The Most Common Objections to Newspaper Media Advertising and How to Overcome Them 2011

This Year list of Objections

Objection #1
Since your circulation has dropped I want...

Objection #2
Too hard to track ROI on print since I don't...

Objection #3
I am constantly having to defend my newspaper...

Objection #4
I didn't get any results from my last ad...
The great thing about hearing a customer or a potential customer raise an objection is that the customer is giving you a signal that he/she wants to be assured or reassured that advertising with you is a good idea. Typically, customers don’t come out and object. Rather, customers, when probed with solid, open ended questions, provide you with an opportunity to do what you do best; sell.

The answers that follow are based on a set of assumptions. We always recommend asking more questions before answering any of these to make sure that we are not assuming anything. It is also important to ask questions as many of these questions could be a result of misconceptions from the advertiser, uncovering the real objection should be the main focus of the conversation. In advertising sales, there is no “one size fits all” answer. However, the points below should add to your ability to meet needs.

1. **Since your circulation has dropped I want a price decrease.**

   When you buy advertising, what are you really buying? Are you buying circulations? Are you buying readers? Are you buying exposure to your target audience? Yes, newspapers have lost circulation and subsequently may lose some readership, but they are retaining their most engaged readers and prime consumers targeted by advertisers. The real question you need to evaluate is whether you are getting ROI from your advertising in newspaper media. Does your newspaper investment provide value to you? For hundreds of marketers in this market, the answer is yes.

2. **Too hard to track ROI on print since I don’t do coupons.**

   Before you can measure effective ROI, you need to consider your advertising objectives. What do you want your advertising to do? An ANA/Forrester Research study once asked advertisers how they measure ROI. Responses included: Incremental Sales revenue generated by marketing activities 66 percent.

   Changes in brand awareness 57 percent; Total sales revenue generated by marketing activities 55 percent; Changes in purchase intent 55 percent; Changes in attitude toward the brand 51 percent; Changes in market share 49 percent; Number of leads generated 40 percent; Ratio of advertising costs to sales revenue 34 percent; Cost per lead generated 34 percent; Reach/frequency achieved 30 percent; Gross rating points delivered 25 percent; Cost per sale generated 23 percent; Post buy analysis comparing media plan to actual media delivery 21 percent; Changes in the financial value of brand equity 19 percent; Increase in customer lifetime value 17 percent.

   Once you have set a goal it is much easier to determine whether your marketing efforts yielded appropriate returns. You do not have to put a coupon in an ad to determine results. Asking guests what brought them in, or measuring whether advertised items sold, or merely measuring traffic are easy ways to see whether your ad generated desired goals.

3. **I am constantly having to defend my newspaper buys to the President (Owner, CMO, etc.). They think we should cut our overall budget and shift everything to digital.**

   For most marketers today, digital marketing tools should be an important part of their marketing arsenal. In fact, our newspaper does not merely offer print products, but a complete product line of digital offerings to help marketers like you achieve a mix that yields the best possible results for your business. However, just like most of today’s retailers who see that multi channel marketing is a requirement and not an option, shifting everything to one channel will not likely maximize return. In addition, in a world where most retail business is still done in brick and mortar locations, it is wise to maintain a base of what drives your traffic, newspapers.
I didn’t get any results from my last ad.

Marketing is much different than advertising. I like to compare it to the foundation for a ten-story building. If a foundation isn't strong, then the building will never stand on its own.

Marketing is how you position your business differently than your competition. It’s your uniqueness factor. If you have little uniqueness, people won’t make an effort to come to your store.

Before we work on your advertising, I would like to assist you with your marketing. I know we can design a marketing strategy that will improve your advertising efforts. I don’t even want to talk to you about advertising until we come up with a very effective marketing strategy.

