

Why Buy A Newspaper Ad NOW?


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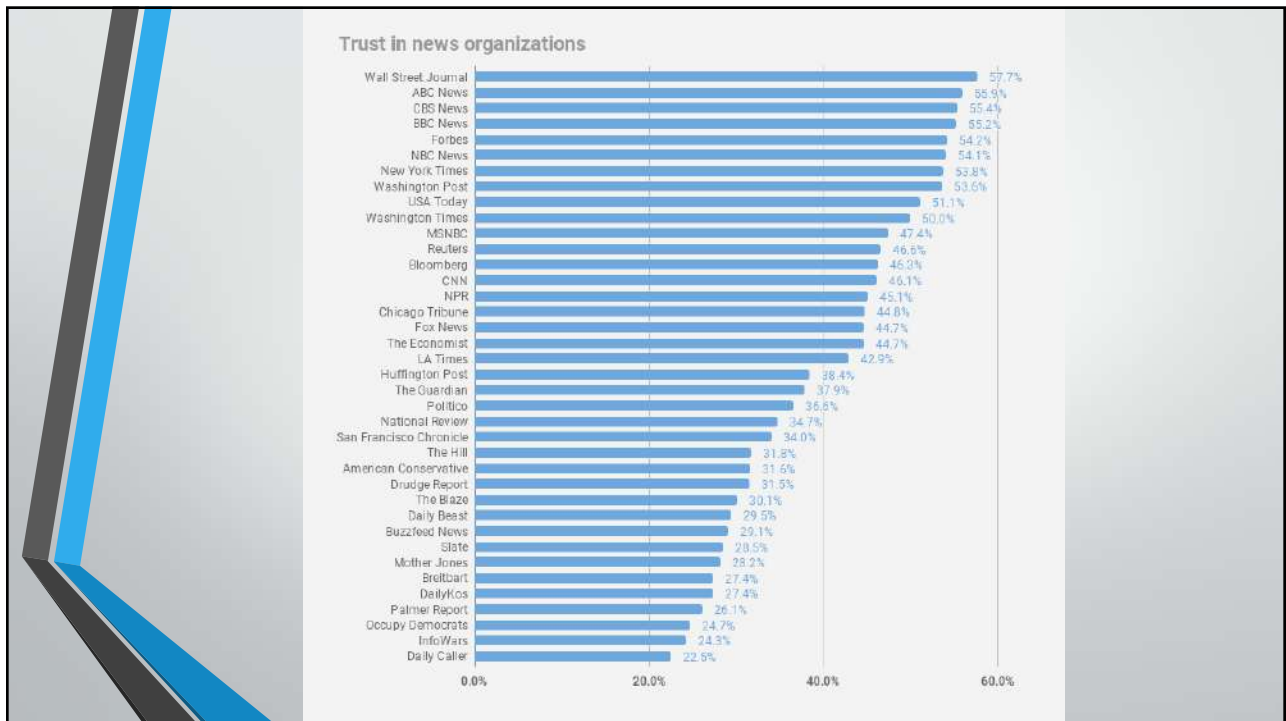
The screenshot shows the homepage of 360AdSales.com. At the top left is the logo for 360 Ad Sales STRATEGY & TRAINING. To the right, the domain name '360AdSales.com' is displayed in a large, bold font. Below the logo and domain is a red navigation bar with white text links: HOME, AD SALES TRAINING OPTIONS, WEBINARS, ABOUT, AD SALES BLOG, PODCAST, and CONTACT. The main content area is divided into two columns. The left column features a section titled 'Ad Sales Training Advice Blog' with a list of six articles: 'Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales', 'TARGET Your Media Sales Message to Grow Results', '6 Ways To Show Your Advertisers Some Love', '10 Proven Ways To Exceed Your Sales Goals', 'Selling Santa? A Fun Sales Tale.', and '10 Ways To Boost Your Fall Sales Numbers'. Below this is a banner for 'Proven Ad Sales Training For Media Companies! Over 3,000 ad sales trained to date!'. The right column contains a green sign-up button for a 'Free Monthly E-Newsletter' and a large graphic for 'SALES WEBINARS FREE!' with a 'click here' button. At the bottom left is a Twitter handle '@ryandohrn - Ryan@360AdSales.com' and at the bottom right is the 360 Ad Sales logo.

The slide features a lightbulb icon on the left side, symbolizing an idea. The background has a blue and grey geometric design. The text on the right reads: 'Idea #1: Use print or digital marketing to **balance out** word-of-mouth or social.' At the bottom right, the text '@RyanDohrn - www.360AdSales.com' is displayed.



Idea #2: Newspapers are the answer to **fake news**.

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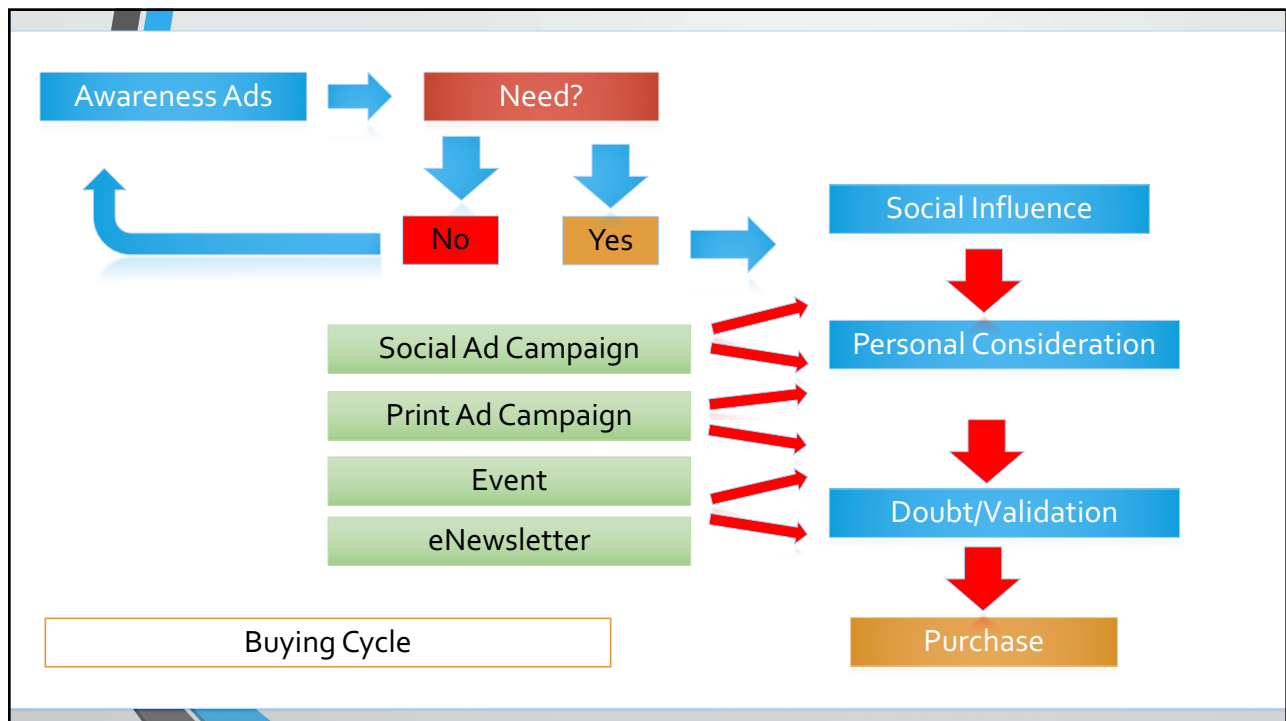


