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Laptop applications for retail newspaper advertising

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Laptop Applications
For Retail Newspaper Advertising

by Robert I. Nichols, Jr.

A thesis submitted in partial fulfilment of the
requirements for the degree of Master of Science in the
School of Printing Management and Sciences
in the College of Imaging Arts and Sciences
of the Rochester Institute of Technology

May, 1994

Thesis advisor: Professor Robert G. Hacker, Ph.D.

School of Printing Management and Sciences
Rochester Institute of Technology
Rochester, New York

Certificate of Approval

Master's Thesis

This is to certify that the Master's Thesis of

Robert I. Nichols, Jr.

With a major in Electronic Publishing
has been approved by the Thesis Committee as satisfactory
for the thesis requirements for the Master of Science degree
at the convocation of

date

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Director or Designate

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**Laptop Applications
For Retail Newspaper Advertising**

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Date: May, 1994

ABSTRACT

LAPTOP APPLICATIONS FOR RETAIL NEWSPAPERS ADVERTISING

PURPOSE: The purpose of this study is to identify the means of using a laptop application in the creation of target market advertising for daily newspaper independent publications. More specific purposes were: (1) how to provide a sales representative with templates and guidelines to ensure that the primary function, selling, is maintained; (2) to train the sales representative on the hardware and software applications; (3) to analyze the productivity of the production department and the sales representative in relation to the laptop application; (4) to analyze the response to the laptop application by the customers and their involvement in the creation of their advertisement.

PROCEDURE: The procedure of this project is formulated within the framework of conventional historical research. The following objectives were undertaken to accomplish the goal of this project. Using the Multi-Ad Services application Creator[®] a series of templates were created consisting of approximately 18 different advertising layouts. Four clients of *The Syracuse Newspaper's* publication *Auto Finder* were selected to be initial targets of this project. The client base would be expanded each week. Training on the hardware and Multi-Ad Creator[®] application would take place as the same time as visits to the clients. This technique was used to accomplish the goal of training for both the sales representative and the client.

To determine the success of this project a questionnaire was formulated. The areas that were surveyed included the sales representative, members of the production staff responsible for composition of the publication and clients. An additional survey was distributed to the clients to determine if the project was a success for their business. This included questions relating to the success of the advertising, quality and other media used to sell the clients automobiles.

FINDINGS: The most important findings were:

1. A successful means of providing a sales representative with templates and guidelines that ensured that the primary function, selling, was maintained.
2. The training of the sales rep on the hardware and software applications must be limited to on-the-job training. It is more successful if the employee has a basic knowledge of computers, however this is not critical.
3. The analysis of the productivity in the production department and the sales representative in relation to the laptop application was significant in relationship to the amount of time allowed for the testing of the project. Productivity has increased as much as 20 percent with the sales representative and 10 percent in the production department. The production department anticipates further increases in productivity as this program is expanded.
4. The response to the laptop application by the customers and their involvement in the creation of their advertisement has been determined to be effective. The effectiveness is based on the customer's response to a questionnaire.

CONCLUSIONS: The following conclusions were derived from the study

1. A Laptop Applications for Retail Newspaper Advertising (LARNA) is a cost effective method of increasing productivity in both the sales department and the production departments.
2. The Laptop Applications for Retail Newspaper Advertising (LARNA) is a concept that can be used through out the newspaper industry in a variety of specific areas.

3. The next step is to determine a means of transmitting the information from the sales representative on his rounds to the production facility.

ACKNOWLEDGMENTS

The completion of this project was greatly facilitated by the assistance and guidance of Dr. Robert G. Hacker, Ph.D., thesis advisor for this project.

Invaluable assistance was provided in Syracuse, New York, by *The Syracuse Newspapers*, the *Auto Finder*, Advertising Services Manager David S. Worden, Sales Representative Mark Adams and the eight independent car retailers of the metropolitan Syracuse area.

Sincere appreciation must be expressed to Mrs. Heather Dempsey of Multi-Ad Inc. of Peoria, Illinois, who provided the software application Creator[®] and presented it to the School of Printing Management and Sciences. Survey information supplied by the University of Georgia, Dr. Glenn Nowak, Assistant Professor of Advertising in the College of Journalism and Mass Communications, Athens, Georgia.

Finally, a special note of thanks to my companion and most significant friend, Rosemarie, for her support and encouragement during this endeavor.

TABLE OF CONTENTS

Abstract	i
Acknowledgment	iv
Definition of Terms	vi
Chapter 1	
Introduction	1
Statement of Problem	6
Limitations of the Study	6
Significance of the Study	7
Chapter 2	
Method of Procedure	9
Literature Search	9
Research Conducted in Syracuse, New York	9
Chapter 3	
Summary of Findings	12
Conclusion	15
Appendix	
Template Thumbnails	17
Page Layout Template Designs	27
Survey Results of Auto Finder Customers	46
Bibliography	49

DEFINITION OF TERMS

Applications – This term applying to computer programs, generally programs of a similar type. Anything generally referred to as “software,” which makes the computer operate. The term is used interchangeably with “program.”

Contract Proof – The copy of an advertisement that is presented to a customer for his signature when the customer approves the content. When the Customer signs this copy it is assumed that a contract exists between the customer and the advertising publication.

Copy – Material, such as a manuscript, that is to be set in type. The words to be printed or spoken in an advertisement. Suitable source material for journalism. This also includes images such as photographs, line art and graphics

Data – Information that you create and the computer manipulates.

Digital Display – The display that is visible from the screen of a computer.

File – A collection of information that has been given a name and is stored on a disk or hard drive. This information can be a document or an application.

File Format – The way information is structured in a file. Applications always store data files in a particular format. A format readable by one application may not be readable by another application.

File Server – A computer that stores a number of files and allows other computers on a network to access these files independent of each other.

Hard Disk – A disk that is permanently mounted in the computer

Laptop – A portable computer that is small enough to be placed on a person’s lap. This type of computer is portable and operates on a battery or external power supply.

Network – A group of computers connected by cables or other means and using software that enables them to share equipment and share information.

