<table>
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<tr>
<th><strong>Title</strong></th>
<th>Increasing productivity through improved printing technology.</th>
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<tr>
<td><strong>Author(s)</strong></td>
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<td><strong>Date</strong></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
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Dhaka, Bangladesh

Increasing Productivity through improved Printing technology

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

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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

- Press
- Pre-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
What role DTP can play in publishing an Ad

- DTP makes it easy
- 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

Desktop Publishing: Applications to Advertising and Income Generation

DESIGN CENTRE

What you need

• Personal Computer
• Design Software
• Scanner
• Designer
• Copy Writer
• 600-800 DPI Laser Printer
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September 19-22, 1993
Dhaka, Bangladesh

Desktop Publishing: Applications to Advertising and Income Generation

- 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 30 age group + high users
sex
income
education
occupation
family size
race
religion
hobby
## Product Usage Patterns

<table>
<thead>
<tr>
<th>Level</th>
<th>Frequency</th>
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</thead>
<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>
</tr>
</tbody>
</table>

## Benefits Patterns

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

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