

# NEWSPAPERS WORK

## HOW TO GET YOUR NEWSPAPER AD NOTICED



*“The findings affirm that advertisers that want to reach their audience need to first consider placement; but to encourage actual processing of the ad they need to make the ad outstanding and relevant.”*

*– International Journal of Advertising*

### Summary

- **Exposure** to newspaper ads is largely driven by its position in the paper
- **Size and colour** mainly determine **ad noting** and **brand awareness**
- **Ad read** is determined by **colour, brand usage**, type of ad - **action ads** (those with a sense of urgency) are read more - and **how well liked the ad is**
- **Readers have an impact on ad effectiveness.** More **intense readers, brand users**, and/or those that **liked the ad** demonstrated higher scores on all four elements (ad exposure, ad noting, brand awareness and ad read)

Simply put, consider elements such as placement, size and colour of the ad, but, as we cannot pick our reader, focus on influencing a key controllable element which determines whether an ad is read and processed – likeability of the ad.

### Research

A study was done involving 26,556 newspaper readers and 290 unique advertisements to investigate the effects of position, ad characteristics and reader influences on noting of an ad.<sup>1</sup>

### Ad Processing

86% opened a page with an investigated ad on it

74% remembered the ad on that page

73% of those that noticed the ad were aware which brand was mentioned

69% of those that noticed the ad indicated that they had complete or partial recall of it

There are four elements that were tracked: Ad exposure, Ad noting, Brand awareness and Ad Read. For each element, position and ad characteristics (size, colour, strategy) were investigated.

Finally, the study looked at whether the reader of the newspaper had an impact on whether an ad was effective.



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### Ad Exposure

Position characteristics best explain the chance that a reader will be exposed to an ad. But exposure is not the only element to be considered.

### Ad Noticing /Brand Awareness

While positioning is a consideration, ad size and colour were found to be key.

Bigger ads were noticed more (than smaller ones) and respondents were more aware of the advertised brand.

Ad noticing and brand awareness were much higher for full colour ads than black & white ads.

### Ad Read

Position in the paper was not as important.

Colour was found to increase the read of the ad.

Message strategy was also important. The research found this element was:

*“influenced by how attractive the ad was to the reader: the relevance of the message content. Brand users scored higher, action ads [those with a sense of urgency] scored higher than theme ads [communicating brand values] and the ad’s execution - liked ads scored higher.”*

### Reader Characteristics

Gender and age were relatively unimportant in explaining the variation in ad processing.

Reading intensity was important. Those who read the newspaper more intensively were exposed to more ads, noticed more ads, were more aware of the advertised brand and read the ads more. Loyal newspaper readers are valuable to advertisers!

Both brand use and ad liking also resulting in more positive scores for all variables (ad exposure, ad noticing, brand awareness and ad reading).

Source:

1 International Journal of Advertising, “The differential effects of position, ad and reader characteristics on readers’ processing of newspaper ads”, 2013