Prepress – The operation of preparing copy, a photograph or an advertisement for publishing. This may include all of these items in combination or individually.

Production Department – The area within a newspaper that produces the advertisements that are brought in by the sales representative.

Rep – A shortened version of sales representative.

Run-of-Press – An advertisement that is included within the press run of a newspaper, not run separately and inserted into the newspaper.

Software – The set of instructions that make computer hardware perform tasks.

Templates – A pattern used as a guide in making something accurately.

Text box – In a dialog box, a box in which you type information needed to carry out a command.

Text mode – The mode that enables applications to display text but not graphic images.

Chapter 1

INTRODUCTION

A friend had placed an ad in the newspaper to sell his car. When it didn't appear in the listings the next day, he telephoned the newspaper to complain. Minutes later he received a call from a man who had found the ad under "Antiques for Sale." This may be humorous for the moment, however, it is a sad reflection of the problem affecting newspapers as they approach the next millennium. This lack of customer service will not provide for growth in advertising dollars for newspapers. Barbara Mowry, president of the Mowry Group, said in a recent Newspaper Association of America meeting, "Newspapers will become a marketing driven, customer driven organization that has started with the customer needs and the customer segments and then has designed products and services to fill that need."¹ At the 50th anniversary of the National Retail Merchants Association meeting the Dean of New York University's School of Retailing sharply criticized the quality of newspaper advertising that was in 1961. What has occurred in the past 33 years has done little to improve on the Dean's assessment. William Park, former vice president of retail marketing at the Newspaper Advertising Bureau said in, Let's Do Something About Retail Advertising Before It's Too Late, in the December, 1993 issue of *Editor & Publisher*,

"During this period, advertisers became more and more sophisticated in their demands for quality reproduction . . . Requests began at a time when most newspapers chose to remain immobile to change. Retailers were

¹ Dorothy Giobbe, "Competing in the year 2004," *Editor & Publisher*, February 19, 1994, 32

forced to investigate other methods of improving advertising standards.”²

The time of the sales representative picking up copy from an advertiser and saying ‘thank you’ is a task no longer accepted by the retailer. In an article published in the September 11th issue of *Editor & Publisher*, a study indicated that, “Advertisers need and want more marketing help from their reps as a means of survival. They want to feel that newspapers know them and care about them and the success of their business.”³ Without this attention to detail and customer service, indications are that the advertising budgets for newspapers will be less than 50%. Over the past several years newspapers have invested over \$1.86 billion in new presses and process improvements.

“The South Bend *Tribune* committed \$36 million early last year (1992) to expand and modernize its existing downtown site . . . Major new suburban plants began printing the San Bernardino *Sun*, Seattle’s jointly operated dailies, Phoenix’s two dailies, Philadelphia’s two dailies, the *Richmond Times–Dispatch* and the *New York Times*. The latter three projects accounted for almost \$1 billion in new plant and equipment.”⁴

“. . . in December (1993), the *Wall Street Journal* announced that it too finally will print color. Before it does, Dow Jones said it will spend \$50 million on new color presses.”⁵

For the next decade newspapers will have to focus their investments in advertising departments and in sales forces that will target specific markets and publications. “As newspapers increase some of the targeted, non–traditional publications, run–of–press advertising will become a smaller percentage of total revenue,”⁶ Barbara Mowry predicted.

² William Park, “Lets Do Something About Retail Advertising Before It’s Too Late,” *Editor & Publisher*, December 4, 1993, 48.

³ William Park, “Lets Do Something About Retail Advertising Before It’s Too Late,” *Editor & Publisher*, December 4, 1993, 38.

⁴ Jim Rosenberg, “Newspaper Technology Review For 1992,” *Editor & Publisher*, January 1, 1993, 52-56.

⁵ Jim Rosenberg, “Newspaper Technology Review,” *Editor & Publisher*, January 1, 1994, 56-65.

⁶ Dorothy Giobbe, “Competing in the year 2004,” *Editor & Publisher*, February 19, 1994, 32.

The University of Georgia conducted a survey of local advertisers in Madison/Dade, County Wisconsin and Athens/Clarke County, Georgia. This survey indicated the there were three reasons why newspapers were losing advertising dollars.

“First, although the percentage of ad budgets devoted to daily newspapers appears to have remained around 43 percent, the 77 percent daily newspaper usage rate is less than the 91 percent reported by Otnes and Faber (1989). Second many local advertisers were using a number of media, with many of these adoptions have come relatively recently . . . Further, among business that spent \$2,000 or more each month on advertising only 43 percent allocate half or more of their ad dollars to daily newspapers, while 20 percent did not use daily newspapers at all.”⁷

Another result of the University of Georgia study indicated that the reason advertisers used a particular method of advertising was that the market was targetable. This survey supports Barbara Mowry’s prediction that more attention will have to be focused on a new infrastructure.

Mowry said,

“. . . newspapers will be profitable but only after a period of painful investment. Traditional margins will fall because of investment in the marketing infrastructure, data and people rather than in printing presses. But because of additional products and services, the total available revenue pie will be larger and newspapers will get a bigger share.”⁸

Dr. Robert Hacker, a professor at the Rochester Institute of Technology said, “The newspaper of tomorrow will contain more color, be more tailored to specific public’s and provide for more precise targeting of audiences by advertisers.”⁹

Three advertising agencies participated in a review and a prediction of newspaper advertising for 1994. One agency stated that they believed that the newspaper industry could see an improved profitability if, “. . . improvement comes from efficiency measures that the

⁷Glen J. Nowak, Glen T. Cameron, Dean M. Krugman, et. al., “How Local Advertisers Choose and Use Advertising Media,” *Advertising Research* Vol./Issue (Nov./Dec. 1993): 43-44.

⁸Dorothy Giobbe, “Competing in the year 2004,” *Editor & Publisher*, February 19, 1994, 32.