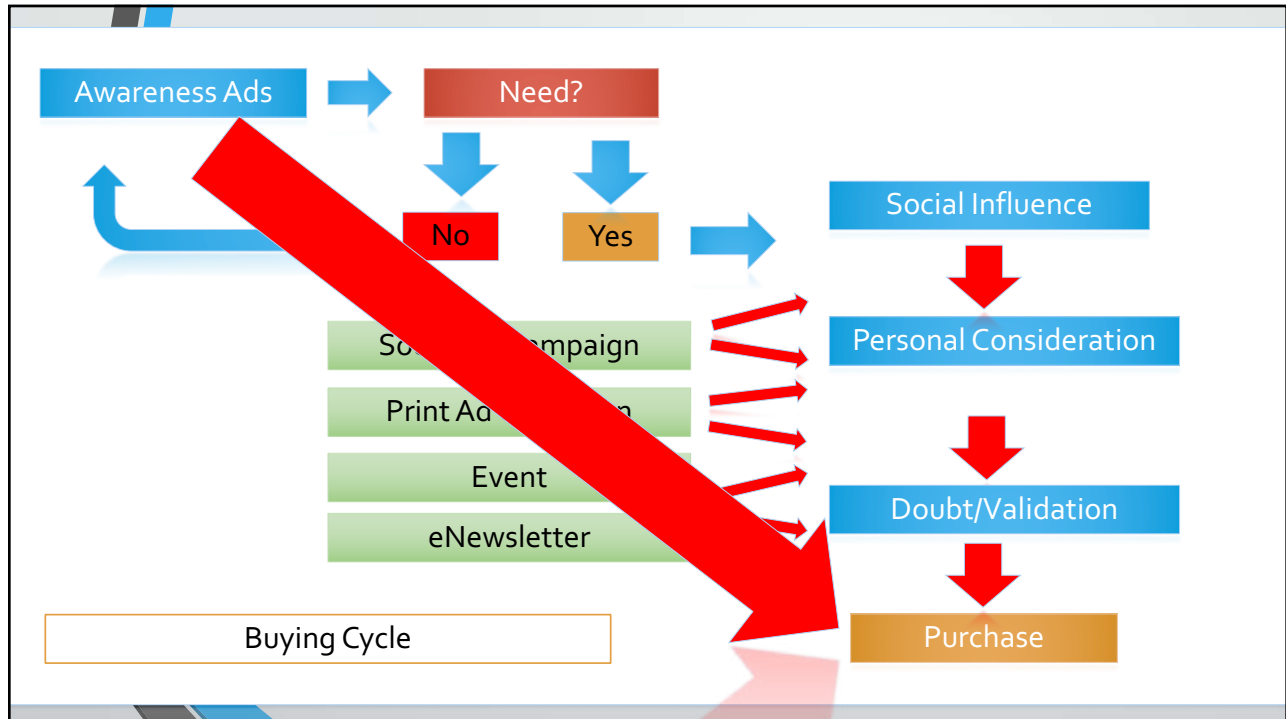


Idea #3:

High dollar purchases
require **pre-marketing**
initiatives.

