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JATA MALANG
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A BULAN-BULAN BONUS"

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Politeknik Negeri Malang Jurusan Administrasi Niaga
Jl. Surokromo No. 100-4 Malang 65145
Telp. (0341) 404402 Fax. 1001 Telp. 133700
Korlap. Musthofa Hadi 0815520023

PRINT *Media*

MUSTHOFA HADI, SE
cak_must@yahoo.com

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Some facts on Print Media

- **Print Media** are media that deliver messages one topic at a time and one thought at a time.
- Because the print message format is fairly traditional and is more concrete to readers, people tend to trust print more than broadcast and absorb it more carefully.
- Print Media (specially newspaper) still account for the greatest percentage of ad dollars spent.

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The Print Media Types

- **Newspaper**
- **Magazine**
- **Out-Of-Home Advertising;**
poster, billboard
- **Directory;** yellow pages



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The Advantages of Newspaper

- **Range of market coverage.** - Can reach local or regional markets, special interest groups, and racial-ethnic in a cost efficient manner.
- **Comparison shopping.**
- **Positive customer attitudes.** – readers generally perceive newspaper, including ads, to be current and credible information sources.
- **Flexibility.** – Newspaper offer geographic flexibility.
- **Interaction of national and local.** – provide a bridge between the national advertiser and the local retailer.

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The Disadvantages of Newspaper

- **Short life span.** – People tend to read newspapers quickly and only once.
- **Clutter.** – Most newspaper are cluttered with ad.
- **Limited coverage of certain groups.** – Although newspapers have wide market coverage, certain market groups are not frequent readers.
- **Product criteria.** – certain product should not be advertised in newspapers.
- **Poor reproduction.**
- **Inability to keep up with urban sprawl.** – dealing with on-time delivery.

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The Advantages of Magazine

- **Target audience.** – reached specialized audiences.
- **Audience receptivity.** – high.
- **Long life span.** – have the longest life span of all the media.
- **Format.** – allow creative ads variety through multiple pages, insert, and other features.
- **Good visual quality.**
- **Sales promotion.** – can contribute various sales promotion device.

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The Disadvantages of Magazine

- Limited flexibility.
- Lack of immediacy.
- High cost.
- Limited distribution.



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The Advantages of Out-of-Home Ads

- **High impact medium.** – offering larger than life visuals.
- **It can serve as a constant reminder.**
- **The least expensive of all major media, in light of its long life.**

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The Disadvantages of Out-of-Home Ads

- **The message must be brief and simple. – customers pass very quickly.**
- **It creates visual pollution.**
- **The board are often vandalized.**

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The Advantages of Directory

- Inexpensive.
- Offer a great deal of flexibility. –
in respect to size, colors, and formats.
- Have a long life.



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The Disadvantages of Directory

- Extreme clutter.
- Cannot changed for several months.
- Not everybody can use directory.

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Contribute to an Effective Print Media Strategy

- Advertisers should be able to assess the relative strengths and weaknesses of different types of print media to make effective print media choices.
- They should consider cost, ads goals, how targeted the audience is, and the amount of information-the messages requires.
- They should also develop strategy that fits the culture and considers the effects of emerging technology.



THANK *You*

