

# Newspapers: Print vs. Online

Hillary J. Walsh

MS in Management

Spring 2016

# 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 the ability 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

# 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

The screenshot shows the Eagle Times website interface. At the top left is the 'GHCG GOOD HEALTH CARE GUIDE' logo. The main header features the 'EAGLE TIMES' logo with the tagline 'SERVING THE TWIN STATE VALLEY'. A weather widget on the right shows '74°' and '8:54 pm EDT Clear'. A navigation bar includes links for 'Front Page', 'News', 'Video', 'Sports', 'Obituaries', 'Opinion', 'Community', 'Lifestyles', 'Classifieds', 'Subscribe', and 'Other Publications'. Below the navigation bar, there are several content blocks:
 

- An advertisement for 'Crazy Ed's Powersports' with contact information: '603-863-8770, 633 John Stark Hwy., Newport, NH 03773, Hours: Mon-Fri: 9:00 am - 5:00 pm, Sat: 9:00 am - 4:00 pm • Sun: Call first'.
- A news article titled 'Habitat for Humanity receives \$125K for revitalization projects' by Allan Stein, mentioning a grant from the NHHFA.
- A news article titled 'Council to vote on 134-acre park expansion' by Allan Stein, mentioning a city council vote on June 8.
- A news article titled ''Operation Safety Cone' Police initiative encourages students to play it safe' by Tory Jones Bonenfant, mentioning a safety cone initiative in Windsor.
- A large advertisement for 'MT. ASHCUTNEY HOSPITAL' with the headline 'At our new Rehabilitation Center, the whole world really does revolve around YOU.' and a 'LEARN MORE' button.
- A 'Click here for digital edition' link.
- A 'Video' section with a thumbnail image.

Advertisement

Advertisement

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

# Room for both print and online

## Growth of Eagle Times Web site