⁹Robert G Hacker, Ph.D., “The Future of Newspapers,” *Publishing Trends*, February 1994, 1.

industry has taken.”¹⁰ and “Setbacks might occur if newspaper executives are reluctant to continue experimentation and investment in programs that are struggling but critical to the industry’s diversification and future success.”¹¹ “Miles Groves, vice president and chief number cruncher at the Newspaper Association of America, expected newspaper ad spending would end 1993 4% higher than in 1992, accelerating this year to ‘the 6% range.’ ”¹²

I believe that the time has arrived to move into the digital age with point of sale advertising design and production. “. . . publishers must put extra effort and more creativity in the advertising sales effort.”¹³ With the use of a template a sales representative can create a preliminary display advertisement on a laptop computer. These templates and associated on-the-job training would provide sales representatives with standardized directions.

“Many design and creative functions will move back from printers towards their customers; prepress shops will find clients retaining greater control over the production of ‘camera copy’ or electronic substitutes ‘computer copy.’ ”¹⁴

An advantage is the reduced amount of time necessary to create newspaper advertisements in the newspaper’s art department. “The printing industry will continue to face major changes in its internal structure and in its relationship with customers because of ongoing technological developments that will affect every aspect of creating a printed product.”¹⁵ It is not unlikely that, in an industry where profit margins are low by comparison, a manager will be willing to

¹⁰ Dorothy Giobbe, “Advertising Overview: Newspaper Rep Firms Give Their Forecasts for 1994,” *Editor & Publisher*, January 1, 1994, 32.

¹¹ Dorothy Giobbe, “Advertising Overview: Newspaper Rep Firms Give Their Forecasts for 1994,” *Editor & Publisher*, January 1, 1994, 32.

¹² George Garneau, “Ad Growth May Speed Up in ‘94,” *Editor & Publisher*, January 1, 1994, 23.

¹³ Bernard Caughey, “Become Indispensable Or Die,” *Editor & Publisher*, March 19, 1994, 52.

¹⁴ Frank J. Romano, “Printing Industry Trends: As Seen by the R.I.T. School of Printing Management and Sciences Faculty,” *Publishing Trends*, February 1994, 8.

¹⁵ Frank J. Romano, “Printing Industry Trends: As Seen by the R.I.T. School of Printing Management and Sciences Faculty,” *Publishing Trends*, February 1994, 8.

incur unneeded expenses for, production of display advertising that only requires minor copy changes, the extra time to key from handwritten notes of sales representatives and the production of ‘for proof’ display advertising. “Some prepress functions will be taken over by advertisers”¹⁶ Therefore, a means of providing a sales representative precise templates and guidelines is needed to eliminate the multiple handling of display advertising. The Laptop Applications for Retail Newspaper Advertising (LARNA) will provide publishers a better idea of how to increase quality, productivity, and reduce production costs.

The Syracuse Newspapers is a corporation than could benefit from the results of this study. The templates and guidelines were preliminarily designed for a weekly advertising half tab “shopper” publication with a specific market targeted. “. . . local advertisers rated audience reach as the most important consideration, followed closely by the ability to target/reach a specific audience.”¹⁷ Published reports suggest that sales representatives need to learn as much as possible about servicing local businesses, retailers and merchants. “Much of the non-productive advertising that we see published must rest squarely on the shoulders of retail management.”¹⁸ With the modest revenue growth predictions for 1994 an emphasis must be placed on customer service. “A newspaper cannot show its advertisers how to increase the productivity of their newspaper advertising until its sales reps are made aware of how to do it.”¹⁹ Production departments and sales reps cannot be considered to have agency quality, however, a team of a production artist, sales rep, copywriters and when necessary others within the production

¹⁶ Frank J. Romano, “Printing Industry Trends: As Seen by the R.I.T. School of Printing Management and Sciences Faculty,” *Publishing Trends*, February 1994, 8.

¹⁷ Glen J. Nowak, Glen T. Cameron, Dean M. Krugman, et.al., “How Local Advertisers Choose And Use Advertising Media,” *Advertising Research* Vol./Issue (Nov./Dec.): 45.

¹⁸ William Park, “Lets Do Something About Retail Advertising Before It’s Too Late,” *Editor & Publisher*, December 4, 1993, 38.

¹⁹ William Park, “Lets Do Something About Retail Advertising Before It’s Too Late,” *Editor & Publisher*, December 4, 1993, 38.

department would accomplish this goal. The fundamental principle of added value while offering advertisers greater involvement in the process of creating the newspaper advertisement is paramount to the success of this project. The sales rep will have already consulted with the production department and the idea transformed to a digital representation and downloaded to the laptop. This representation would then be presented to the client, thus his involvement, at his place of business.

STATEMENT OF THE PROBLEM

The purpose of this study is to identify the means of using a laptop application in the creation of target market advertising for daily newspaper independent publications. More specific purposes were: (1) how to provide a sales representative with templates and guidelines to ensure that the primary function, selling, is maintained; (2) to train the sales rep on the hardware and software applications; (3) to analyze the productivity of the production department and the sales representative in relation to the laptop application; (4) to analyze the response to the laptop application by the customers and their involvement in the creation of their advertisement; (5) to analyze the effectiveness of the advertisements created on the laptop application.

LIMITATION OF THE STUDY

This study is restricted to a niche market, the independent used automobile dealer, its major emphasis being on training/education aspects of the sales rep and the automobile dealer. It is hoped that the findings may be helpful not only as they apply to a niche market, but also to the general newspaper advertising market.

SIGNIFICANCE OF THE STUDY

An extensive search of the literature indicated that no recent study has occurred in the area of Laptop Applications for Retail Newspaper Advertising (LARNA).

