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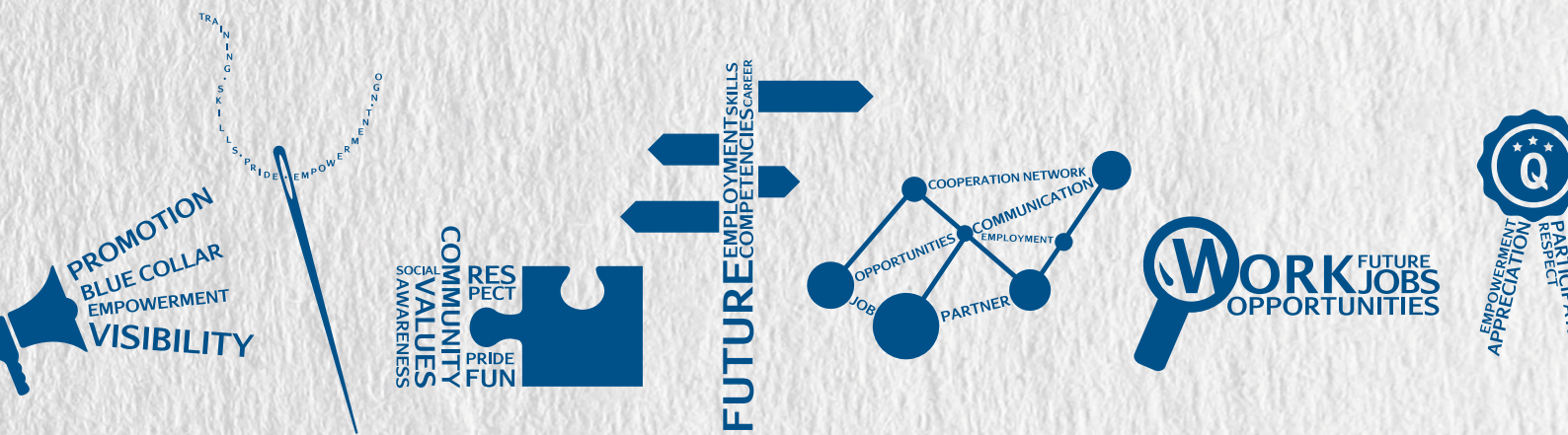
DEUTSCHE ZUSAMMENARBEIT

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# 8.8 HOW TO PUBLISH ADS IN PRINT MEDIA (MAGAZINES AND NEWSPAPERS)



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## HOW TO PUBLISH ADS IN PRINT MEDIA (MAGAZINES AND NEWSPAPERS)



### What Is It Useful For

If the project is just being launched, then you use ads for **raising awareness and branding**, if it's already "mature", then you would use the ads as a **reminder** of your existence.

As you will see in tool 8.2 "How to develop a project identity and branding", when a project is launched and ongoing, you need to inform the audience. They need to associate a graphic and a logo with the new education stream – i.e. "branding". If people do not know about you, they will not ask for what you offer.

The same branding should be used in all the ads that are published.



### When To Use

It is good to do them various times throughout the year.

In the example of the DSME project, the project team publishes ads throughout the year, but more frequently at the end and the beginning of the scholastic year in order to increase the inscription rates into TVET.



### How Long Does It Take

The research phase takes about 1 month, once that is over, 2 weeks should be planned for all administrative procedures as well as resizing the ad (which sometimes takes a full day).



### Target audience

In general, print media are addressed to adults, although some rare magazines are only addressed to youth.

Depending on the type of magazine, you could either target the parents, the potential students or the private sector.

Keep in mind that magazines and newspapers have a higher readership than the actual number of printed copies, as people pass them to each other and they are usually placed in waiting rooms, hairdressers etc.

Meaning that an expensive magazine could still reach the less privileged social class.



### Examples

The DSME project published ads in several magazines targeting the parents mainly, and one targeting the owners of workshops in Lebanon.

The ad is also regularly placed as a flyer in the most viewed ad paper in Lebanon (yearly before school registration).



## WHAT TO DO

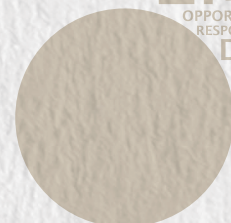
In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Every print medium has its own specifications for the ad. It's better to keep in contact with the designer who first developed it so that they can resize it. Note that the resizing costs sometimes as much as the design (due to technical reasons).
- Research the available media, their prices, target audience, distribution places etc.,- either by calling them directly or through a media agency.
- Choose the magazine depending on the budget and the target audience.
- Depending on the prices, and the desired level of exposure, choose the location of the ad within the medium: (cover page, inside pages, left or right...).

In Lebanon, the cost of placing an ad in the print media may vary from 300 USD to more than 8000 USD per ad, depending on the medium itself, and the location of the ad within it.

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## WHAT TO OBSERVE

The following lessons learnt should be observed:

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### Pros



- Raising awareness about your project and building more audience.
- Attracting the audience who doesn't like to read.
- As mentioned earlier, print media get passed on from one person to another and are placed in public places where access to them is free of charge.

### Cons



- It requires a big budget to spread out nationwide – ads are rarely offered for free by print media and usually you need to target several magazines and newspapers in order to reach all your target audiences.
- Sometimes depending on the medium, you should re-adapt the ad's message. For example an ad targeting the students (e.g. "join the Dual System now") will have a different message than the one targeting the Private Sector (e.g. "train the Dual System students").

