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Newspapers: Print vs. Online

Hillary Walsh

Granite State College

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H_Walsh Capstone Paper

by Hillary Walsh

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Newspapers: Hard Copy versus Online

Hillary J. Walsh

MGMT850 Strategic Management Capstone

Granite State College

June 26, 2016

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Acknowledgement

I would like to offer thanks to all the professors and administration at Granite State College for their support and guidance. A special thank you to Dr. Mark Jewell for his continued patience throughout my journey.

I would also like to thank my co-workers for their support in writing this paper.

Abstract

The purpose of this paper is to give an overview of hard copy newspapers vs newspapers online. The younger generation generally prefers to read their news online via their computer, tablet, or smartphone, while the older generation still prefers the print version. While it seems as though the print version is dying, this is not true for small town papers that focus on local news. However, it is important for these papers to have an online presence as well to satisfy all generations. The balance between hard copy and online can be difficult for everyone to accept, including the employees of the newspaper.

Introduction

The purpose of this paper is to show that despite what people think, there is still a need and a want for print versions of newspapers. There was limited peer reviewed information related to this topic, and the information I did find, wasn't consistent. There were papers that leaned toward the print version being better, and there were papers that leaned toward online being the preferred method.

Research has shown that smaller community papers will thrive more than larger newspapers due to the fact that the smaller papers rely on local news that cannot be easily obtained on the internet. The larger papers that have been folding, or converting to strictly online, do not survive because all of the information that is in their paper can easily be found on the internet.

I have learned throughout this process that small newspapers can have both successful print versions as well as successful online versions. They need to complement each other, not compete with each other.

Moving to an online presence does not only affect readers, but it also affects the employees. Making sure content is posted as well as Facebook being updated, adds to the already heavy workload of the employees. However, it is a necessary function in keeping the paper alive and running.

There are also employees within the company that are not willing to adapt to the new style of newspapers, therefore it can make it difficult to promote their website and Facebook page. These employees are long-term, older employees who are a valuable asset to our team, so it is not necessarily a good idea to terminate them.

Literature Review

“For a lot of reasons, many people are still embracing the twentieth-century growth model. Sometimes complacency is the problem Sometimes they have no clear vision for the twenty-first century so they don’t know how they should change. But often, fear is a key issue [So] they cling defensively to what they currently have. In effect, they embrace the past, not the future.”

- John P. Kotter, *Leading Change* (Harvard Business School Press, 1996)

Newspapers were first printed in Germany in the late 1400’s and the first successful newspaper in the United States, *The Weekly News* was first printed in the 1622. As of 2014, there were more than 8,000 community newspapers in the United States, most of which are published weekly or bi-weekly.

“The report of recent events”, is the common definition of the word news (Tenenbiom-Weinblatt, pg. 22).

There is little doubt that newspapers have evolved throughout the years, but most of the evolution took place behind the scenes by how the papers were put together, from manual paste up with typewriters to computers sending the papers directly to the press. However, nothing has caused such an evolution in the newspaper industry than that of the Internet.

Today’s readers run the gamut of what they want. The Millennials want the news via their smartphones, tablets, or computers, yet the older generation still prefers their news being delivered in the morning and reading the paper with their morning coffee. Herein lies the conflict. Where do newspapers focus their attention?

Both online and print versions of the newspaper have their benefits. Breaking news can be reported much faster online than it can in the print version, however not many parents are cutting

out a print out of their child's name to put in their scrapbooks. Online papers also allow the reader to be more interactive and a print version.

For example, our daily paper was able to print the honor rolls instantly, online, and we linked to from our Facebook. This allows readers to tag someone who they might know have a child on the list, as well as drive traffic to buy our paper the next day to cut out and add to their child's scrapbook.

One of the benefits of having our news online, compared to print, is that when we make mistakes, as all people do, we can instantly correct the error. This cannot be done in a print version. We would have to wait one day for our daily papers or even a week if it is a weekly paper, if we need to run a correction.

As a local newspaper-publishing group, we are focusing our attention to the Internet and social media, but still have not lost sight of the need for the print version. Not only do we have to take into consideration the readers, but we have to think about how our changes affect our employees. Our staff has a wide-range of ages, from our daily editor who is only two years removed from college to the editor of one of our weeklies, who has been in the newspaper industry for more than 50 years.