More needs to be known as to how this type of advertisement production will affect the newspaper industry on a local level or in a niche market. "The concept (Digital Distribution of Advertising for Publications) is finally taking root, gaining industry support at all levels,"²⁰ said Rochester Institute of Technology Alumni and Time Inc. executive Frank Scott. He further stated that, "printing by the numbers really works . . . that is, when approved materials from calibrated color system is received, it will print the way it's suppose to . . . by the control numbers."²⁰ This system is in the development stage presently. The research in this area is primarily designed for national clients and agencies that create and distribute national advertising accounts. Several years of digital classified advertising has been successful and the techniques of their success will be applied to this project. ". . . a Windows™-compatible software product has been designed to help newspapers expand their classified advertising through kiosks placed in shopping malls and other high traffic areas."²¹ Digital display advertising is presently only being considered in the national market area. Dena Krentz-Greenawalt, prepress systems manager of the Rocky Mountain News in Denver, Colorado says, "This is not to replace our sales people or our ad order-entry process. Initial contacts and contracts are handled by sales staffers."²¹

²⁰ John R. Werner, Editor, "DDAP Efforts Reach Critical Stage," *Graphic Communications World*, January 3, 1994, 2-3.

²¹ Dorothy Giobbe, "Helping Newspapers Expand Exposure to Classified Ads," *Editor & Publisher*, December 4, 1993, 27.

²² Jim Rosenberg, "Accepting Ads on Disk and On Line," *Editor & Publisher*, March 19, 1994, 54.

It is hoped that this study will make the use of Laptop Applications for Retail Newspaper Advertising (LARNA) useful in the production of local retail advertisements where sales reps make the initial contact and all subsequent contacts with the newspaper's advertising customer.

CHAPTER 2

METHOD OF PROCEDURE

The procedure of this project is formulated within the framework of conventional historical research.

LITERATURE SEARCH

Thorough literature searches were conducted at the Wallace Library at the Rochester Institute of Technology, Rochester, New York. Searches were also conducted on-line through CompuServe® research database, Information Access Company®, American-On-Line® research database and Prodigy Information Services®. Survey information was supplied by the University of Georgia, Dr. Glenn Nowak, Assistant Professor of Advertising in the College of Journalism and Mass Communications, Athens, Georgia.

RESEARCH CONDUCTED IN SYRACUSE, NEW YORK

Research and development of this project was conducted jointly with *The Syracuse Newspapers* in Syracuse, New York. Production Director David Worden obtained a Laptop computer for use in this project. Multi-Media Services Inc. Peoria, Illinois provided a copy of the Creator® application necessary to accomplish the project.

A meeting was set up with Mr. Worden and other members of *The Syracuse Newspapers'* advertising department to determine which portion of the publication would take part in this project. Discussion on the project centered on three areas: (1) restaurants; (2) real estate; (3) an

independent publication titled *Auto Finder*. Additional discussions were conducted in Syracuse with Mr. Worden as to what was to be accomplished by this project. A goal was established for this project. The goal is to prepare a laptop application for a sales representative to use when making sales. This project will educate the sales representative in the use of the hardware and software of this project including the clients of the publication. Sales representative will encourage clients to become more involved in the advertising process. Production department staff will prepare speculative advertisements to meet the needs of prospective clients. Increasing customer service and involvement also would be paramount in this goal. With the completion of talks and goals it was decided that the project would be conducted with a half tab independent publication owned by *The Syracuse Newspapers* titled *Auto Finder*.

The following objectives were undertaken to accomplish the goal of this project. Using the Multi-Ad Services application Creator[®] a series of templates were created consisting of approximately nine different advertising layouts. Four clients of the *Auto Finder* were selected to be initial targets of this project. The client base was expanded each week. Training on the hardware and Multi-Ad Creator[®] application took place at the same time as visits to the clients. This technique was used to accomplish the goal of training for both the sales representative and the client.

To determine the success of this project a questionnaire was formulated. The areas that were surveyed included the sales representative, members of the production staff responsible for composition of the publication and clients. An additional survey was distributed to the clients to determine if the project was a success for their business. This did include questions relating to the success of the advertising, quality and other media used to sell the client's automobiles. Other records that were used are those of the sales representative. His time and activity records were analyzed to show productivity before the project began and after the project was completed. Similar records were obtained from the production department to evaluate the project's effectiveness in this

area. These were supplied in summary form by the Advertising Services Manager. These records are confidential and will not be made available to be published.

CHAPTER 3

SUMMARY OF FINDINGS

The goal of this project was to increase productivity in two areas of *The Syracuse Newspapers*. Those areas were identified as the advertising services production department and the sales representative of the publication *Auto Finder*. To prove that this project was possible this niche market of the newspaper was decided to be the best place to test.

I was told to design nine or more thumbnails of possible page layout designs based on the existing book (See Appendix 1). Using the Multi-Ad Creator[®] application available at *The Syracuse Newspapers* and the one presented to the School of Printing Management and Sciences, at the Rochester Institute of Technology, eighteen page layout designs were created with guide lines included. (See Appendix 2.) Not all of the page layouts would be used, however, the opportunity for choices was an important consideration in the design and creation. These choices would be used as the sales representative expanded the use of the Macintosh Powerback[®] and the Laptop Applications for Retail Newspaper Advertising (LARNA) program.

The Advertising Service Manager chose four independent retail automobile dealers that generally run the same size advertisement each week. These dealers only change the copy and the photographs. The dealers do not normally replace the entire advertisement only one to three copy blocks each week. In the past the sales representative would visit the dealer and make notes on what was to be changed on paper. The representative would then prepare a layout on a separate paper. Most importantly the rep must make the copy legible for the production staff. This procedure required that the copy would have to be handled no less than three times. The error factors increased with this procedure according to Mr. Worden, Advertising Services Manager, at *The*

Syracuse Newspapers.

The Macintosh Powerback® computer was introduced to the sales representative. The training on the computer was done by the author. Focusing on the goal to acquaint the representative with only laptop computer basics, the training was approximately two hours of classroom time. The training was limited to use of the trackball, enter key, file locations, text mode, text box, save functions. Other information about the laptop that the rep would need to know to accomplish the task was included as well. The remainder of the training would be on-the-job. The author accompanied the sales representative on his calls for five weeks. This provided the author with an opportunity to troubleshoot problems that occurred and to assist the sales representative with solving them. It was determined that two factors must be addressed in this phase of the project: (1) the sales representative should have a basic working knowledge of computers; (2) basic typing skills are mandatory.