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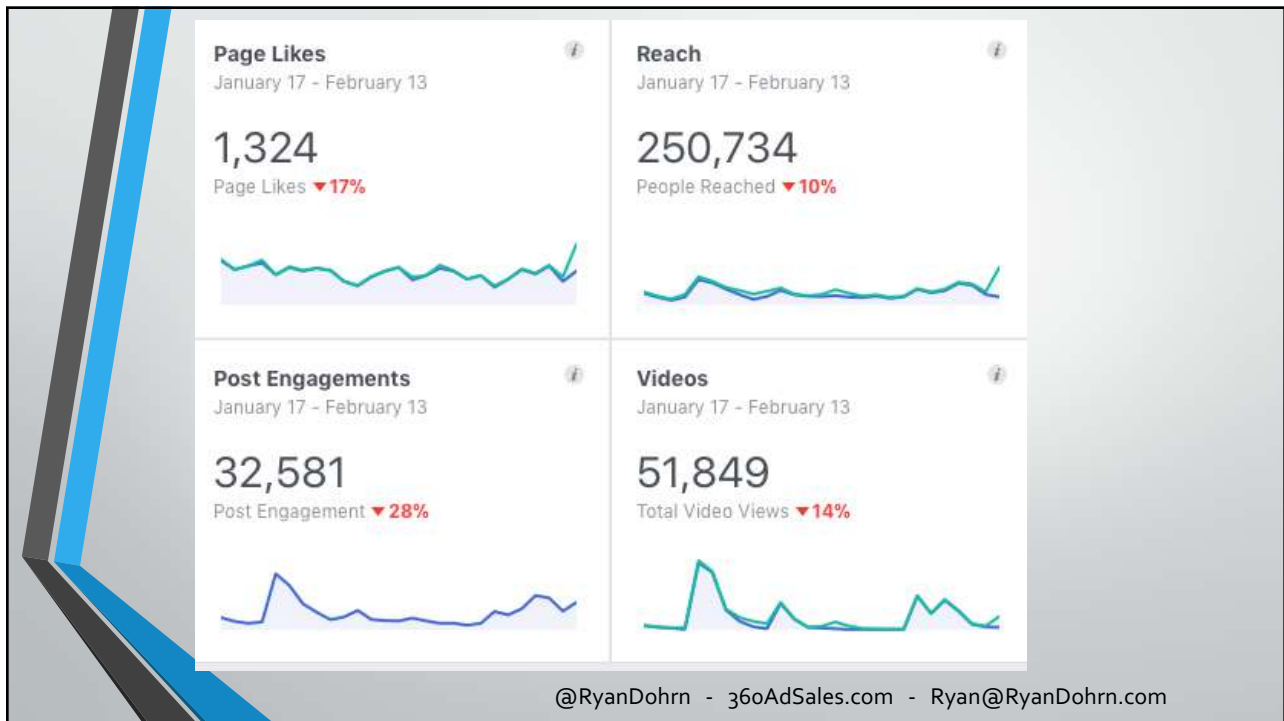
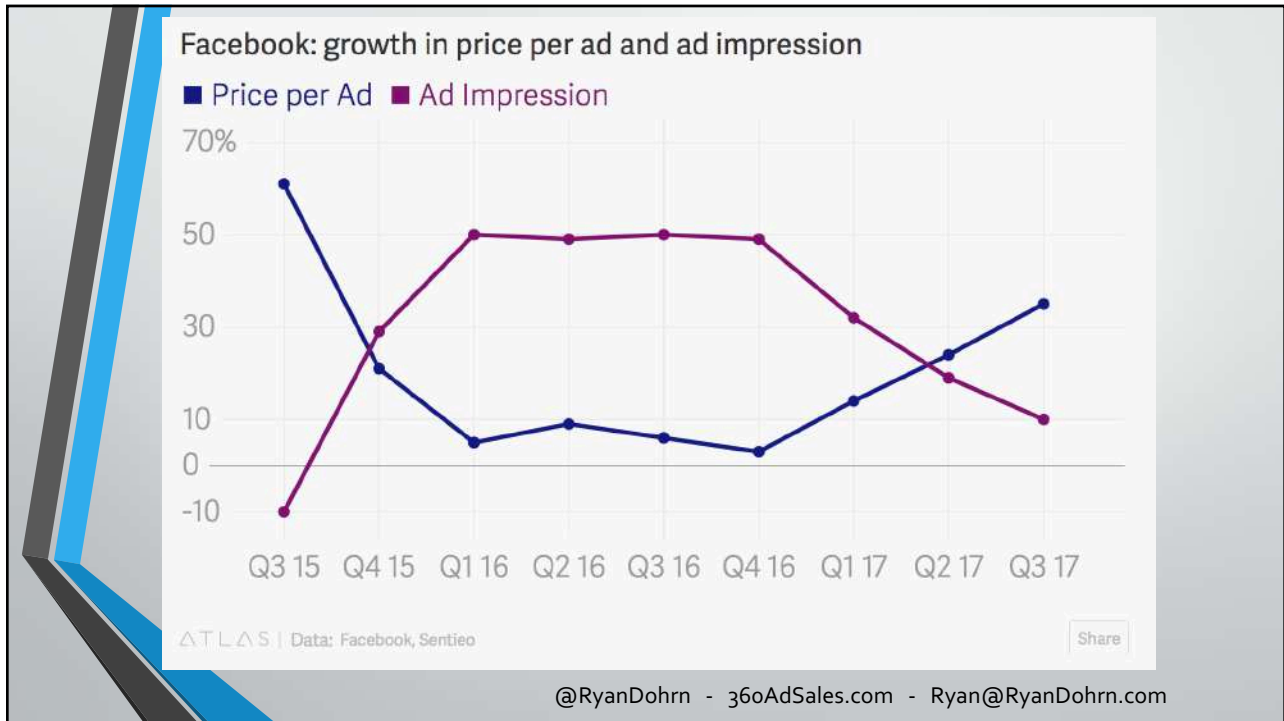