There are seven factors that influence the results of an ad; copy, artwork, timing, frequency, size, section of the newspaper, and identity. First of all let’s look at your last advertising campaign or ad. For example, the copy; did you have an offer that would really draw the customer into your business? Did you offer a competitive price? Did you list all the features and benefits of the product? Did you have a good benefit headline that made the customer stop and read your ad? Newspapers reach a tremendous audience and we have advertisers getting extremely good response every day. We know newspaper advertising works and we know if you put the right copy into your ad it will work also.

Let’s also look at the artwork? Does your ad pass the “arm-stretch test?” In other words, can one identify what you are selling easily or does he/she have to really spend time on your ad before he/she knows what you are trying to say. People are busy and we cannot expect the reader to study every ad on the page. You must attract the reader quickly or else he/she will be reading something else. Remember the AIDA Principle: Attention, Interest, Desire and Action. Get the reader’s Attention, draw their interest with features, heighten their interest with personal benefits, and ask them to take action.

Was your ad run at the right time? Certain days are better for certain products and services. A weight loss ad would not do well on Thursday, Friday or Saturday. It should be run on Monday. Make sure your ad is run when the customer is ready to buy.

Was the size of the ad large enough to get the attention of the customer? A 1 x 3 ad is not going to draw as well as a 3 x 5 ad. Remember, advertising is an investment not an expense. If you invest your advertising dollars wisely, you will be happy with the response you receive.

Frequency is also very important in advertising. You cannot expect response unless you run a schedule that has a chance to reach your potential customer. Remember, not everyone reading your ad needs your product or service. If you have to, cut down on the size of the ad to run more often. It is impossible to lose weight if you go on a diet for one day only. Likewise, it is impossible to get the desired response if you just run an ad only once or only a few times. You must expose your message to the public on a regular basis.

Your ads should also appear in the right section of the newspaper. Some ads do better in sports; for example, an ad for tires. Other ads, like service ads, do better in the television book. Ads that go after a higher demographic should be placed in the business section.

Finally, your ad has to have an identity of its own. Sometimes you can place your hand over the logo of an ad and someone else can still identify the advertiser. They have created an identity for their ads. Try to establish this with your advertising. Try to use the same type style for each ad, the same type of border, the same image. By doing this, you will help readers identify your advertising easier and you will receive more results.

I don’t have any money to advertise.

A smart business person invests money in order to make money. One of the best investments a business can make is in good newspaper advertising because it creates sales.

The secret of successful advertising is consistency, not size. That earns you lower rates as well.

We can also look at co-op advertising to stretch your advertising investment. Co-op advertising allows you to increase the size of your ad without increasing your advertising investment. Our newspaper has a co-op
department and they can sit down with you and evaluate your co-op program. There is no charge for this service.

It simply boils down to one question: Do you look at advertising as an expense or as an investment? Successful businesses consider advertising as a wise investment.

Like exercise, if we start out with a sensible program and stick with it, we will eventually be able to accomplish things you once thought impossible.

6 We’ve already overspent our advertising budget this month.

I hate to see you lose lots of prospects, just because of a set appropriation. In the first place, you are not being asked to spend money; we’re asking you to invest it. Your advertising, properly handled, will pay big dividends. If $50 invested on advertising produces $5,000 in added business, you haven’t spent a cent. You’ve just created additional business and revenue by making a relatively small investment.

What use have you been making of your co-op dollars? I can have our co-op department get in touch with you and see if we can obtain additional vendor dollars for an advertising campaign.

Remember that synergistic advertising makes your advertising dollars work harder. You should not be comparing yourself to your competition. I cannot run a four-minute mile like the Olympic athletes, yet I know the value of exercise and will keep on a program that challenges me as an individual.

Do not try to be like the larger companies. Start with a small campaign that conveys your uniqueness and you will find that our readers will value the personal service and extra care you are able to provide.

7 Everyone knows who we are.

Every business has competition. Even if you’re the “only game in town,” you’re probably competing with direct mail, catalogs and Internet shopping. So remember, if these media are reaching your potential customers and you aren’t, you’ll lose the sales.

