

Rukmini Devi Institute of Advanced Studies
Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Guest Lecture

On

“How to Advertise in Print Media”

On

January 29, 2014



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Ms. Nidhi Sharma

Ms. Amandeep Kaur

(Chairperson, Literary Club)

Prof. Col. (Retd.) Mahander Singh

(Director General, RDIAS)

FORM A

Proposal:

- **Name of the event attended:** Guest Lecture on “How to Advertise in Print Media”

- **Date:** 29th January, 2014

- **Time:** 11:30 AM - 1:00 PM

- **Venue:** Lecture Theater, RDIAS

- **Motivation for the activity:** This session was intended to discuss the role of Print Media in Advertising. Advertising or advertizing in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering for which Print Media also plays a very important role now-a-days.

- **Organized By:** Placement Department

- **Resource Person:** Mr. Chetan Sharma, Editor, United News of India.

FORM B

Part 1

Aim of the event: Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. Its contribution in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. It has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

This guest lecture was conducted for the students of MBA & BBA to provide them with expert guidance on advertisement and the factors to be considered while they plan for advertisement through print media.

Part 2

Abstract:

The speaker started with the introducing Media industry. Media industry is associated with the printing and distribution of news through newspapers and magazines.

Print ads are a good supplement to the publicity plan. Well-placed ads in magazines and newspapers will support presence in the print media. Research shows that people may need to see things many times before they act on it. A well-designed small ad printed a number of times can be more effective than a large ad printed only once.

How to design an advertising plan?

Review the various print media outlets in your community.

- Local paper vs. larger big-city newspaper—or both
- Local free and low-cost newspapers and magazines that are widely distributed in the community
- Health, mental health, or wellness publications—often found in health food stores.

When should we place ads?

Different publications will have different deadlines based on how frequently they publish—a daily vs. a weekly, etc. Since people tend to make decisions about things like lectures close to the date they're happening, you may want to start your advertising about 1–2 weeks before the lecture date. During this lecture the speaker talked about the various terms which are used in media industry like beats, Berliner, crop, caption etc.

When advertising the mass audiences, readers should be targeted. For marketing the regional goods the advertisement should be given in regional newspapers. If cosmetics, dresses or fashion accessories are to be marketed than it should be done through fashion magazines and sports material in sports magazines.

Punjab Kesari is the newspaper which is there to advertise about the political parties as most of their vote bank reads this newspaper.

In the end, Queries were asked by the students which were answered by sir.

Part 3

Conclusion:

The print media is considered to be one of the most flourishing industries today. This medium is also particularly very popular to reach the target audience for advertisers. The different types of print media give a plethora of options for people to reach a varied bracket of users. So, be it newspapers or magazines, every medium has its particular advantages, a thing which should be considered to be of utmost importance by all advertisers and clients. However, print media also has its own disadvantages. Because print media lacks the interactivity of electronic media, those who receive a print media education generally have difficulty adapting to quickly changing circumstances. Electronic media is able to update on the fly, whereas print media has a final deadline. Those who are educated with print media will not be fully prepared for the emphasis placed on speed, quantity, and 'keyword-based' article structures.

Lecture Moments



Anchors for the Event...!!!!



Speaker addressing the gathering...!!!!



Patiently Listening Audience...!!!