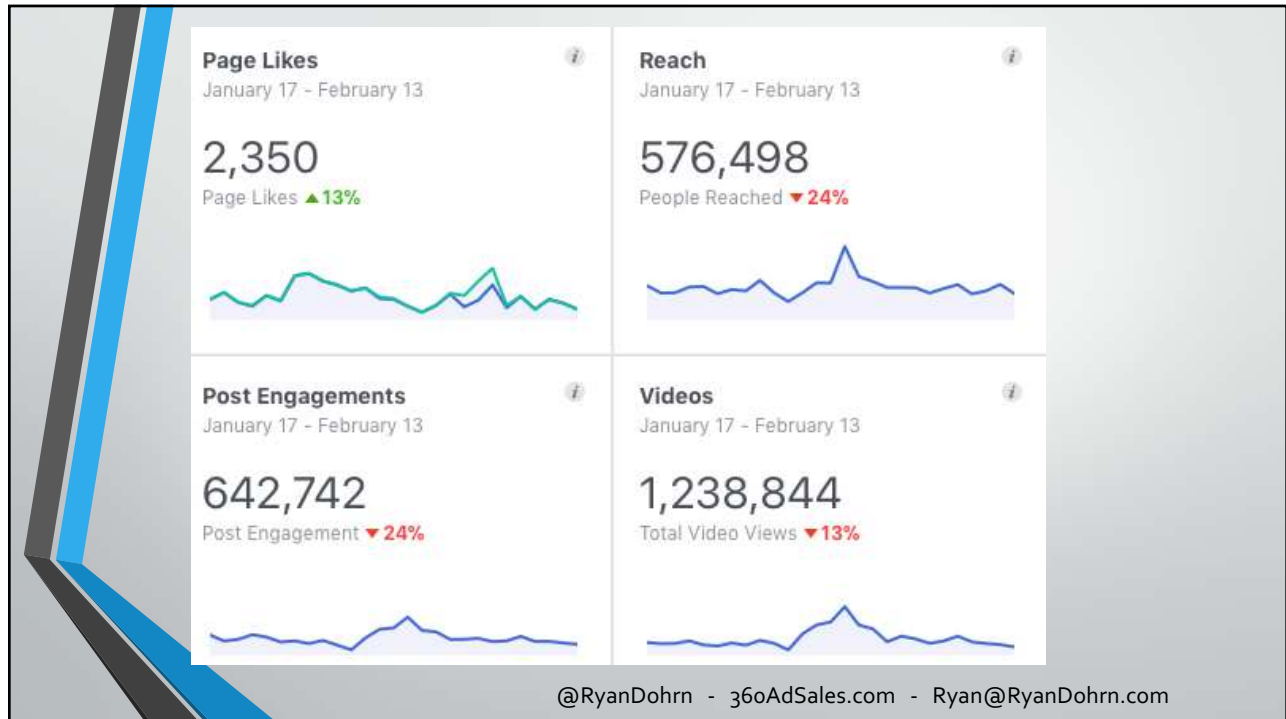


Idea #4:
 Social media is not a
 cheap form of **marketing**
 any more..



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The Math on an un-boosted post

Bob's Jewelry Store has 2,431 Likes on their Facebook Page....

3% = 72

2% = 48

1% = 24

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The screenshot shows the top portion of a Facebook page for 'Esther Penn'. The header includes the Facebook logo, the name 'Esther Penn', a search bar, and navigation links for 'Ryan', 'Home', and notification icons. Below the header is a large cover photo of the store's exterior with the 'ESTHER PENN' sign. To the left is a profile picture of two women. Below the profile picture is the name 'Esther Penn' and the handle '@Estherpennfw'. A navigation menu on the left lists 'Home', 'Posts', 'Videos', 'Photos', 'Locations', 'About', 'Community', 'Events', and 'Reviews'. A 'Create a Page' button is at the bottom left. The main content area shows a 'Like', 'Follow', and 'Recommend' button, along with a 'Send Message' button. A 'Posts' section shows a post from February 2 at 2:11pm with the text 'Who else is dreaming about what patio they are sitting on this weekend??' and several emojis. To the right, a 'Women's Clothing Store' badge shows a 4.7 star rating. Below that, a 'Community' section lists 'Invite your friends to like this Page', '2,738 people like this', and '2,719 people follow this'.

This screenshot shows a specific Facebook post from 'Esther Penn' dated January 23 at 11:28pm. The post text reads: 'No January blues here 😊😄 #newarrivals #fortworth #rodeowear #feelingfresh'. The main image is a photograph of a clothing rack filled with various items, including white blouses, grey shorts, and blue jeans. Below the image are interaction buttons for 'Like', 'Comment', and 'Share', along with a dropdown arrow. A notification shows '3' likes. At the bottom, there is a 'Comment on this...' input field with icons for emojis, photos, GIFs, and video. On the right side of the page, a vertical sidebar contains icons for 'Wo', '4.7', 'Cor', 'Ab', and 'Eng - Fra', along with a 'Priv' and 'Coo' section. The email address 'Ryan@RyanDohrn.com' is visible at the bottom right of the page.

Esther Penn, Woman's retailer, Fort Worth, TX

Boost Post

Location:
United States: Fort Worth Texas

Age:
30 - 65+

Gender:
Female

BUDGET AND DURATION

BUDGET AND DURATION

Total budget ⓘ

\$50.00

- \$20.00 Estimated Reach 2,000 - 5,400
- ✓ \$50.00 Estimated Reach 3,800 - 10,000
- \$200.00 Estimated Reach 8,100 - 21,000
- \$750.00 Estimated Reach 17,000 - 44,000

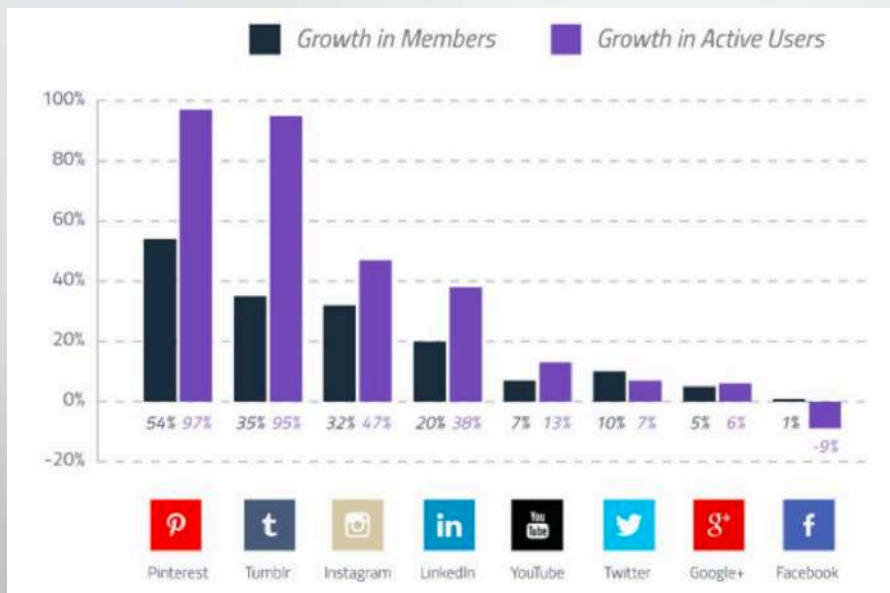
Choose Your Own

1 day 7 days 14 days



Terms & Conditions | Help Center

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@RyanDohrn

Source: Forbes



Idea #5:

Newspapers and magazines are far more **trusted** than social or search marketing.