You have an opportunity to tell your customers what you have for sale today. Almost 50 percent of America moves every five years so you are losing customers every day and also have the potential to introduce new customers to your business. People have to be reminded of your business or else they will go to someone else who is advertising. You are taking your customers for granted if you do not continue to service them and one way of servicing your customer is to inform them what you have and what is on sale. Everyone knows where the church is but the church still rings the bell on Sunday to remind the congregation to attend. One of the biggest reasons why businesses lose their position in the market is taking their customers for granted. Don’t let this happen to you.

8 Your rates are too high.

A costperthousand readers’ analysis often shows that advertising in newspapers is cheaper than advertising on radio or television. Even so, if advertising in your local newspaper is still more than you can afford, consider co-op advertising where your supplier shares the cost of advertising with you. Co-op can double your ad’s pull and reduce the cost by up to 50 percent.

Reduced to the cost per reader, our rates are low. Think about what it costs to print a flyer and place it under the wiper blade of cars in a parking lot. Paper, printing labor might cost 25 or 30 cents or more each. How about mailing a postcard to prospects? 30-40 cents each? You can buy space in our paper for a fraction of that cost and reach far more prospects.

If we improve your ads so that they move twice-as-much merchandise, you halve your cost.

If we explore your manufacturer’s co-op accruals, we might even find some funding for some of your advertising.

Advertising is only expensive when it doesn’t work. When you compare the price you are asking with the cost of a result worded ad, it’s a drop in the ocean.
9 I don’t have time to advertise.

Advertising helps to pre-sell your customers, thereby taking less of your time to close the sale. The saved time can be put to use on other jobs.

A lot of successful retailers consider advertising as important as bookkeeping, buying, inventory control and hiring. They find the time to do all of these things -including advertising because they are a vital part of their business.

Once planned, you’ll be surprised at how little time it really takes.

Newspapers can sit down with you and help you design campaigns that will bring you tremendous response if you are willing to advertise a good offer to the public. Also, our ad services department can assist us in designing an advertising campaign that is unique to you and your business.

10 I can not compete with some of the advertised prices.

Advertise the brand names of the merchandise you handle and cash in on the manufacturers, national advertising in all media.

Advertise prices of nationally advertised brand merchandise; customers may think your private label brand costs much more than they really do. As an added plus, you will be able to use co-op dollars to help pay for your ad.

Stress reasons, other than price, why customers like your store; it may be credit, service, or the friendly atmosphere.

Newspaper advertising helps upgrade the impression of your store. It lets you stress the quality and value of your merchandise.

11 I have too much business.

Advertising is an investment in the future. You may have too much business today, but how about next month or next year?

Your competitors are trying to take business away from you. You must advertise to hold the business you now have.

People switch their business from one store to another all the time. Advertise to keep old customers and make new ones.

New potential customers are moving into the market all the time.

Advertising pre-sells customers, reducing the time needed to make a sale.

So, if I asked you for the name of a competitor of yours who does need more business, how would you feel?

12 There are too many ads in the paper now.

There are many stores downtown and in the malls and that’s the very reason that people shop there for selection. It’s the same in advertising. People want to have a variety of choices.

There are many ads in the newspaper because the newspaper works. If there were not a lot of advertising, it would mean that newspaper did not work. More money is spent in newspaper advertising than any other media every year because advertisers are pleased with the results.

We can design your ad so that it is unique and is recognized by the readers as soon as they see it. This is not hard to do and there is no additional charge for this service.

You can choose a section of the newspaper that has fewer ads, such as the business section, women’s section, etc.

Think of the newspaper as a directory and your ad will be seen if you are consistent.
13 I don't like your editorial policy.

All news is treated evenly. We carry the paper’s view, and differing views, on the editorial page. I’m sorry you don’t always agree. Fortunately, people read and shop our ads for merchandise and services and not just for ideas and opinions. However, it is those ideas and opinions that bring readers into the newspaper and to see your ad.