Change is something that the weekly editor is very hesitant to do and very unwilling to learn about, therefore making it difficult to move forward with that publication that is near and dear to his heart. He has been a part of this weekly paper for more than 20 years and the transition to online and social media has been a difficult one.

He will not update a website nor will he update a Facebook page. He doesn't understand the importance in today's world how important these two are. In his words, "I can accept, but I don't

have to adapt.” The publisher is working with him to try and get him to adjust his thinking of the importance of a website.

The editor is a valuable asset to us as he has a vast knowledge of not only the area, but the industry, so it benefits us to have him on our staff and not force him into retirement.

Although readership has grown on our website, our subscription numbers have not declined. In fact, they have also grown. On average, on a daily basis, we have just as many sets of eyes viewing our newspaper online as we do in print.

During our first month of our website, Oct. 8 - Nov. 8, 2015, we had 10,611 sessions with 6,555 users. There were 37,881 page views. During the time period from April 7 to May 7, 2016, Our sessions increased to 108,380, the users increased to 53,088 and the page views jumped to 201,506. Using these numbers, we have increased our ad count from six ads the first month to more than 30 ads per month.

Bad new sells. Bottom line. Six of our 7 biggest hits on our flagship daily paper, Eagle Times, is news that we wish we were not reporting on. For example, our biggest story online and Facebook, is a story about a young boy who allegedly started a fire at a local motel on April 25, 2016. He found a lighter in his motel room, proceeded to go to the back of the motel, unattended, and started to burn some leaves. The fire destroyed the hotel. Thankfully, no one was injured.

This story reached almost 33,000 people via Facebook, our website, and people sharing the story on social media. With the technology we have today, and a young editor who is eager to promote our web site, he was able to post video instantly from the fire to the Facebook page. Using his laptop and a hot spot on his cellular phone, we were able to be the first news source in the area to report this story. In less than one hour, we had more than 1,000 viewers reached.

The newsroom quickly posted a breaking news banner on our website to attract the attention of readers. The benefit of having this story online, is we were able to post many pictures of the fire and they showed the extent of the fire that destroyed the motel completely, leaving many families homeless.

Our second biggest story was two days prior when there was a severe accident in our city which resulted in an untimely death. Four people were driving fast, and under the influence of drugs and alcohol, and took a corner in a 30 MPH zone at 110 MPH, and the passenger was ejected from the car and thrown into the river, resulting in her death. This story reached more than 20,000 viewers in less than one hour.

The highest-viewed feel-good story is about a business in our core city that opened a bounce house, which is dedicated to her son, who died at young age of a rare disease. This story reached more than 18,000 viewers.

Rounding out the rest of the top seven stories include the charging of the woman who was involved in the fatal accident, a woman who was missing for several days (she was later found dead in the woods from an overdose - which we chose not to report on), a car crash involving a driver who has now managed to crash into three houses, and finally a drug bust.

Three Critical Roles of Community Newspapers

Newspapers play three critical roles. First, they “set the agenda for public-policy debate.” (Abernathy, pg. 22). Newspapers can single out certain issues that they seem are important and devote time and resources to report on them. They also grab the attention of readers with headlines that attract attention, and generally, bad news sells.

Secondly, newspapers encourage economic growth and change by providing a marketplace for readers and businesses to connect. “Dozens of advertisers interviewed over the last four years

expressed a desire to support the local newspaper.” (Abernathy, pg. 25). Advertising representatives help businesses reach new customers.

The third and final role newspapers play is that they foster a sense of geographic community. The community newspaper helps people navigate through multiple political, social, and economic geographic boundaries on a daily basis.

Adding an online and social media presence requires a new mindset for editors and publishers. Editors and reporters need to shift their focus when writing stories. If it is a breaking story, they will not have until later that evening to get the story done for the print version. Instead, it is imperative to get their story written and up online and on social media so that readers can see the results instantly. Generally, a follow-up, the longer more detailed story will appear in the paper the next day, effectively pushing the reader to the print version of the newspaper.

