

More On Advertising

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Former NNA president asks: Who's been 'poaching' on your territory lately?

Robert M. Williams, 2014 president of the National Newspaper Association, gives us a good reminder of something we've all done, but may have neglected recently.

"From time to time, it pays to cruise around your community and stop in wherever customer traffic is heavy to see who has come into your town and poached on what should be YOUR advertising dollars. There will always be out of town individuals or companies who will send sales personnel into your market, or perhaps conduct a phone campaign, to solicit ad dollars away from your publications. Nine times out of 10 these poachers will offer an inferior product, lower distribution than they claim, and abscond with ad dollars that, rightfully, should be used to help support the news coverage and community support that no one but your newspaper offers the market", he says.

"The newsstand areas in our local retail stores are where we'll often find some sort of print publication offering "history" of our community (quite often copied verbatim from our publications); or the store windows might be filled with posters "boosting" local athletic teams, featuring a photo and game schedule. All of these items are natural add-ons to the products we need to be offering our advertisers."

Williams says, "When it comes to anything that features ink on paper, your newspaper needs to be the community's "one stop shop" for all promotions."

Historical guides or photo/schedule posters featuring our local teams are a categories that are often "hijacked" by someone from out of town. But when you add the presentation of a high-quality poster, the ability to promote those poster locations, and the built-in trust and loyalty of the local newspaper, we should be unbeatable.

The premise is simple, Williams concludes. "If a promotion occurs in print in OUR market, it should be produced by US."