Some people do not like the government but they still use their paper (money) because they see the value it can provide.

14 I owed you a little on a bill and you hounded me to death about it. I don’t want to go through that again.

The low cost of our ads is based partly on the expectation that all bills will be paid promptly. When you remit on time, you help to keep the price of your ad down, by saving us expensive bookkeeping and collection costs.

I can set you up with a monthly account status which means that you can expect to receive future bills on the 15th of every month.

I will do everything within my power to make sure the credit department treats you fairly and if they foresee any problem I will have them get in touch with me first so we can take care of it without your having to deal with the credit department.

15 The last salesperson I had from your newspaper was terrible.

I’m sorry you had a problem in the past with one of our salespeople. Would you please let me know what happened so it will not happen again? Also, I will check to see if you have any credit due because of the errors he/she made.

I pride myself by taking care of my customers and I have a very good reputation with regard to my service to my customers. I can provide you with a list of customers who will verify my dedication to my profession and my customers.

16 I believe in advertising, but I’m already advertising in another media.

I’m very aware that advertisers sometimes need more than one medium to reach their entire market. Perhaps a media buy using several media choices is in your best interest. Not only do I know my own product, but I also know the best radio stations for your business, what cable station would be targeting your customer, and what zip codes would be best for a direct mail campaign.

I’m glad you see the value in advertising and I want you to get the very best out of your investment. If you use a synergistic approach to advertising, you will get more out of your dollars spent.

May I ask you some questions on where you are spending your advertising dollars and then analyze this investment?

We have helped many advertisers analyze their advertising budget and come up with ways that they can increase their exposure without increasing their investment. We can do this for you also.

What you need to remember is that you are always looking for the best media buy and newspaper advertising is a vital ingredient in reaching your target market effectively.
17 The newspaper does not reach my market.

The newspaper reaches many different markets and I am positive we can reach yours. The different sections of the newspaper reach different markets. The business section reaches a different audience than the television book for example. Likewise, the sports section reaches a market that would be completely different from the women's section. All we need to do is place your ad in the right section of the newspaper to reach your market.

Also, we have special target sections of the newspaper that reach specific markets. Perhaps one of these sections would be right for you.

We have all kinds of ads in the newspaper proving that many different types of people read the newspaper and will respond to your ad. No other media has this power.

18 I Want to Barter

I am aware that radio stations and other media trade their airtime and space for many different products and services. Our newspaper does not engage in this practice. It's just not the way we conduct our business.

However, I do not want you to spend one single dollar on advertising. All my clients invest their money in advertising. That is, they get a much larger return on what they pay for their ads.

It has been my experience that when a media has to do a lot of trade outs it is because that media does not provide results for their client. Our newspaper has proven time and time again that we bring customers to the advertiser's business.

19 My Little Ad Will Get Lost

It is true that there are many ads in the newspaper but you do not have to run a large ad to get your message to the public. I know you would not allow me to place a one column by one-inch ad in the paper offering a free Mercedes. I'm sure you would get a great deal of traffic and calls from that.

Allow me to show you the many ads that are relatively small yet get tremendous response. It isn't the size of the ad that brings results as much as the size of the offer. I have known advertisers to run a three column by three inch ad and be overwhelmed by the traffic. Why? It was because they offered the public something worth purchasing.

The majority of our advertisers are the smaller advertisers who run consistently every week with these crucial elements in their ad: a benefit headline, an appealing offer, and a call to action.

Even if your ad is small, if it makes a great offer, it will generate as much traffic as a large ad. Remember, a small ad that runs every week and emphasizes benefits or unique services will generate a great response.

20 Business is slow. I'll wait before I advertise

One of the worst things I could do for you is to have you run up a big advertising bill which you may not be able to pay off.

Let's take a look at your particular business. Every business has peaks and valleys. The theory of advertising is to run a little above your valleys and a little below your peaks. If this is a "valley time" for you then running a large advertising campaign may be the worst thing you can do.