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Advertising Trustworthy Ranking

	Gen Z (15-20)	Millennials (21-34)	Gen X (35-49)	Boomers (50-64)	Silent Gen (65+)
Recommendations from people I know	83%	85%	83%	80%	79%
Branded websites	72%	75%	70%	59%	50%
Consumer opinions posted online	63%	70%	69%	58%	47%
Editorial content, such as newspaper articles	68%	68%	66%	60%	55%
Ads on TV	58%	67%	64%	55%	48%
Brand sponsorships	62%	66%	62%	52%	42%
Ads in magazines	57%	62%	61%	50%	46%
Ads in newspapers	57%	62%	62%	55%	53%
Ads before movies	54%	60%	55%	42%	31%
Billboards and other outdoor advertising	59%	60%	57%	46%	38%
TV program product placements	51%	60%	56%	42%	39%
Emails I signed up for	54%	57%	56%	53%	54%
Ads on radio	51%	55%	57%	49%	42%
Online video ads	45%	53%	50%	37%	27%
Ads served in search engine results	43%	52%	50%	41%	33%
Ads on social networks	45%	51%	47%	35%	26%

Source: Nielsen



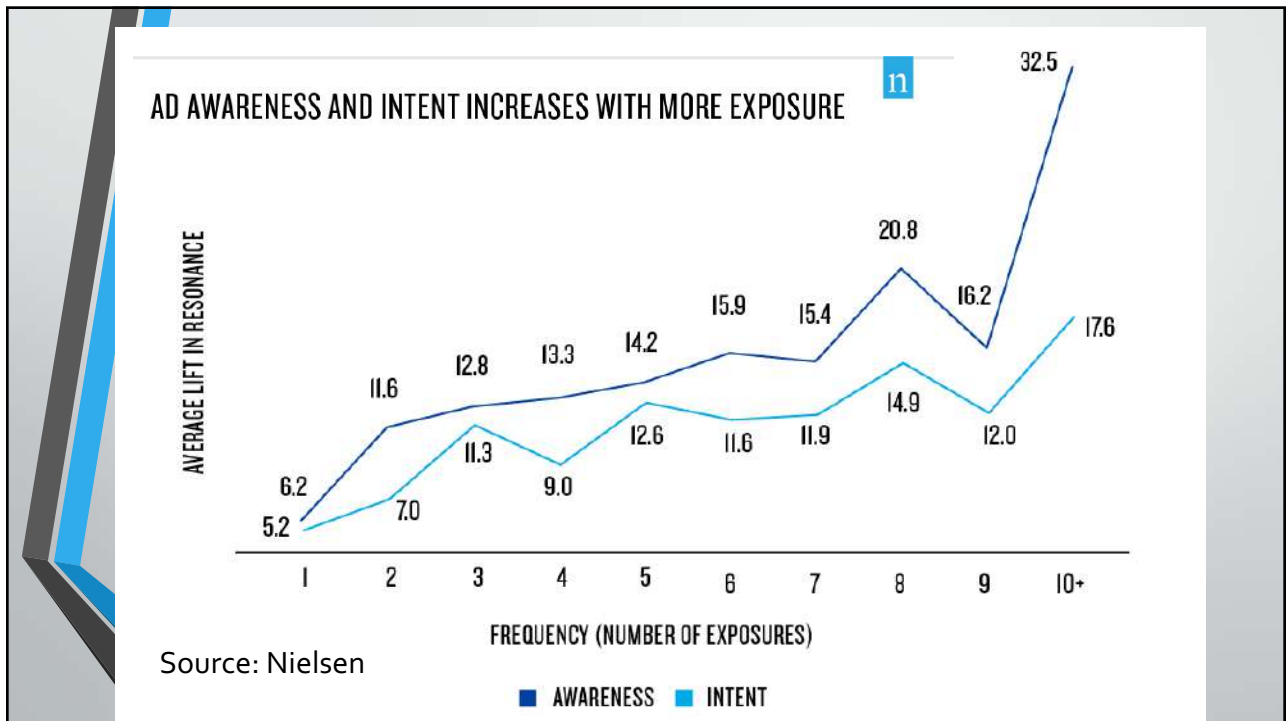
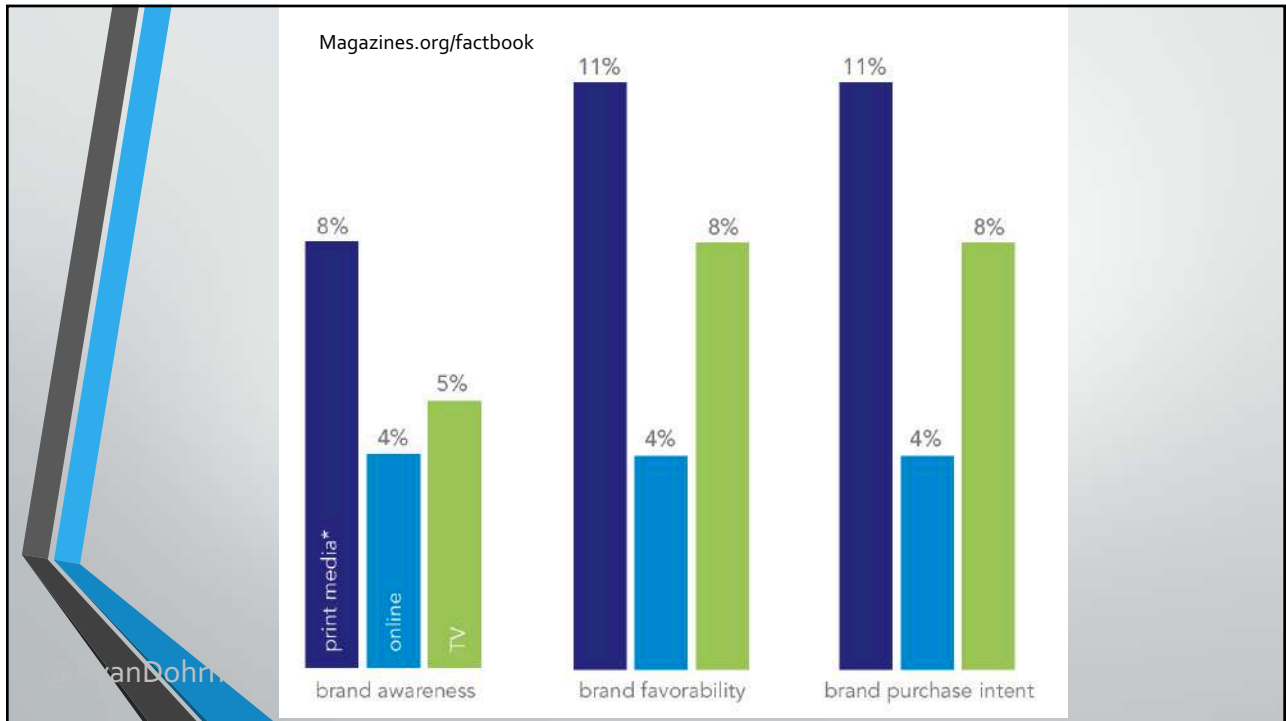
Idea #6:
Reputation by **affiliation**
is real and critical.

