt to mobile's specifications.
- The best way to buy mobile is in conjunction with print and online. MANSI Media planners can help you integrate mobile coupons, banner and micro-site advertising into your marketing campaign.

SURVEY INPUT...

MANSI Media is looking for your input! We invite you to take a couple minutes of your time to fill out a ten question survey about what services you would find most valuable from a media placement partner. We're very interested in your needs and how we might be able to help you with your media plans. As an added incentive, we'll be choosing one random survey participant to win a BIG, sweet prize! We'll announce the winner in next month's issue of The Buzz.

Follow the link below to answer our short ten question survey.
Thanks in advance for your help!

http://www.surveymonkey.com/s.aspx?sm=UuqxSTIZPY2aU_2fuy_2bzbyxQ_3d_3d

CHECK OUT MORE GREAT NEWS
ARTICLES ON OUR WEB SITE
MANSIMEDIA.COM





CABLE TV VS NEWSPAPER

If you can impress a client by creating an advertising schedule that produces results, more than likely, that client will continue spending money with you. To gain and maintain your credibility as a savvy media buyer, it's important to recognize the times when pairing certain mediums, which can lead to a win-win situation for you and your client. This month we take a look at cable television and newspaper.

CABLE TV

- Frequency medium – reasonable rates allow for significant purchasing power
- Ability to narrowly target desired audience – geographically and demographically
- Message contains audio and video – draws the viewer in emotionally
- Added value opportunities – many cable advertising providers will include no charge commercials, sponsorships and/or merchandising as part of the media buy

- Audience fragmentation – viewers have too many choices
- Must buy a large volume of commercials in order to make an impression
- Television spot production costs can be prohibitive
- Advertising buy generally made during wide day part window for cost efficiency (6p-12p)

NEWSPAPER

- Good reach medium – strong circulation, penetration and readership figures
- Offers a variety of ad sizes and non-traditional ad units
- Timeliness – can get an ad in quickly
- Advertiser can convey a detailed message – no limit to size of ad
- Credibility

- Passive medium – no “tug at heartstrings”
- Perceived audience composition
- Clutter
- Cost

STRENGTHS

WEAKNESSES

Cable television and newspaper advertising are complementary mediums. Newspapers reach the masses, but most also offer the option for an advertiser to more narrowly target their advertising message by running in a zoned or neighborhood edition. Cable television provides the frequency necessary for a balanced media schedule by affordably allowing for a commercial to run over and over again, targeting a more specific audience. Both mediums allow for geographical targeting, which is especially important to a local advertiser. By combining the strengths of cable television and newspaper, ad advertisers can benefit from more effectively and economically reaching their desired audience.

ADVERSITY AND OPPORTUNITY

“Out of adversity comes opportunity.” This inspirational quote from Ben Franklin has been used repeatedly throughout the past few months as we experience an economic downturn more severe than many of us have ever seen. Traditional media companies have particularly been hit hard as advertisers scale back their budgets and consumers continue to migrate toward getting their information from new media outlets. Some newspapers and magazines have had to make drastic changes to the way they do business. A few have had to reduce their publication days, and some have even shut down completely. But, sometimes one company’s misfortune can be another person’s opportunity. Below are a few examples of some entrepreneurs who have decided to try to make lemonade out of lemons...

- As the daily newspaper, the Ann Arbor News, closes on July 23rd, a related company is launching a new website, AnnArbor.com, which will publish print editions two times per week. In addition, Heritage Newspapers plans to start a new, free Ann Arbor weekly newspaper in early July.
- On March 30, both the Detroit Free Press and The Detroit News launched a plan to reduce home delivery to Thursday, Friday and Sunday. This move prompted two experienced publishers, the Stern Brothers, to start a new paper in the market called the Detroit Daily Press. They plan to start publishing in the next 45 days.
- In Stamford, Conn., a Spanish-language newspaper that ceased distribution about a year ago has re-entered the market under a new name. Los Andes, one of the state’s oldest Spanish-language newspapers, returned in March, but readers might not have recognized it by its new name, La Opinion. The publisher made this move as Spanish-language newspapers continue to experience readership growth.
- When a small weekly newspaper in Columbia, Pa., (Columbia Ledger) closed in February, the community outcry was great. On-Line Publishers recognized this as an opportunity and decided to start a new publication, called the Columbia Register on May 21st.

There are many similar opportunities being grabbed across the country. We can all learn from these companies that are willing to take a chance at filling a void in their communities. Sometimes we need to be prepared to face adversity to gain the opportunity from it.

Brad Simpson, Vice President, Advertising Operations, brads@mansimedia.com

Lisa Knight, Vice President of Advertising Sales, lisak@mansimedia.com

Kevin Wert, Director of New Business Development, kevinw@mansimedia.com

Chris Kazlauskas, Director Media Placement, chrisk@mansimedia.com

Matthew Caylor, Account Executive, Interactive, matthewc@mansimedia.com

Wes Snider, Account Executive, wesleys@mansimedia.com

Taylor Crawford, Account Executive, PA, taylorc@mansimedia.com

Carin Hoover, Major Accounts Manager/Sales, carinh@mansimedia.com



MANSI MEDIA

Plan. Place. Pronto.

HARRISBURG, PA 17110

TOLL FREE: +1 800 577-4067

TELEPHONE: (717) 703-3030

FAX: (717) 703-3033