I would rather do a complete needs analysis survey with you to better determine when and how to do your advertising.

I have data from national sources which show me the percentage of business your type of business does every month and we can use that as a guide to look at your particular business. It may follow the national norms exactly or it may vary slightly or even drastically.

Advertising is very much like exercise. You have to be smart about when and how much to do. And like exercise, it will only work if you stay on an intelligent and consistent plan.
I Have Other Priorities

I understand that this must be a very busy time for you and I appreciate you giving me a few moments of your day. However, it is my strong belief that you cannot put off establishing a map for your success.

The M.A.P. that I want to discuss with you is Marketing, Advertising, and Planning

My goal is to assist you in marketing yourself, i.e., establishing uniqueness, assisting in creating a business plan, separating you from your competition.

After that, we will discuss your advertising. What sort of ads will generate traffic? How should these ads be designed so they reflect your uniqueness? Where should these ads be placed for maximum readership?

Finally, we need to plan your promotions. We’ll work with your peaks and valleys; plan your promotions around community and business factors, etc.

All this will take time but it will be time well spent. You must consider it as a strong foundation for your business. Now, how is your company unique?

Special Sections Don’t Work

Special sections can help you reach a specific audience such as teenagers, cooks, gardeners, antique car enthusiasts and others. For the best response, entice readers with a special or limited-time-only offer.

Please allow me to share some thoughts. First of all, I don’t call these sections “special” sections. We have this section every year so I prefer to call them “target audience” sections. They target a specific audience. In this case, it targets your audience, your customers. These sections create a special marketplace for targeted audiences.

You can get response if you run an ad that has a very special offer. I can give you the names of customers who have had tremendous response from this section in the past and who are going to run in this year’s section.

How do I Know Where in the Paper my Ad Should Run?

We have market research on every one of our sections and products that will reveal to you who reads each section and product.

Let’s first of all do an analysis of who your customer is and then match that with the proper sections or products.

This variety is such a huge reason for the success of newspaper advertising. We reach every part of the community and can design an advertising campaign to hit your market.

You do not have to be concerned that every page of our newspaper is read every day. All you need to remember is that your customers and potential customers are definitely reading the sections of the paper that appeal to them.

It is very similar in your business. You have a variety of products so you can professionally satisfy individual needs and concerns.

I am in a Mall, Why Advertise? I get Mall Shopper Traffic…

Being in the mall certainly has its benefits. You will get traffic just by where you are located. However let me point out some shopping trends that may surprise you.

Newspapers are still the best way to get customers to visit your store. Why? Most people don’t have time to window shop. So they rely on their newspaper’s ads and circulars to find the products they want at the best price. Then, when they walk through the door, they’re ready to buy, not browse.

Mall traffic has been trending down significantly over the past five years. People do not have time like they used to to shop stores in the mall. They are now going to a specific store or stores in the mall, making their purchases and leaving. I can provide you with independent research that proves this to be the case.
With less time available for shopping, people want to plan their trips and the best way to do this is by seeing what is advertised in the newspaper and who has the best sales.

Why do you think people are going to the anchor stores? It’s because they advertise in the newspaper. Many of these stores sell the same items or similar items that you sell.

I’ll create ads that will make your store a destination place to shop. You will be pleased with the results.

Competing with Cable Advertising

I will not argue that cable advertising is on the increase, but so are the number of cable stations, the costs in running on cable television, and the costs of producing a commercial for television.

What you need to ask yourself about cable is whether you are getting results for your investment in cable advertising. The number of people watching the cable channel at the time you would likely be running a commercial may be so few that you would never get customers into your store.

No other media draws customers to the store like newspaper. Study after study proves that newspaper advertising is the very best media in order to get customers to respond to an ad.

Allow me to share with you the actual number of households a cable channel reaches. The numbers are so small that response is almost impossible.

I will not deny that cable television is a targeted media but so is newspaper. Newspapers are very targeted.