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Idea #7:
Customers need to see
your marketing message
40+ times before people
jump to buy.

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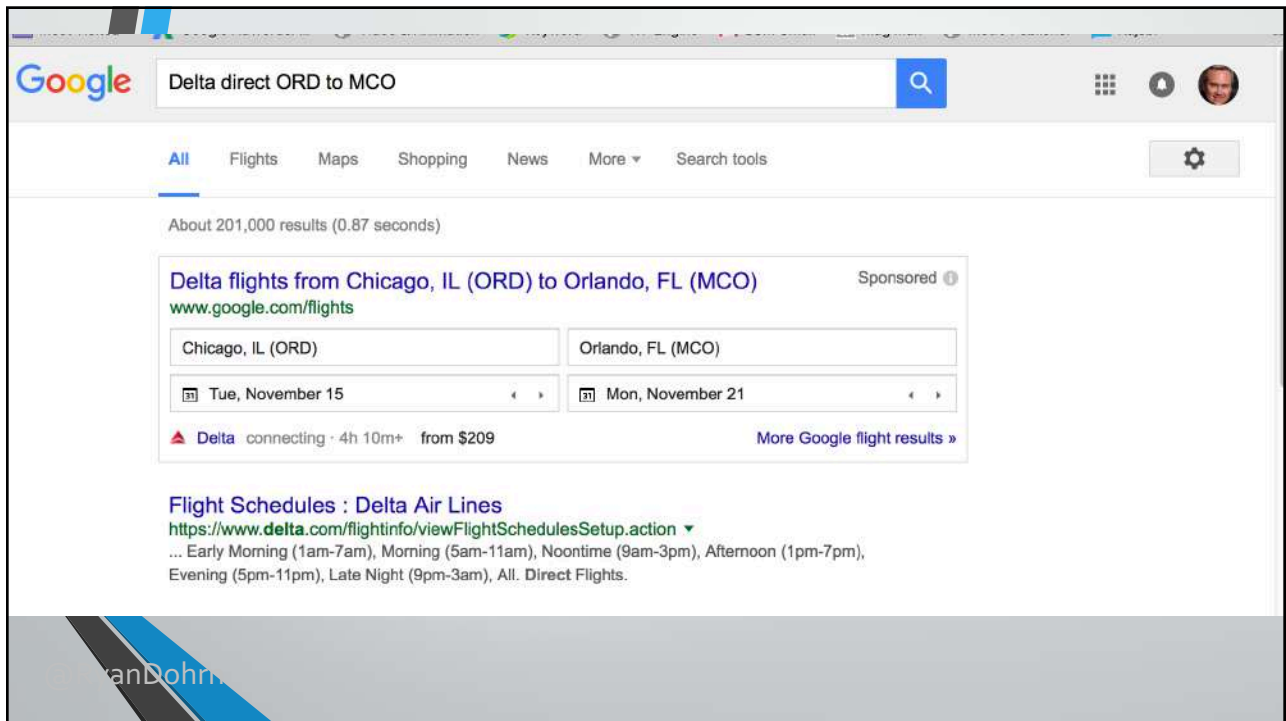




Idea #8:

Newspapers are trusted
and retargeting is just
creepy!

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Google Delta direct ORD to MCO

All Flights Maps Shopping News More Search tools

About 201,000 results (0.87 seconds)