With the start of the project the manager downloaded from the file server the templates and the pervious week's advertisement to the Macintosh Powerback® laptop computer. The study began with four automobile dealers. We then presented the laptop application system to the dealers. Acquainting the dealers with the new methods met with mixed feelings. These feelings ranged from a rather cool, "so" to an excited, "Can I prepare the copy on my computer and give you guys the disk?" Results of the first week's trail run were met with enthusiasm by the production department. As the weeks progressed more automobile dealers were added to the project one at a time. As of May 5th, four weeks after completing the field studies, eleven customers are on the system. The manager has indicated that he anticipates having the complete *Auto Finder* customer list on line before the first of July, 1994.

To determine how effective this field study was a survey was taken of the original automobile dealers plus the four additional dealers. They were told, when we introduced the system, that the effectiveness would be evaluated. These automobile dealers were asked to keep track of any problems, or lack of them. We received fifty percent of the questionnaires delivered to the dealers.

The dealers indicated that 50 percent of them noticed an increase in effectiveness of the *Auto Finder*. The definition of effectiveness is: producing a strong impression or response. The results of this question may be also the results of an increase in the number of persons buying vehicles or due to the up turn in the economy. The *Auto Finder* customers indicated that 75 percent of them noticed an improvement in the production of their advertisement. The number of errors in the advertisement copy decreased 40 percent.

The customers were also asked to evaluate the *Auto Finder* in several other areas. They included: (1) factors for choosing the *Auto Finder*; (2) the sales representative's knowledge of the customer's business; (3) cost effectiveness; (4) planning advertising campaigns; and (5) how the customer responded to the use of the laptop system. These results were compiled and are located in Appendix 3.

To evaluate the production department the Advertising Services Manager maintained the records. He did indicate, at the outset, that access to these records would be denied to me for reasons of business confidentiality. Mr. Worden did prepare an evaluation of the project. This evaluation also included an evaluation of the sales representative who participated in the project.

The report submitted to me indicated that the sales representative had increased his productivity by as much as 20 percent or one full day of additional time. This additional time allowed him to visit current customer's much earlier and seek new customers for the *Auto Finder*. The production department has increased production by 10 percent or one half day of additional time. This has allowed the production department to work on other projects and prepare for the increase in workload that occurs during the summer months.

CONCLUSION

The original concept of this project was initially focused on the Rochester area weekly newspapers. These publishers had one main concern. They did not want their sales representatives producing advertisements, they wanted them to sell. With this concern as the foundation of this project, the plan was to conceive a method of assisting the production department and maintaining advertisement production within the department.

The method was very clear, create templates and limited access to the sales representative. The production department would then be able to team up with the sales representative in sales campaigns; produce the template and give the sales representative a variety to show the customer. The sales representative would only be allowed access to a copy of the previous week's advertisement, the template and the text mode.

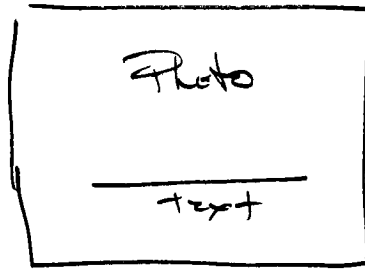
Commonly, most retail advertisers change copy, design and size weekly or only advertise in the newspapers on an irregular basis. Therefore, a niche market had to be chosen. *The Syracuse Newspapers* were approached with the concept. With advertising dollars spent in newspapers slowly increasing the idea was received favorably, but with conditions. We had to prove that productivity would increase and that the sales representative would not be creating advertisements on their own. We have proven that the concept works. Mr. Worden said in a letter, "*The Syracuse Newspaper* is an organization that closely monitors its expenditures and reasons for them. We've proven the concept works, and are actively looking to expand this into other areas of business."

This project opens numerous possibilities to the advertising departments of daily and weekly newspapers as well as newspapers that cater to niche markets. The productivity of the sales department and the production department will increase. This has also proven to reduce copy errors and could prove to lessen the number of billing corrections. With changes, additions and new copy edited on the computer the customers are able to see the electronic proof, no longer being required to wait to see a hard copy. During this project customers that required hard copy proofs were

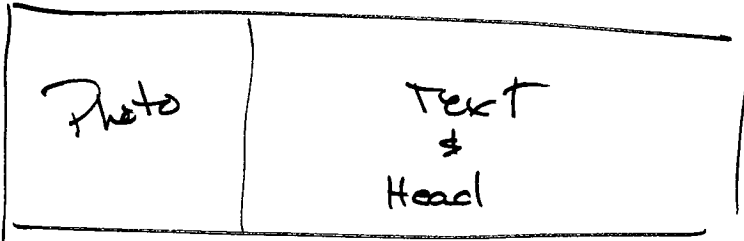
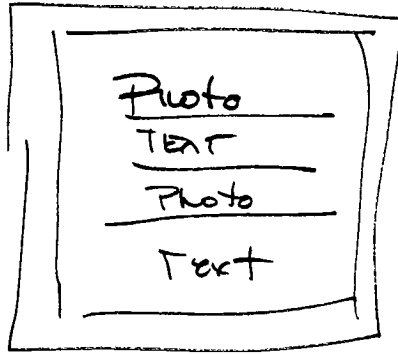
satisfied and accepted the electronic version as a contract proof. This alone has significant possibilities in materials savings and production time savings.

What possibilities does this project hold for the future? The most notable will be devising the means of sending the digital information, including digital photography, back to the production department as the sales representative moves from customer to customer. With the advent of wireless communications and the technology of compressed file formats this conceivably could be the next step to increase the amount of advertising in newspapers.

