BEST PRACTICES

A Collection of Best Practices for:

Print Publishing

Includes Detailed Best Practices for:

- Advertising Sales
- Editorial
- Production
- Managing Editorial
- Printing
- Circulation
- Web Design & Development

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Advertising sales in publishing rely on knowledge of circulation and readership statistics, as well as negotiations about ad placement and page design (for print and online ads). Traditionally, subscriptions generate much of the revenue for magazines and newspapers, but the Internet has undermined the subscription model and increased the importance of print and online advertising. For online ads, sales may involve coordination with technical teams to accommodate specific client requests, as well as knowledge of the publishing company's web metrics such as page-views, click-through rates, and bounce-rates.

Best Practice 1-A

Provide Advertisers Options for Ad Placement to Improve Ad Viewership and Increase Revenues

Upcharge advertisers for both larger and more prominent ad space, such as the space "above the fold" both in print and online newspapers and magazines (this is typically the space that fits into a browser's screen without forcing a customer to scroll down), as well as for the page the ad would appear on. Provide real-time tracking codes for the advertiser's Google Analytics account concerning web ads or ensure the advertiser's call monitoring system is effective at tracking traffic from print ads.

Typical Practice (the Status Quo): Charge the advertiser a flat fee based on the size of an ad (e.g., full-page, half-page, quarter-page), no matter which page the ad appears in. Compile the ad data is after a set period of time and send it to the advertiser to improve analytical results.

Benefits of this Best Practice: Upcharging advertisers for both larger and more prominent ad space, such as the space "above the fold" both in print and online newspapers and magazines (this is typically the space that fits into a browser's screen without forcing a customer to scroll down), as well as for the page the ad would appear on increases the options potential customers have when selecting their ad. This, therefore, allows them to obtain greater control over who sees their ad and how many readers see it. Furthermore, such pricing practices increases the revenue the advertising group is able to obtain from advertisers. Providing real-time tracking codes for the advertiser's Google Analytics account focused on web ads or ensuring the advertiser's call monitoring system is effective at tracking traffic from print adds not only improves the accuracy of all resulting analysis, but also allows advertisers to quickly react to any changes.

Related KPIs: Audience Reach, Response by Ad Size, Per Column Inch Rate, Advertisements per Issue

Advertising Sales

Best Practice 1-B

Ensure Clear and Early Communicate Concerning Online Media Campaign Deployment Procedures to Improve On-Time Launches

Ensure that there is clear and early communication between the publisher's website and the advertising client concerning the deployment procedures of an online media campaign. Ensure that both parties agree on distribution strategy, ad design and pricing (price per click/view/impression) well before the launch date of the online campaign.

Typical Practice (the Status Quo): Ensure that Project managers on the publisher-side communicate online media campaign deployment procedures to advertising clients only when asked. It is the responsibility of the advertising client to know when the publication's launch date is and the details in its deployment.

Benefits of this Best Practice: Numerous server configurations or third-party hosting solutions may present technical obstacles when deploying an online media campaign, which can cause deadlines to be missed during the advertising campaign's launch. Ensuring that there is clear and early communication (typically through the use of emails, phone calls, etc.) concerning online media campaign deployment parameters, as well as full agreements on distribution strategy, ad design and pricing (price per click/view/impression) will aid in the client's development of creative assets and help to ensure smooth campaign launches.

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