Delta flights from Chicago, IL (ORD) to Orlando, FL (MCO) Sponsored

www.google.com/flights

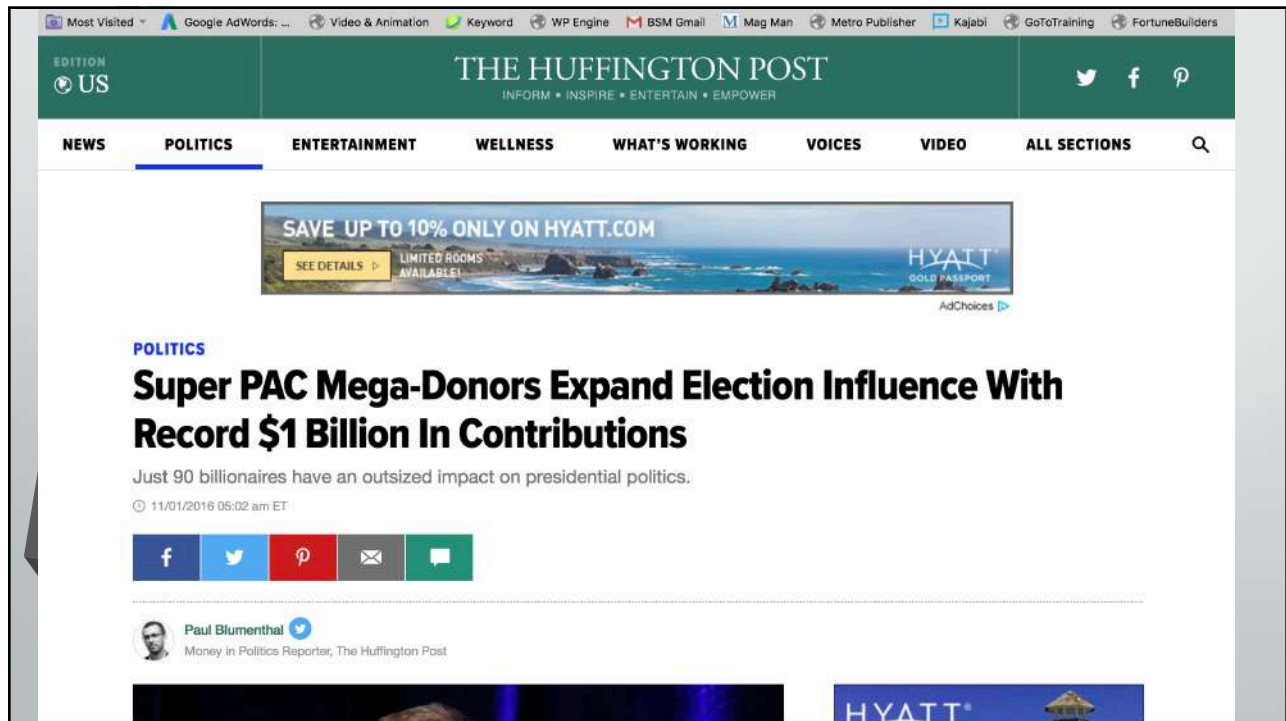
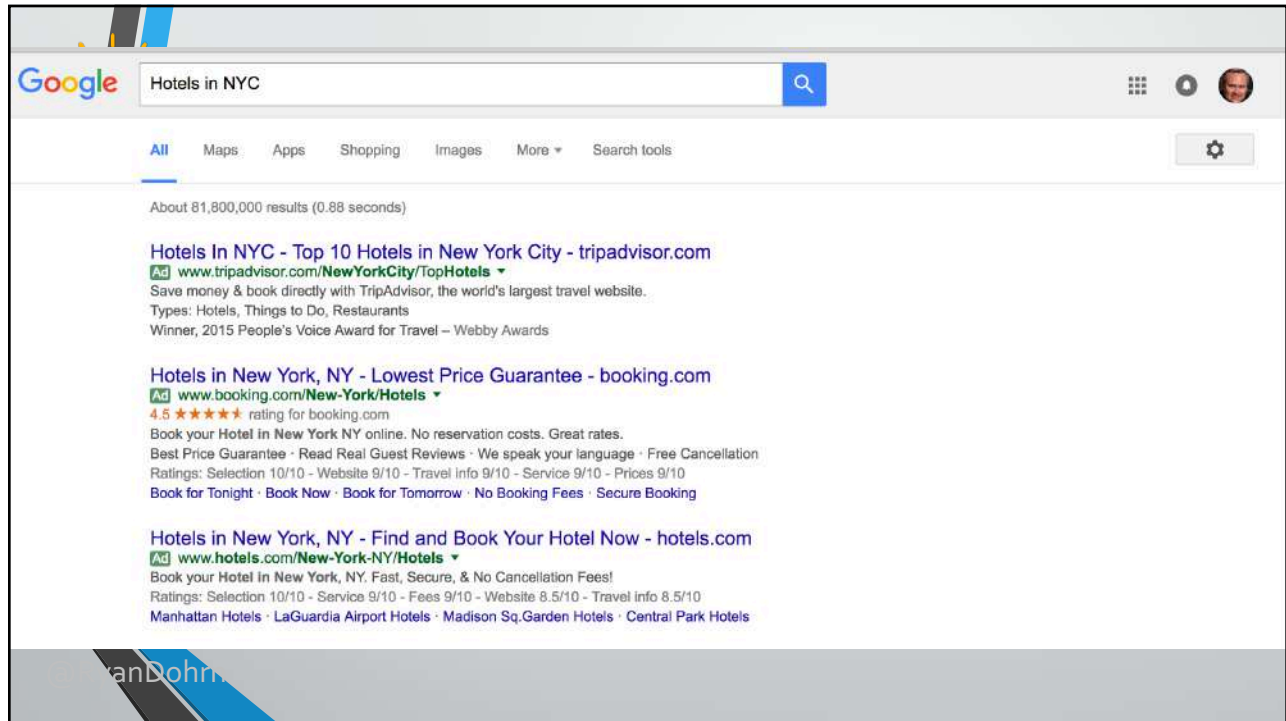
Chicago, IL (ORD) Orlando, FL (MCO)

Tue, November 15 Mon, November 21

Delta connecting · 4h 10m+ from \$209 More Google flight results »

Flight Schedules : Delta Air Lines
<https://www.delta.com/flightinfo/viewFlightSchedulesSetup.action>
... Early Morning (1am-7am), Morning (5am-11am), Noontime (9am-3pm), Afternoon (1pm-7pm), Evening (5pm-11pm), Late Night (9pm-3am), All. Direct Flights.

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Most Visited | Google AdWords: ... | Video & Animation | Keyword | WP Engine | BSM Gmail | Mag Man | Metro Publisher | Kajabi | GoToTraining | FortuneBuilders

Super PAC Mega-Donors Expand Election Influence With Record \$1 Billion In Contributions

Just 90 billionaires have an outsized impact on presidential politics.

11/01/2016 05:02 am ET

f | t | p | e | m

Paul Blumenthal | Money in Politics Reporter, The Huffington Post



ELECTION2016


EDITION US | THE HUFFINGTON POST | INFORM • INSPIRE • ENTERTAIN • EMPOWER | t | f | p

NEWS | POLITICS | ENTERTAINMENT | WELLNESS | WHAT'S WORKING | VOICES | VIDEO | ALL SECTIONS | Q

how to cook a goose


PARENTS

10/31/16
NYC: The One That Got Away




ENTERTAINMENT

10/29/16
10 Ways Taylor Swift Has Changed On The 10th Anniversary Of Her First Album



POLITICS

10/27/16



EDITION US THE HUFFINGTON POST INFORM • INSPIRE • ENTERTAIN • EMPOWER


NEWS POLITICS ENTERTAINMENT WELLNESS WHAT'S WORKING VOICES VIDEO ALL SECTIONS

murder

CRIME

10/31/16

Many People Already See Prisoners As Monsters. Do 'Haunted Prisons' Make It Worse?



ARTS

10/31/16

Brisk Staging And Charming Performers Fill A Buoyant 'Holiday Inn'

LATINO VOICES

AdChoices

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PLUS FREE WI-FI FOR REWARDS MEMBERS

RATES FROM \$246

JW MARRIOTT SCOTTSDALE CAMELBACK INN RESORT & SPA SCOTTSDALE, AZ

BOOK DIRECT

AdChoices

Braintree

Google

the world's worst website

All Shopping Videos News Images More Search tools

About 11,000,000 results (0.34 seconds)

World's Worst Website - Angelfire
www.angelfire.com/super/badwebs/
Welcome to the World's Worst Website! This web was designed to graphically demonstrate the most common mistakes made by new Web Page designers.