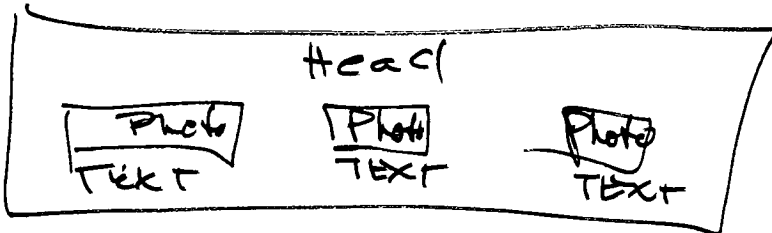
APPENDIX 1
TEMPLATES THUMBNAI LS



$\frac{1}{6}$ HL
Page

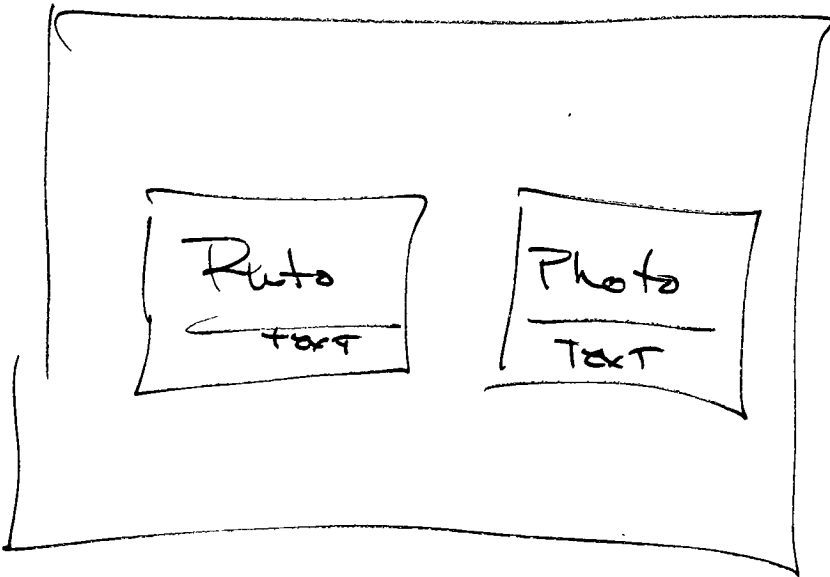


$\frac{1}{3}$
Page



1/2 page

Head	
Photo	Photo
TEXT	TEXT
Photo	Photo
TEXT	TEXT



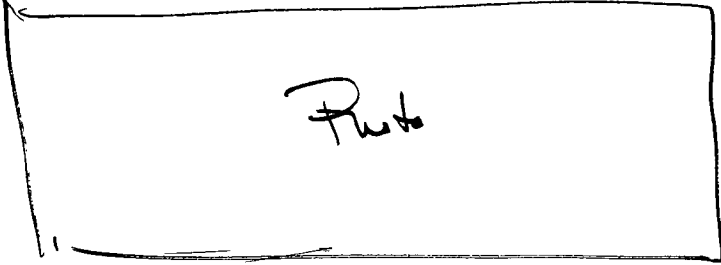
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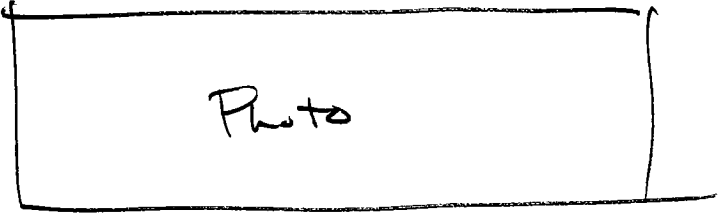