Having a social media presence for your newspaper is no longer an option, it is necessary to continue its growth. Many newspapers have dozens of separate accounts to keep track of what people are reading on its website. According to a study in 2012, nearly one in five minutes online are spent on social networks and one in seven minutes online is spent on Facebook. Twitter is most popular on a mobile device than all other social media platforms. 43 percent of Twitter users use a smartphone, compared to 34 percent of readers on Facebook.

“Users age 18-24 spend twice as much time as those ages 35-44 on social media (one hour and 50 minutes’ vs 54 minutes per weekday). (Editor & Publisher, pg. 31).

Currently, the newspaper firm I work for gets more advertising revenue from our print version than it does from our website, however, the cost of overhead is much more substantial using print. Not only do you have to figure in the cost of the staff to build the ads and paper, but also you need to add the costs of newspaper, ink, staffing the pressroom and mailroom, film and press

plates. Another fact that goes into the monetary value of it is the fact we pay 10 times more for workmen's compensation insurance than we do if we did not have a press. For example, \$6,000 in advertising online is equivalent to \$60,000 in print, due to all of the overhead.

Also included in the overhead costs is we have to have a larger building to house our press. This costs us more money in heat and rent.

The Benefits of Reading Hard Copy

In the 1980s, newspapers began adding the use of color pictures, graphics, and charts to the printed version of the newspaper. Following these additions, researchers at Poynter Institute showed that those elements improved reader performance recall only slightly. However, when news stories were presented via four different media - newspapers, computers, television, and radio - they study found that users "remembered significantly more facts from news stories via newspapers and computer screens than the same news stories from television and radio."

(Santana, pg. 80).

During several other studies, researchers found that "Internet users found that news sources were not found to be more credible than traditional sources" (Santana, pg 82). They found that there was only a slight tendency for people to believe that they could find more accurate information online than any newspaper or television.

"Information in print generates higher levels of free recall and more accurate free recall than information presented on a computer screen. The difference in medium produces an effect on recall but not on recognition, suggesting that individuals store the information in memory, but that the print medium enables individuals to retrieve the information from memory more readily. Likewise, memory for an advertisement embedded in news content is greater in print than online." (Magee, pg. 88)

“Despite a multitude of alternative news sources, however, it is impossible to ignore the traditionally important role of the local newspaper. According to one 2011 study, newspapers remain the most relied-upon source for crime, taxes, local government, activities, schools, local politics, local jobs, community/neighborhood events, art events, zoning information, local social services and real estate/housing.” (Bockino, pg. 60).

Another study performed by Flanagin and Metzger examined the perception of the credibility of various categories of Internet information. “The researchers found that while respondents reported that they considered internet information to be as credible as information obtained from television, radio and magazines, they considered newspaper information to be more credible.” (Santana, Pg. 82).

There are many benefits to advertising both online and in print. It has been proven that when a client advertises in both, it creates a synergy effect, “which is exposure to coordinated advertisements” (Rosenkrans, pg. 109). Online statistics for ads are easy to track. Common analytics include ad impressions and clicks. “An ad impression occurs when users request ad content from a publisher or ad server. Ad impressions cannot reveal user involvement, but they provide advertisers with good measure of the ad’s success in terms of brand recognition or brand visibility.” (Rosenkrans, pg. 110) A click-through rate records how many users click on the ads.

Studies have shown that consumers are more motivated to pay attention to multiple messages than repetitive messages. “The repetition effect results from repeated exposure to the same advertisement and is assumed to be the incremental effect of each additional advertising exposure.” (Rosenkrans, pg. 111).

“In 2011, online revenue for the industry was up \$207 million, while print revenue was down \$2.1 billion. This unsustainable 10:1 ratio of online revenue gain to print revenue loss, an

alarming jump from 7:1 in 2010, continued to erode the formerly consistent revenue streams on which newsroom budgets have always relied.” (Bockino, pg. 59)

“Research has focused on the sheer number of online ads users encounter when browsing the Internet. The excessiveness of ads contributes to consumers’ perceptions that none of the ads is targeted specifically to them. The result is the conscious or unconscious expectation by Internet users that they will encounter goal impediments, ad clutter, and an overall negative experience with online advertisements, spurring their avoidance.” (Cho, pg. 30)

Online advertising has unlimited potential to reach a whole range of people that might not necessarily have been reached with their print version.