According to a 2010 survey from Scarborough Research 41 percent of all U.S. adults read a newspaper sports section in the past five weekdays, while 29.0 percent of U.S. adults looked at ESPN over the past week. In other words, we can reach more people in Sports each day than ESPN can reach over an entire week.

Ask the cable rep to show you the rating and share numbers for ESPN. You will see that their numbers are very, very low. Our Sports section is one of the best in the country and it is also the best place for you to place your advertising message. I’ll help you create an effective and exciting ad campaign that will bring results.

Can’t Afford an Agency

I certainly understand your concern and would never claim to be an expert in advertising layout and design.

I know that advertising is both a science and an art; that there are certain principles that one must follow if he/she expects advertising to work; and that a business has to create an identity and uniqueness with their ads.

Our newspaper hires excellent artists who studied advertising layout and design in college, go to workshops on how to create effective ads, and read books and articles on how to improve. Their ads have often won awards for creativity and effectiveness.

There is, of course, no cost to you to have them make up some ads for your review. Let’s begin today. What are the items you would like to advertise?

Ad agencies are good choices, but they are not always in everyone’s budget. There are several other ways to create great ads. One is to write the ad copy and let your local newspaper develop a creative layout. Or, you can purchase a book about creating good ads and develop your own on target ad campaign.

Coverage is too Broad

Many people commute long distances and pass a store every day on their way to and from work. So, if they see your ad in their local newspaper, they may stop to shop on their way to work or on their way home. Also, people move more frequently today, so they may remember your ads when they’re looking for a place to shop in their new neighborhood.

Many people who do not even live in this vicinity drive by your store every day, for example, on their way to work. By seeing your ad in the newspaper every week, they become familiar with your business and will feel very comfortable coming in to make a purchase.

Finally, even though our newspaper has circulation out of your particular area, your cost per thousand is still
extremely economical to reach those potential customers who live in your retail trading zone. I can show you the mathematical figures on this. You still cannot get a more economical buy than our newspaper.

People move every three to five years and by advertising on a regular basis you will be familiar to the newcomers to your retail trading area. Smart business owners want to have top of mind awareness and the best way to obtain this is by running advertising in the daily newspaper.

I’ll also provide you with a very long list of very satisfied customers who have been running ads in our newspaper for a very long time. Feel free to call any one of them and you will hear success story after success story about our paper.

30 Credit Policy Objections

When customers completely understand our credit policy they typically are much more comfortable with the very little information we require.

Our credit policy is based on our credit department’s experience over the many years we’ve been publishing a newspaper. It is never directed towards a particular business or business owner. The information you are asked to provide is limited, much less that what would be asked of you if you were to purchase furniture on credit from a local furniture store. Over the years, we have simplified me form and it can be completed in much less time than we’ve been having this conversation.

I strongly suggest that you not let this small matter stand in your way of advertising. Your ads will definitely increase your store's business.

31 Summer Seasonal Objection

Some people go on vacation during the summer; however, research has shown that over the past fifteen years, more and more people are taking shorter vacations and they spread these vacations out throughout the year. Only a very small portion of the community is out of town at any one time.

If you wish to have Top of Mind Awareness with the public in October, you cannot expect to get it by starting your advertising campaign in the fall. Start it now and you will be the merchant of choice once people are ready to purchase.

Your competition is not ceasing their advertising efforts and neither should you.

We can create an advertising campaign that reflects the peaks and valleys of your business. Advertising should follow your peaks and valleys a little above your valleys and a little below your peaks. Let’s start now to establish your identity in the community.
Isn’t the newspaper becoming obsolete? No one reads it anymore…

Newspaper audience remains stronger than other media. According to Scarborough Research, 66 percent of American adults read a newspaper in a typical week. And it is even higher, at 71 percent when you include people who read the newspaper online.

What if I have tried every form of media advertising and nothing is working?