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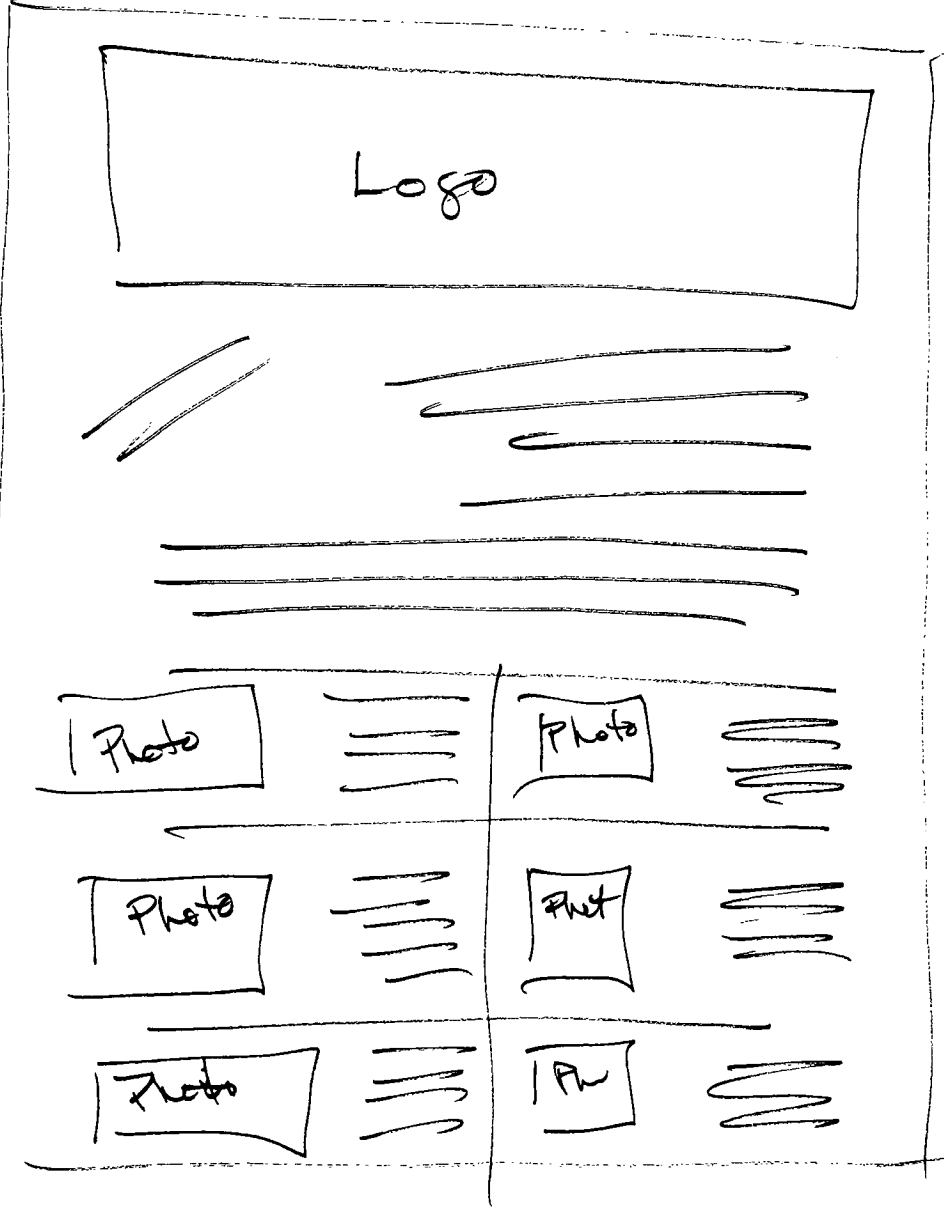
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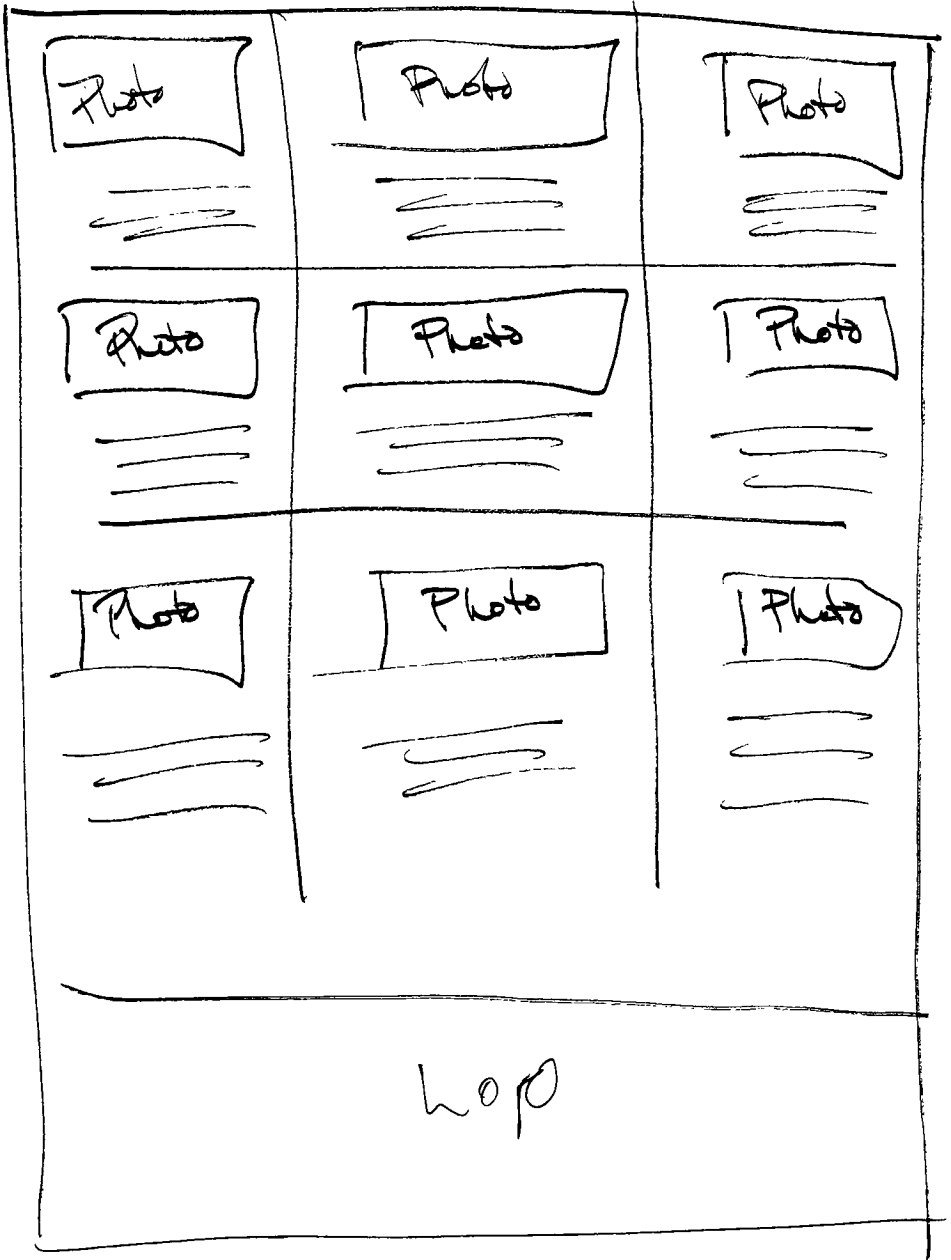
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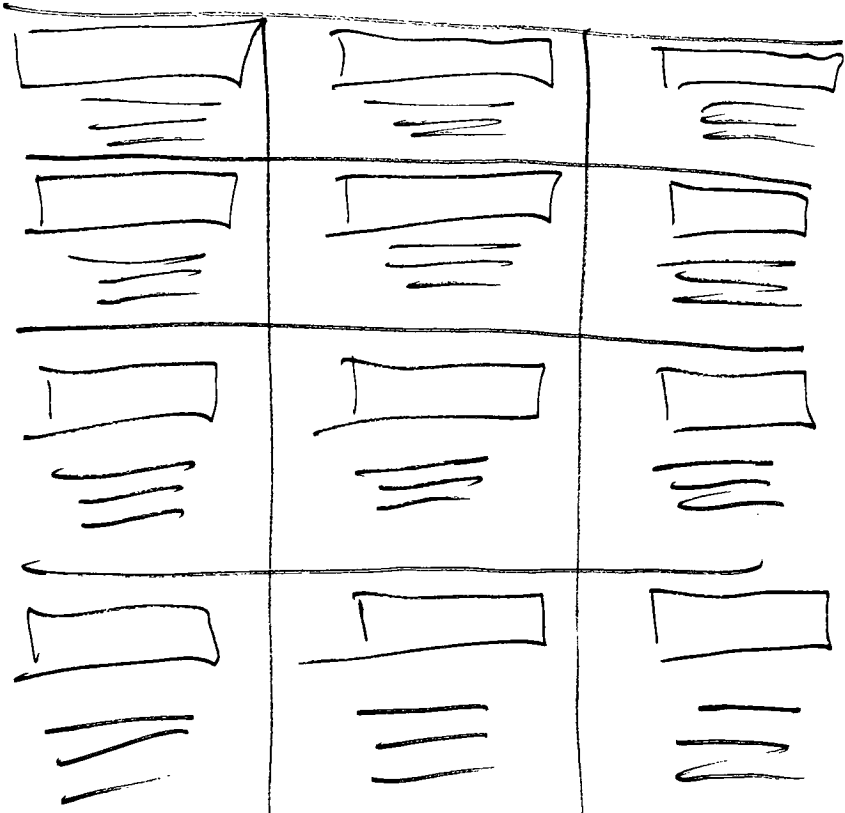