With the online version of a newspaper comes the question of whether or not to charge people to view stories. Some papers do not have any pay structure and rely on advertising revenue to support their web site. Some online newspapers require you to register your email and then allow only a certain number of stories, and then you need to pay to read what you want. In our case, we keep everything in front of the paywall. However, we only allow subscribers to access our E-edition (which is a full PDF version of the paper) as well as archives.

The way a newspaper is delivered can also affect a newspaper. For example, if a subscriber receives many e-mails, an e-mail item can get lost in their inbox or spam. However, it is hard to miss a print publication with a large picture above the fold displayed with other newspapers.

Reviews can be mixed within the industry when a newspaper makes the decision to either cease publication and go strictly online or only print a couple days a week. When the *Times-Picayune* in New Orleans decided to go from seven days a week to three days a week and continually update their website, it became the first major city in the United States to not have a daily publication. “The *New York Times*’ David Carr said of the move, ‘It’s the kind of doomed

romance that inspires tear-jerker movies and elegiac columns, so bear with me.” (Bockino, pg. 59). Others viewed it as a necessary transformation.

In a study of current print subscribers, consumers were asked their payment preferences, micro pay versus flat rate payment, and the content length preferences, paying per issue, article, or page.

In the early 1990s when newspapers began their online presence, there generally was not a fee. Early attempts to charge readers failed. However, by the 2000s, newspapers had found a way to develop user base by giving content away for free. This method attracted advertisers. “In the past decade, advertising, subscription, transactional and bundled services have remained the four basic revenue sources for U.S. news sites, while two-thirds of sites earned from alternative sources. According to one study, an average of 18 percent of total revenue came from sources other than advertising, subscriptions, and archives.” (Graybeal, pg. 22).

Although there have been countless discussions within the newspaper industry regarding subscription and micropayment options, no one model has surfaced as the best. Consumers are split on a preference on how to pay for content. “In one national study, about one in five surveyed online news consumers said they would be willing to pay for content. While consumer willingness to pay is low, recent research suggests that brand loyalty to a newspaper increases the likelihood that the reader would pay an online micropayment for the favored news product.” (Graybeal, pg. 22).

Newsprint is one of the top three expenses for most newspapers. To help save money on newsprint, many papers, including ours, have shrunk their paper size. Most papers that were 13.5 inches wide are now 11- to 10-inches in width. However, for some newspapers, this may involve a capital investment to adjust their press. Therefore, the next logical step to saving money on

newsprint is making the paper thinner. Most publishers have moved from 30-pound newsprint to 27.7-pound newsprint.

Along with newsprint, other expenses that are not obvious to the reader is the way we transfer the electronic version of the paper to the press for our readers. We use film, which is just like film in a camera except in a larger format. For us to print our papers for one month, we pay approximately \$5,000 per month. Along with the film, the next process is to transfer the film to plates which is another \$2,500 per month. This doesn't include the maintenance of all these machines as well as the cost of ink.

“The savings is not linear, however. The printing yield is higher on lightweight paper meaning you can print more pages per pound of newsprint. However, the price per pound is almost higher for lighter basis weights. In laymen's terms, this means you will use less paper, but the paper itself costs more money per roll.” (Falzone, pg. 33)

Other benefits to printing on lightweight papers are that you use fewer rolls of paper. The lightweight paper is most beneficial to newspapers that mail their paper. They incur less paper, which means trucking and warehouse expenses are less. If it is necessary to store papers, this can also be helpful.

Newsprint can also be a way for publishers to make money. Selling an ad on old gray newsprint can be harder than using bright white stock. Using the bright white stock for special sections, advertisers are more likely to spend more money on advertising than they would for regular newsprint. At our newspapers, we have started running more special sections and these are all printed on white stock with color photos and ads on all pages, thus enhancing the product, making it easier for the salespeople to sell.

In conclusion, now there is room for both print and online versions of a newspaper and benefits of using one to help the other. Newspaper organizations should use print and online to complement each other, instead of competing with each other. As the generation gap closes and as the older generation is no longer around, the younger generation will continue to use the internet and the subject may have to be revisited.