The World's Worst Website Ever!
www.theworldsworstwebsiteever.com/
Jan 13, 2014 - TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. Click here for an incomplete list of errors ...

Top 10 worst websites you'll wish you hadn't seen | Branded3
<https://www.branded3.com/blog/top-10-worst-websites/>
Jul 30, 2014 - These are surely the worst websites on the internet. ... the world over already know about Mrbottles.com, the online hub for everything you need ...

www.theworldsworstwebsiteever.com

The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats

SELF SERVE

>>>> You've found **The World's Worst Website Ever!**

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here](#) for an incomplete list of errors found on this site.

WATCH OUT! This site is under construction! =)

← send us email!

EARN 70,000 BONUS MILES & 10,000 MQMs. HURRY, OFFER ENDS 11/9/16. **DELTA** Terms & Conditions Apply. LEARN MORE >

MAIN MENU (just the way you'd expect)

NEW TO THE SITE

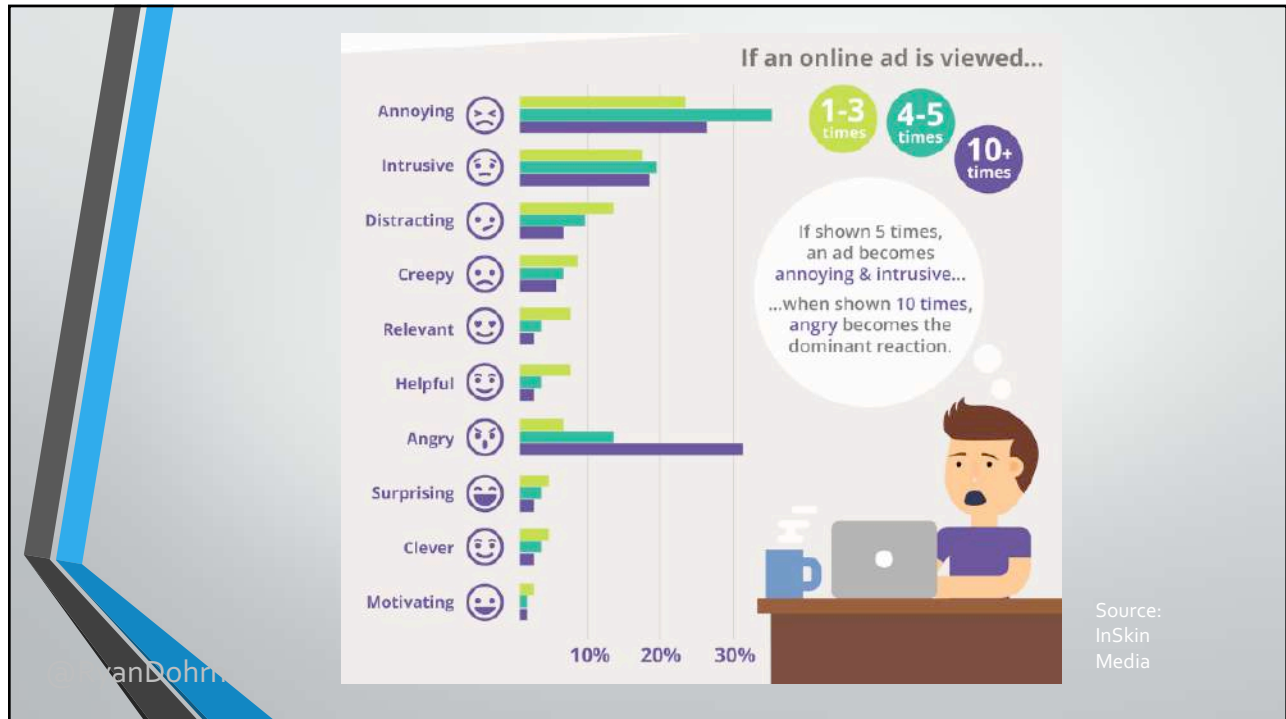
YAHOO NEWS **WEATHER** **GOOGLE MAPS** **GREAT WEB DESIGN**

ABOUT TWWWE **VISIT KENTUCKY LAKE!** **SHOCKING PICTURES!** **AMAZING COLOURS** **SMOKY MOUNTAINS!**

89% of web users report that they find retargeting ads “creepy”

eMarketer.com

vanDohrn



vanDohrn

75% of web users report that they feel LESS favorable about brands that use retargeting.



Retargeting can create concerns over privacy. How do you want your brand perceived?

vanDohrn



Retargeting most often occurs on web sites where you often have no control over the content.

vanDohrn

where to bury a body

Web Image

All results businesses jobs

About 237 results (0.16 seconds) Sort by: Relevance

Ads by Google

Bury A Body Siri
www.wow.com/Bury+A+Body+Siri
 Search for **Bury A Body Siri**. Look Up Quick Results Now!

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cheapest-flights.fliqthub.com/ (800) 900-1431
 Find the Cheapest Flights Possible. Cheapest Flight Tickets Online!
 Service Excellence · No Booking Fees · 80% OFF Flights · All Major Airlines
 Destinations: Canada, US, Europe, Central America, Caribbean, South America, Asia, Middle East, Africa
 "Canada's largest online travel agency" - Globalnews.ca

Last Minute Deals FlightHub™ Flight Search
 80% OFF Toronto Flights CHEAPFLIGHTS :Coupon Code
 Book Flights + Hotel 80% OFF Europe Flights

powered by Google™ Custom Search

Augusta-area coroners say they treat unclaimed bodies with respect ...
chronicle.augusta.com/node/607458
 Aug 18, 2015 ... As soon as Richmond County Coroner Mark Bowen gets a **body** he ...
 "At some point I will **bury** these folks and have a minister come say a ...

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FOUR FORBES FIVE-STARs


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Sea Island

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Idea #9:
 Readers **retain** newspaper ads better than other marketing options. (Source: Penn State Study reported by [Sabline Carbaugh](#) Owner and COO of Golden Web Marketing)

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Idea #10:
Newspapers drive the **familiar factor**. 69% of consumers say there are very **unlikely** to click on brands they do not know much about.

(Source: Marketing Sherpa/Adlucent)
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Why Buy Advertising Now?

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