

10 Advantages of College Newspaper Advertising



By MediaMate

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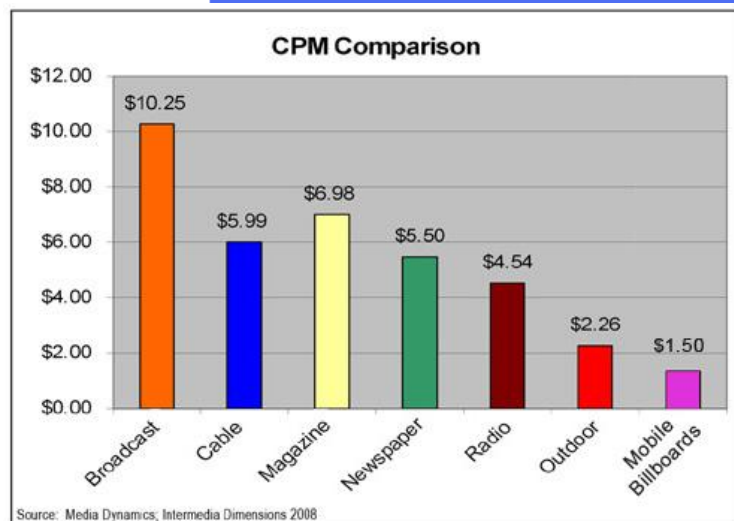
College newspapers offer a unique advertising opportunity from television, internet, or even regular newspapers. College newspapers reach a specific market of consumers and have a surprisingly high readership. While they are not the only form of advertising necessary for most businesses, they do represent a great opportunity that should not be squandered. There are several ways in which advertising in college newspapers are much more effective than other forms.

1. Cheaper

While it may seem that college papers are an expensive choice that doesn't reach a wide enough market, but in fact the opposite is true. Intermedia's study of cost-per-thousand of different mediums shows that college newspapers are among the cheapest forms. TV was shown as the most expensive with CPTs of \$10.25 for broadcast TV, \$8.77 for syndication TV, and \$5.99 for cable TV. Magazines and regular newspapers were next most expensive with CPTs of \$6.98 and \$5.50 respectively. Based on MediaMate's current college clients the CPT of college newspapers is as low as \$0.11. This is possible because even though colleges offer lower prices to advertisers than other newspapers, they have an extremely high readership. According to Campus Monitor, a single issue of a college newspaper reaches 62% of the student body. This can translate to thousands of students viewing your ad for a very low cost.

2. Lasting Effect

Newspapers also require less frequency than other forms of media because they have a lasting effect. TV ads must be viewed multiple times in order for the message to be received. Even if a TV ad reaches a certain number of people viewers must generally watch the ad around 5 times before it becomes effective. That essentially multiplies the CPT by 5. Newspaper ads will be retained better after one reading and will take significantly less repetition in order for it to be successful. This cuts down on the cost of running an ad over and over in order for it to be effective. We'll discuss the reason for this later.



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3. Specific Targeting

Television and internet advertisements have a wide reach, but very little focus. While it is possible to put your ads on specific channels or specific sites, there will be a waste when people outside of your target segment are viewing your ad. College publications benefit from the fact that they are read almost exclusively by students of that school. Not only does this allow for advertising directly targeting college students, but they can be further customized based on the demographics of individual colleges.

This level of targeting is impossible to achieve through other forms. Local newspapers may reach a specific region but they attract a wide variety of readers from different backgrounds in that region. National newspaper advertisements are least able to customize as they don't benefit from a specific region or a specific customer. They can be targeted by each section of the newspaper, a strength that college newspapers share. Television attempts to target segments based on the programming they are advertising around but it is difficult to segment based on preferring one specific show. Also, with such a wide reach it is difficult to target a specific market. Internet advertisements face a similar problem attempting to target specific websites.

4. Better Received

Consumers view advertisements in a negative way. In the mind of a consumer, particularly a young one, they are intrusive and unwanted. Television and Radio advertisements are an intrusion on the program consumers are trying to watch. New technologies and services such as DVR, Sirius, and Hulu are giving viewers the option to avoid these commercials. Even sites like YouTube and Hulu, which insert short advertisements before you are able to view the requested content aren't effective. Viewers can simply open a new window and do something else on their computer until the ad is finished. This is effectively phasing out the usefulness of these forms of advertisement. This trend is most evident with college students. College students are the end product of the last few generations focus on getting things instantly. They find a way around advertisements and other forms of selling whenever possible. Advertisers must find a way to reach these consumers in a way that makes them more open to hear their message.



