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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
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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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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
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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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DESIGN CENTRE

How it helps

- Classified ad looks more attractive
- Customer satisfaction
- Small charges generate extra revenue
- Attracts more advertisers and readers

Desktop Publishing: Applications to Advertising and Income Generation
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 accessibility - 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

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

Audience Segments

Geographic - oldest way

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