Framework for Analysis

The purpose of this research paper was to prove that despite what most people think, newspapers are still alive and some even thriving. The introduction of obtaining news via the Internet has lead people to believe that the web is the best and only way to get your news. This is far from true.

Research does show that some newspapers have folded, but these papers are larger papers that don't focus on local news. The newspapers that do focus on local news are the ones that are surviving, both online as well as the print versions.

Methods

Methods used in this research project were using my work history and experience in writing this paper. Not only did I use my work experience but I used peer-viewed articles through Granite State Library. I relied heavily on information I have learned throughout my 25 years of working in the newspaper industry, as well as my father's 35 years with the same company.

I used analytics from Google as well as Facebook to get the figures for the number of readers for each story as well as to see the number of people that shared and viewed our stories via Facebook.

The circulation numbers were retrieved internally via our circulation department. At our weekly meetings we discuss circulation numbers and I compiled them throughout this period to get the results.

Listening to feedback from readers was also a method I used in obtaining information. I can hear phone calls from the newsroom when readers complain about the puzzles being wrong or the comics not being correct. Talking to readers outside of the office and hearing them discuss how they like the website or what they would like to see changed also was a method for me.

Recommendations

Newspapers and their organizations do have a few different options to help them still thrive and not have to fold due to losing money. Currently, there is still a need for both online and print versions of newspapers. Companies, such as ours, put a lot of time and effort into both so that all our readers are happy.

If a company is still struggling to survive, another option that many newspapers groups have gone to is still having a print version, however, outsourcing instead of printing it in-house. This is an incredibly difficult decision to make, for a couple reasons.

First, it will cause layoffs. No one wants to see staff lose their jobs. It's an unfortunate step to take and one that is probably a last resource.

Second, the newspaper loses its control. You no longer have control of when you can print. You can't control if you need to push a deadline out for local meetings or sporting events. You can't control the page count or where color can go. These are all the little things that we take for granted if we operate our own press.

However, there are some benefits of not running your press. First, you lose the high expense of operating a press and all the headaches that come with it. Presses, like many machines, have many small moving parts and break down easily.

Secondly, you lose the expense of the film, plates, image setters, ink, and paper that comes with the press as well as the hassle there is in ordering all of these. These items are a huge expense to a paper with a press.

Along with the expense of the supplies, comes the expense of not only staffing the press crew but staffing the inserters to put the inserts into the paper as well as bundle all the papers with the proper labels to get them to the drivers.

Another expense that cut down on is the cost of workman's compensation insurance. Currently, with the press, we pay \$60,000 per year for insurance. Without the press it is \$5,000 per year. Other expenses that come with housing a press is that you have to have a larger building which means higher rent as well as higher electric and heat.

Opportunities

There are many opportunities for small community newspapers to utilize both print versions as well as their online version. Editors can use the website for breaking news and to update readers instantly. They also have the advantage that the web is available 24/7.

Editors can upload more pictures for a story that can be allowed in a newspaper. The website also allows for the use of video. The ability to video a live event, such as the case of the fire that destroyed a motel in April, really boosted our viewership online and kept readers coming back to the site and Facebook page for updates. This story was our number one story ever.

Sales representatives also have the opportunity to expand their sales numbers by offering customers their ad not only in print, but online. Both methods have benefits for their customers.

Top-of-mind readership is a benefit of utilizing both the online and print version of a newspaper.

Discounts can be given to readers online if they advertise in the print version.

Advertising online also allows for viewers to link directly to their website, via the click thru.

There are other opportunities on the print side of the company. To increase the ad count, sales representatives are encouraged to do package deals. For example, if you buy an ad in our daily paper, you get an ad at a lesser price in one of our weeklies. This works well. Readers do not know that the ads are cheaper, they just see a fuller paper. This strategy also helps other customers who many not be advertising in the paper currently. For example, if a furniture store that is not advertising sees that their competitor is advertising, they are more likely to purchase an ad for the added exposure.

We also sell and print our own special sections. One of our new features is a weekly Good Health Care Guide, which has really taken off. A lot of money is made off our special sections. As an example, our weekly Good Health Care Guide, just started in April. During the first month, it profited more money that our biggest weekly paper does in a whole year.

