

# Increasing productivity through improved printing technology

1993

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**Increasing Productivity Through Improved Printing Technology**

**Workshop On**  
**Newspaper Circulation and Advertising Development**  
**September 19-22, 1993**

Dhaka, Bangladesh

**Increasing Productivity through improved Printing technology**

# **Bureau Service**

- Text Entry
- Page Layout
- Photo Editing
- Digital Design

Workshop On  
Newspaper Circulation and Advertising Development  
September 19-22, 1993

Dhaka, Bangladesh

**Increasing Productivity through improved Printing technology**

- DTP
- How it helps
  - Great looking Newspaper
  - Last moment information
    - More Information
    - Cost saving Hi-Tech
- Let's have a **Bureau Service**

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**Increasing Productivity through improved Printing technology**  
• **DTP**

- **What it is**
- Digital Data
- Full Automation
- Freedom of makeup
  - No time bar
  - All in one
  - Quality

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## **• Traditional World of Printing**

- Hot Metal Compose
- Manual Proof Reading
  - Hot Metal Blocks
- Manual Imposing- Makeup- Pasting
  - Printing

## **DTP Revolution**



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• Introduction to Printing

• **Pre-Press**

• **Press**

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**Desktop Publishing: Applications to Advertising and Income Generation**

- **ADVERTISEMENT**
- 
- How it matters to a newspaper
- 
- **It Brings revenue**
- **It decorates the newspaper**



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**Desktop Publishing: Applications to Advertising and Income Generation**

**• What role DTP can play in publishing an Ad**

- DTP makes it easy
- DTP brings technology on the table
  - DTP saves cost
- It helps to provide customer service
  - It brings extra revenue

Let's have a **DESIGN CENTRE**

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**Desktop Publishing: Applications to Advertising and Income Generation**

**• DESIGN CENTRE**

**• What you need**

- Personal Computer
- Design Software
  - Scanner
- 600-800 DPI Laser Printer
  - Designer
  - Copy Writer

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**Desktop Publishing: Applications to Advertising and Income Generation**

- **DESIGN CENTRE**
- **How it helps**
  - Classified ad looks more attractive
    - Customer satisfaction
  - Small charges generate extra revenue
  - Attracts more advertisers and readers









## Product Usage Patterns

High	(6-5 times a week)
Moderate	(4-5 times a week)
Low	(1-3 times a week)
Non-users	(less than a week)

## Benefits Patterns

News  
Sports  
Entertainment  
Information - business, government (need extensive market research)

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