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<th>Increasing productivity through improved printing technology.</th>
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<td>Author(s)</td>
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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
Workshop On
Newspaper Circulation and Advertising Development
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Dhaka, Bangladesh

Increasing Productivity through improved Printing technology

- DTP
- What it is
  - Digital Data
  - Full Automation
  - Freedom of makeup
    - No time bar
    - All in one
  - Quality
Workshop On
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Dhaka, Bangladesh

Increasing Productivity through improved Printing technology

• Traditional World of Printing
  • Hot Metal Compose
  • Manual Proof Reading
  • Hot Metal Blocks
  • Manual Imposing- Makeup- Pasting
  • Printing

DTP Revolution
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Increasing Productivity through improved Printing technology

- 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
Workshop On

Newspaper Circulation and Advertising Development

September 19-22, 1993

Dhaka, Bangladesh

DESIGN CENTRE

What you need

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

Desktop Publishing: Applications to Advertising and Income Generation
Workshop On
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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
NOTES ON AUDIENCE IDENTIFICATION AND SEGMENTATION

- Importance of knowing your audience
- Editorial content, pricing format

Implication to circulation and advertising

Marketing Mix -
- Product
- Promotion
- Distribution
- Price

Ex. Market standard
No one reads the paper entirely (cover to cover)

Newspaper audiences are a series of market segments.

Considerations:
Segment size - large enough to justify development of an entire marketing plan
Segment activation - do you have the resources to reach out to these segments?
Segment access - distribution
Segment measurability - availability of data, accuracy. Is the information useful?

Strategies

Concentration - single marketing segment

Differentiation - two or more segments and separate marketing programme to each i.e. different sections/editions

Un differentiation - mass audience cost efficient - however, unless you have a large market share - will not work.

Audience Segments

Geographic - oldest way

Demographic -
- age
- sex
- income
- occupation
- family size
- race
- religion
- hobby

30 age group + high users
Product Usage Patterns

<table>
<thead>
<tr>
<th>Level</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>High</td>
<td>(6-5 times a week)</td>
</tr>
<tr>
<td>Moderate</td>
<td>(4-5 times a week)</td>
</tr>
<tr>
<td>Low</td>
<td>(1-3 times a week)</td>
</tr>
<tr>
<td>Non-users</td>
<td>(less than a week)</td>
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Benefits Patterns

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