Research shows that advertising does work. What doesn’t work is not having a marketing strategy. So before you start writing and designing a single ad or a campaign, take the time to develop a marketing strategy. It will help you position your business and determine why your product or services are unique.

The Internet is growing at such a rapid speed, newspapers will be out of business in about ten years. No one reads newspapers anymore. I guess if I advertised in your newspaper, no one would see my ad.

The Internet is certainly becoming more and more popular and people are spending more and more time on it. However, it is taking away from television viewing and not from newspaper readership.

Primetime television viewership has taken drastic hits over the past year and other television dayparts are suffering as well. People see the Internet as a form of entertainment and are watching less television to be on the Internet.

I don’t think this is a good time to spend money on placing ads in the newspaper.

As far as people being in a wait-and-see state of mind, this may have been the case during the first few weeks after the election but things are now returning to normal. The economy is still strong. If you want to have top of mind awareness for your business, you have to begin now. You can’t wait until mid-December to advertise. It will be too late by then. I know of many people who have already started their holiday shopping. If you do not advertise what you have on sale, how will people know that they should come to your business? You may get some people who window shop, but fewer and fewer people have that kind of time. People are so much busier today and they shop the newspaper ads before heading out to the stores. Believe me, you will be glad you started now rather than waiting.

I’m too new to advertise

I understand that it is very challenging to start up a new business and it takes a great deal of money to establish a name for establishment. However, unless you get your name out to the public, you will be reactive rather than proactive.

There are many ways to advertise without “spending” money. Advertising should always be an investment rather than an expense. If you invest $500 in a small advertising budget and get $3,000 in sales, you are $2,500 in the black.

Competition is very fierce and you can’t just rely on the chance that people will drive by and see your sign. We are all too busy today to do that kind of shopping.

I can also check into co-op dollars for you so you can have your vendors pay for the ads you run.

Keep in mind that over half of new businesses go out of business within the first five years. Let’s make sure that doesn’t happen to you by establishing a very strong advertising program. You will be very happy with the results.

Business is too good to advertise.

First of all, I’m happy that your business is going well. This is the season that many people are purchasing ceiling fans so it will naturally do well. However, what about the coming months of September, October and November? All businesses have peaks and valleys. What plans do you have to keep top of mind awareness (TOMA) during the fall and winter months?

According to Scarborough Research, only 6.8 percent of adults made heating or air conditioning improvements
to their home during the past 12 months. I can assist you in creating a marketing campaign that will keep your business flourishing even during the fall and winter months. We can also make use of co-op dollars that will pay for almost all the ads we run.

Also, since the economy is so strong, there will be other ceiling fan companies opening to steal your share of market. You really need to establish a stronger image in the city so people will think of you first. We can create that image with some creative ads and an effective advertising campaign. And it won’t cost you a cent to look at them.

**Your company has the most arrogant people as employees.**

I am very concerned that you have this attitude towards those who work at the newspaper. I would have to believe that something has happened in the past to make you feel this way. If that is the case, I apologize.

However, I’d also like to inform you that I certainly do not have this kind of attitude towards any of my customers and everyone at the newspaper is trying very hard to provide superior customer service.

It is a very competitive world and we know that we must be at our very best all the time. What may have happened in the past is not a reflection of the way we do business today. We realize that you have so many more choices today to get your message out and we know that if we don’t provide you with the very best of service you will go somewhere else to advertise.

I can provide you with a list of all my customers and those who are my prospects. If you call anyone of them, you will discover that I do care about customer service and respect everyone I call on. I’ll work even harder for you since you have had a bad experience.

**I don’t like to rush into decisions. Give me a month and then come back.**

I understand the importance of not rushing into important business decisions. However let me point out a few drawbacks in delaying your decision to start advertising in the newspaper.

First of all, it takes a period of time to establish an identity. With the fourth quarter upon us, you don’t want to wait to establish strong name recognition. If you do wait, you will be too late to benefit from the buying season.

