



# RUKMINI DEVI

## Institute of Advanced Studies

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<b>Topic</b>	Guest Lecture on “How to Advertise in Print Media” for students of MBA and BBA by Mr. Chetan Sharma, Editor, United News of India.
<b>Date of the event</b>	January 29, 2014
<b>Aim of the activity</b>	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 planning for advertisement through print media.
<b>Description of the</b>	The speaker started with the definition of media industry and its relationship with 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

<b>event</b>	<p>well-designed small ad printed a number of times can be more effective than a large ad printed only once .Few inputs given by sir are as follows:</p> <p>How to design an advertising plan?</p> <p>Review the various print media outlets in your community.</p> <ul style="list-style-type: none"><li>• Local paper vs. larger big-city newspaper—or both</li><li>• Local free and low-cost newspapers and magazines that are widely distributed in the community</li><li>• Health, mental health, or wellness publications—often found in health food stores.</li></ul> <p>When should we place ads?</p> <p>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.</p> <p>During this lecture sir talked about the various terms which are used in media industry like beats, berliner, crop, caption etc.</p> <p>When advertising, the mass audiences and 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.</p> <p>Punjab Kesari is an example of a newspaper which is there to advertise about the political parties as most of their vote bank reads this newspaper.</p> <p>Queries were asked by the students which were answered by sir.</p>
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