Because these sections are themed, the same advertisers are not consistently called upon. For example, if we are featuring a Spring Home and Garden themed section, the advertising representatives will not be calling the same customers that advertise in the Good Health Care Guide.

As part of a package deal to boost the regular print edition, anyone who advertises in our we special sections receives a free ad, based upon the package that they purchase. For example, if a customer buys a higher priced package, they get more ads on the website as well as in print.

Discussion and Analysis

I write this paper, a local competitor, has announced they are ceasing printing on Mondays, Tuesdays and Wednesdays and going to online 7 days a week. Although they are our competition, one doesn't like to see newspapers continue to decline.

Also, during this Capstone Project, our building that we leased, and housed our press in for our five papers, was sold. We were given one month to vacate the building. Due to the lack of buildings available, as well as the age of our press, the corporate office decided the best solution would be for us to outsource our printing. I took this news personally, with a heavy heart, as I am a second generation newspaper employee, and I've always know the press to be a part of our organization.

As a business decision, this will be a good thing in aiding in our survival. We will break even with the outsourcing of printing as we will not have the heavy expenses to be burdened with, however, we will lose the control of our own printing press.

Moving to a smaller building, as a company, we will save money on rent, heating costs and workman's compensation. As production manager, I lose the flexibility of only having to deal with one printing company, which was our own, and I now have to deal with three other printing companies, all with their own set of rules. This has proven to be a challenge.

Program Proposal

My proposal, if I was the publisher or owner of this newsgroup, is I would continue to push the online presence and continue to use social media, via Facebook and Twitter, to help feed traffic to our website. The website is becoming more of a vital role in the survival of newspapers. I agree with the decision of our corporate owners that we needed to be done with our press. Our press was very old and antiquated and was a major headache to all involved.

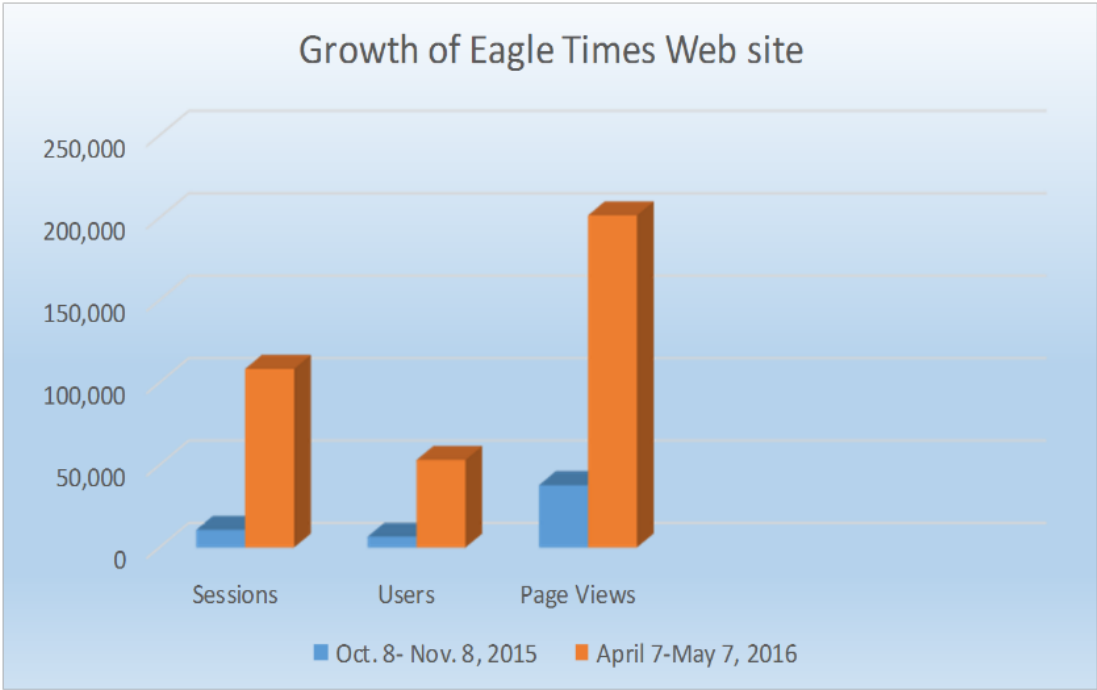
Benefits of reading print copy or online