5. Readers look to newspapers for information

Newspapers are a unique form of media because they are where people go for information. Television and radio are for entertainment. People who read newspapers are looking for information and will approach the ads in the same way they approach the articles. As part of the reading experience they will view these ads with more of an open mind and a willingness to be told something. That's not to claim that every person who reads a newspaper will read every advertisement, but there is a higher potential to grab an audience for your advertisement. Magazine advertisements attempt to do this. They format their ad as an article about the benefits of their product. As long as an ad offers some type of information it will be better received.

6. Active Media Form

While television and radio are more passive media forms, newspapers are much more active. Because reader's brains are more focused on reading and retaining information, it is more likely that the information in the advertisement will be retained. While watching television the brain is in a more relaxed state and will not absorb information as well.

7. Trusted Source

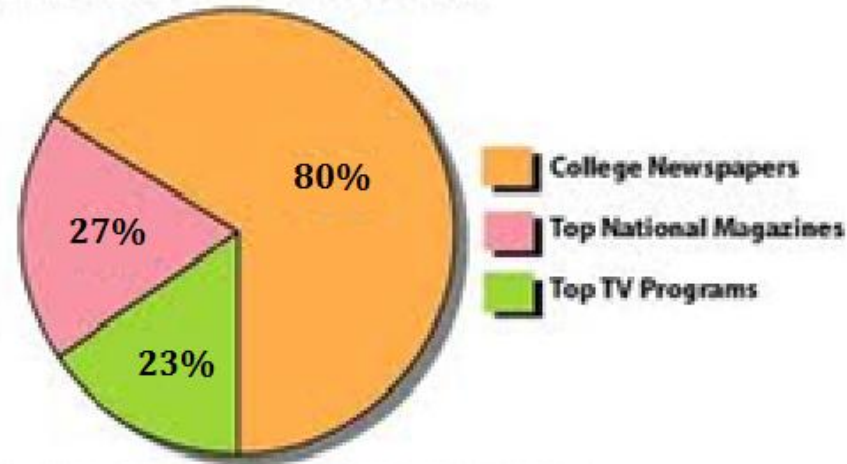
College students read their student newspaper because it is a relatively trusted source of information. That's not to say it is a completely accurate source of information but students trust it because it generally comes from fellow students. It is also a community paper which is assumed to be free from outside influences. This opens students up to trust the information being provided; even the advertisements. The more trusted a form of information is the more likely the consumer is to trust other pieces of information associated with it.

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8. Large Audience

College newspapers reach a surprisingly high percent of the student body. A recent study showed that, on average, 72-80% of college students regularly read their student newspaper. This is compared to 27% who had read the top national magazines and 23% who had watched the top television programs. This statistic can be attributed to several factors. As stated above the student paper is a community paper which contains news students might actually care about written by their peers. This translates to an increased level of interest in the content. Another factor is how easy it is to obtain a copy of the publication. Generally college newspapers are available all over their campus and even more importantly they are free. This allows them to attract readers that might not go through the effort of finding a national newspaper to read, which may not be as readily available. It also attracts readers that aren't interested or able to pay for a paper. When a school has 20,000 students, a 72-80% readership translates to an impressive reach.

**CAMPUS NEWSPAPERS
READ VERSUS ALTERNATIVE MEDIA**



*Campus Monitor Research and Roper CollegeTrack
Lifestyle & Media Study

9. Lasting Message

Unlike television or radio, newspapers can provide a lasting message to their readers. They are able to take the paper with them and refer back to it at a later time. This is obviously impossible with other mediums like television or radio which have a limited time to capture a consumer's attention. This is particularly important when trying to convey any type of information such as dates or a phone number. In print the reader has the advertisement if they need to be reminded of something specific from your ad. It also allows the reader to view your message several times giving it a better chance of being internalized.

10. Better for Sales Promotions

Another opportunity presented by newspapers is coupons and other sales promotions. Coupons are impossible in other forms and sales promotions are difficult because, as stated above, it is difficult to get

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consumers to retain specific information without being able to refer back to the ad. As most restaurants in the area of colleges can attest, leaving menus with special offers is the best way to reach college students. They may attach them to an order or hang them from dorm doorknobs but they know that the only way for their specific information to be received is to give students a physical copy of it. The same can be said for any advertisement. A physical copy which can be held onto is much more effective when the student finally reaches a buying decision.

According to the College Explorer Study the number of college students reached 16 million last year. Their buying power increased 13% from \$270 billion to \$306 billion. This rapidly growing segment can't be ignored and must be carefully targeted. College newspapers are one of the best ways to target this market in a cheap way that will actually get them to receive the message.

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**For more information, please
email orders@mymediamate.com
or call us at
888.897.7711**

The logo for MEDIA|MATE, featuring the word "MEDIA" in a red, serif font, a vertical bar, and the word "MATE" in a black, serif font, all on a white background.