I also fear that you still think of advertising as an expense. It should be considered an investment. If we do your advertising campaign correctly, there will be no expense involved at all. In other words, if we invest $1,500 in an advertising campaign and customers come in and purchase $10,000 worth of furniture, it’s a great investment.

That is exactly what my advertisers are doing every week. I can share with you many success stories that they have had. Why would you want to wait to improve your business? It just doesn’t make any sense to let other companies take business away from you while you are waiting on the sidelines. Let’s start this week. You’ll be glad you did.

**You raised the rates about two months after I began running even though I had a contract.**

I’m very concerned that you feel you have not been treated fairly by us. Whenever we sign an advertising agreement with an advertiser, we make sure they know that we will honor the price per column inch quoted unless we are required to raise the price due to the price of doing business. For example, we raise our rates usually once a year because of newsprint increases.

However, we always inform our advertisers 30 days in advance of a rate increase and allow them to discontinue advertising without a short rate penalty.

It is unfortunate that we have to raise our advertising rates. I wish it wasn’t something I had to tell my advertisers. However, we continue to improve our product every year; work on increasing our circulation; and strive to make the newspaper, and our related products, the very best they can be for our advertisers. Let me explain how we’ve become a more powerful media for our customers over the past few years.
I have advertised in the past with Direct Mail. I didn’t get the response I was promised.

I do not make wild promises to any prospect. I know it usually takes some time to generate results; unless, of course, you have a very drastic offer.

A 2011 Research study by MORI Research of U.S. adults found that 46 percent of adults prefer to receive advertising inserts or circulars in their newspaper vs. 21 percent who prefer mail or 23 percent who prefer receiving online. The newspaper is invited into the home and has high readership every day. That same study stated that 17 percent of adults try to avoid mail advertising but only 6 percent try to avoid newspaper ads. Newspaper ads are found to be more believable and trustworthy than mail (or all other media for that matter) and most valuable for planning shopping.

Advertising in our newspaper does work. I can give you the names of many individuals who have been advertising with us for many years. They understand that they need to continue to get their message out.

Allow me the opportunity to take a look at the Direct Mail piece you sent out and then put together some creative ads in an advertising campaign. I know you will be very happy with what we create.

I try to reach the younger market and young people just don’t read the newspaper.

You will be very happy to learn what the studies show about newspapers and the younger audience.

According to a nationwide research study conducted by Scarborough Research, newspapers reach adults of all ages, even the young audiences. Here are the results of that study:

<table>
<thead>
<tr>
<th>Age</th>
<th>% past week print</th>
<th>% past week print or web</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>53.3%</td>
<td>59.8%</td>
</tr>
<tr>
<td>35+</td>
<td>71.5</td>
<td>75.9</td>
</tr>
<tr>
<td>55+</td>
<td>77.6</td>
<td>80.0</td>
</tr>
<tr>
<td>Men</td>
<td>65.9</td>
<td>66.3</td>
</tr>
<tr>
<td>Women</td>
<td>66.3</td>
<td>71.0</td>
</tr>
</tbody>
</table>

Also, remember that parents greatly influence the buying habits of the younger audiences.

I have many other businesses like yours who are advertisers and are targeting the younger audiences. They are getting very good results from their advertising investment. We can do the same for you.
We like your publication and have decided to commit to run one ad. If we get great response, we’ll renew. If not, we won’t.

I’m very happy that you like our publication. However, I’m afraid you will not like the response you will receive after running just one ad.

It takes more than just one ad to create advertising awareness. If you run only one ad, you will be wasting your advertising dollars and I would rather not take your money. It would be very similar to going to a weight loss clinic for one week and expect to lose twenty pounds after the first week. Or it would be similar to going to a health club and expect to develop an excellent physique after just a few visits. It takes time for things to develop and it will also take time to develop an advertising presence.

I can prove to you that our publication works by showing you the ads of clients that have run with us for more than just a few times.
Newspaper media.
A destination, not a distraction.