NEWSPAPERS









































- Comics pages are easier to read
- Puzzles
- Can keep copies for scrapbooks
- You can take it wherever you go
- Easier on the eyes than computers, tablets or smartphones
- No pop up ads interrupting what you are reading
- Editors prioritize stories based on space
- Reading the paper can become a family activity

ONLINE

- Breaking news can be shared immediately
- Some sites are free
- Gives the reader to interact with comments sections
- Possibility of more news choices
- 24/7 updates
- Easier access to news that's not local
- Saves lots of time and money
- Online papers are better for the environment as there is no waste
- Advertising online is cheaper



Source: eagletimes.com

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|---------------------|---|---|---|--|---|----------------------------|
| 25/04/2016 15:51 |  Boy allegedly starts fire that levels Ascutney hotel FULL STORY: |  |  | 32.7K  | 7.1K 585  | Boost post |
| 23/04/2016 18:27 |  UPDATE: Driver charged with aggravated driving while intoxicated |  |  | 19.2K  | 8.4K 600  | Boost post |
| 21/03/2016 07:07 |  http://www.eagletimes.com/news/2016-03-21/Front_Page/Couple |  |  | 18K  | 1.8K 595  | Boost post |
| 26/04/2016 06:56 |  http://www.eagletimes.com/news/2016-04-26/Front_Page/Driver_i |  |  | 16.4K  | 5.3K 556  | Boost post |
| 18/05/2016 16:23 |  http://www.eagletimes.com/news/2016-05-18/Local/Police_seek_ |  |  | 14.8K  | 2K 598  | Boost post |
| 22/03/2016 14:28 |  UPDATE: Name of driver released — Louis Gratacos III also involved |  |  | 13.1K  | 4.3K 510  | Boost post |
| 31/03/2016 21:43 |  http://www.eagletimes.com/news/2016-04-01/Front_Page/1_arres |  |  | 10K  | 2K 363  | Boost post |
| 28/04/2016 16:57 |  http://www.eagletimes.com/news/2016-04-28/Front_Page/4_arres |  |  | 9.8K  | 3.4K 705  | Boost post |

Top seven stories that were most read by online viewers.

1. Motel fire
2. Main St. fatal
3. Bounce house
4. Driver from Main St. fatal charged
5. Missing Acworth woman
6. Louis Gratacos crash
7. Windsor drug operation

Source: Facebook.com/Eagle Times

The VNH team is a strong, supportive group and it means a lot to me. I can't imagine a better place to work or a better group of people to work with. I am blessed to be part of the VNH team."
 —Jennifer, RN Triage Supervisor

FIND YOUR CAREER AT: VNH.CARE.ORG/JOBS

Links to <http://www.vnhcare.org/jobs/>

Status

This advertisement is actively being displayed.
 This advertisement has been active since Sunday, June 12, 2016 - 10:53.

Statistics

| | Impressions | Clicks | Click-thru |
|-----------------|-------------|--------|------------|
| This hour | 219 | 0 | 0.00% |
| Last hour | 182 | 1 | 0.55% |
| Today | 3588 | 7 | 0.20% |
| Yesterday | 3952 | 5 | 0.13% |
| Last seven days | 45989 | 74 | 0.16% |
| This month | 47435 | 70 | 0.15% |
| Last month | 0 | 0 | 0.00% |
| This year | 47435 | 70 | 0.15% |
| Last year | 0 | 0 | 0.00% |
| All time | 47435 | 70 | 0.15% |

Example of analytics of an ad.

Source: Eagletimes.com

Benefits of advertising in print and online

Many benefits to advertising in both print and online

When advertising in both it creates a synergy effect

Synergy Effect helps bring top of mind repetition



Advertisement

Advertisement

Studies have shown that consumers are more motivated to pay attention to multiple messages than repetitive messages

GRADUATE STUDIES
Granite State College
UNIVERSITY SYSTEM OF NEW HAMPSHIRE

Source: eagletimes.com

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