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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
September 19-22, 1993
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
Newspaper Circulation and Advertising Development
Dhaka, Bangladesh
September 19-22, 1993

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
Workshop On Newspaper Circulation and Advertising Development

September 19-22, 1993, Dhaka, Bangladesh

Increasing Productivity through improved Printing technology

- Introduction to Printing
- Pre-Press
- Press
Workshop On
Newspaper Circulation and Advertising Development
September 19-22, 1993
Dhaka, Bangladesh

Desktop Publishing: Applications to Advertising and Income Generation

- ADVERTISEMENT
  - How it matters to a newspaper
  - It Brings revenue
  - It decorates the newspaper
Workshop On
Newspaper Circulation and Advertising Development
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Dhaka, Bangladesh

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

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

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

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

Benefits Patterns

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

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