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APPENDIX 2
PAGE LAYOUT TEMPLATE DESIGNS

One Sixth Page

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One Third Page

Third Page - 3 Images Top Logo

**PHOTO
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Half Page 2 Images

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Half Page 6 Images Logo Top/Bottom

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2 Images Top Logo

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6 Images Logo Bottom

6 Images Logo Top

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6 Images Logo Top/Bottom

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6 Images Logo Top

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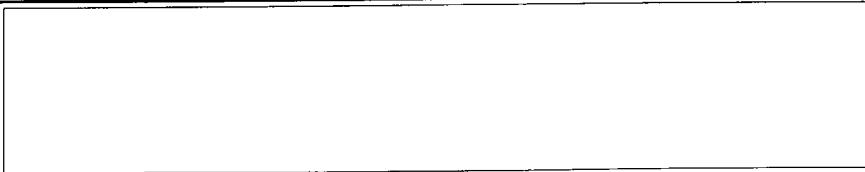


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9 Images Logo Bottom

9 Images Logo Top

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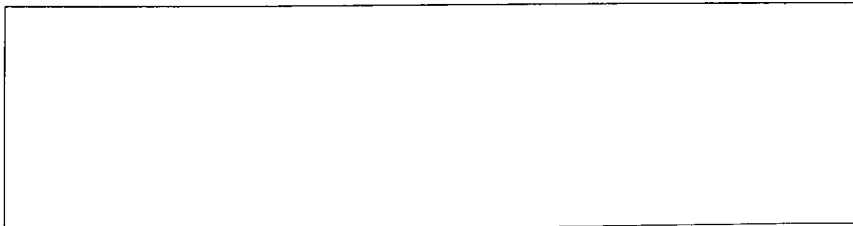
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12 Images Logo Top Bottom

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15 Image Logo Top/Bottom

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APPENDIX 3
SURVEY RESULTS OF AUTO FINDER CUSTOMERS

Your Company considered a number of factors when deciding to advertise with *The Syracuse Newspaper's "Auto Finder."* Please indicate if each factor listed below is **VERY IMPORTANT, SOMEWHAT IMPORTANT, SOMEWHAT UNIMPORTANT, OR NOT AT ALL IMPORTANT** to making the decision of using *The Syracuse Newspaper's "Auto Finder."* (Numbers indicate the number of responses)

	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
The number of people who will see your ad	1	0	0	0	3
Advertising rates	1	0	0	3	0
Its ability to reach a specific target audience	1	0	1	2	0
The knowledge of the Auto Finders sales representative.	1	0	2	1	0
The customer service when producing your advertising.	1	0	3	0	0

Choosing *The Syracuse Newspaper's "Auto Finder"* may have involved giving more emphasis to one factor than another. If you had to choose between the following pairs of factors, which factor would be more important to you? Would this factor be **A LOT MORE IMPORTANT** or **SOMEWHAT MORE IMPORTANT** than the other factor? (Numbers indicate the number of responses)

	A Lot More Important	Somewhat More Important	Equally Important	Somewhat More Important	A Lot More Important	
The total cost to produce and purchase the ad.	0	1	1	2	0	The number of people who will see the ad
The total cost to produce and purchase the ad.	0	0	1	3	0	The ability to reach a specific target audience
The total cost to produce and purchase the ad	0	3	1	0	0	The knowledge of the sales representative
The total cost to produce and purchase the ad	0	2	1	1	0	Customer service producing your advertising.

Using a scale where 5 means **VERY EFFECTIVE** and 1 means **NOT AT ALL**, how would you rate the “*Auto Finder’s*” ability of each of the following: (Numbers indicate the number of responses)

	NotAtAll Effective				Very Effective	Unsure/ Don't Know
Effectiveness of the Auto Finder prior to electronic ad production	0	0	1	2	0	1
Effectiveness of the Auto Finder using electronic ad production	0	0	0	3	1	0
Billing prior to electronic ad production	0	1	1	0	0	2
Billing using electronic ad production	0	0	2	0	0	2
Ad production prior to electronic ad production	0	1	1	2	0	0
Ad production using electronic ad production	0	0	0	3	1	0
Sales Representative knowledge of your market	0	0	2	1	0	1
Auto Finder cost effectiveness	0	0	0	1	2	1

Using a scale where 5 means **VERY EFFECTIVE** and 1 means **NOT AT ALL**, how would you rate the “*Auto Finder’s*” sales representatives helpfulness to help you plan your advertising campaign. (Numbers indicate the number of responses)

	NotAtAll Effective				Very Effective	Unsure/ Don't Know
	0	1	2	1	0	0

Using a scale where 5 means **VERY EFFECTIVE** and 1 means **NOT AT ALL**, how would you rate the “*Auto Finder’s*” use of electronic advertisement preparation compared to not using the computer. (Numbers indicate the number of responses)

	NotAtAll Effective				Very Effective	Unsure/ Don't Know
	0	0	0	2	1	1

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