

Newspapers: Print vs. Online

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Benefits of reading print copy or online

NEWSPAPERS

- Comics pages are easier to read
- Puzzles
- Can keep copies for scrapbooks
- You can take it wherever you go
- Easier on the eyes than computers, tablets or smartphones
- No pop up ads interrupting what you are reading
- Editors prioritize stories based on space
- Reading the paper can become a family activity

ONLINE

- Breaking news can be shared immediately
- Some sites are free
- Gives the reader the ability to interact with comments sections
- Possibility of more news choices
- 24/7 updates
- Easier access to news that's not local
- Saves lots of time and money
- Online papers are better for the environment as there is no waste
- Advertising online is cheaper

Benefits of advertising in print and online

Many benefits to advertising in both print and online

When advertising in both it creates a synergy effect

Synergy Effect helps bring top of mind repetition

The screenshot shows the Eagle Times website interface. At the top left is the 'GHCG GOOD HEALTH CARE GUIDE' logo. Next to it is the 'EAGLE TIMES' logo with the tagline 'SERVING THE TWIN STATE VALLEY'. To the right is a weather widget showing '74°' and '8:54 pm EDT Clear'. Below the header is a navigation bar with links for Front Page, News, Video, Sports, Obituaries, Opinion, Community, Lifestyles, Classifieds, Subscribe, and Other Publications. The main content area features several articles and advertisements. One advertisement for 'Crazy Ed's Powersports' includes the phone number '603-863-8770' and contact information. Another advertisement for 'Habitat for Humanity' mentions a '\$125K for revitalization projects'. A third advertisement for 'Mt. Ascutney Hospital' features the text 'At our new Rehabilitation Center, the whole world really does revolve around YOU.' and a 'LEARN MORE' button. Below these are more articles, including one titled 'Operation Safety Cone' and another about a 'Council to vote on 134-acre park expansion'. A 'Video' section is also visible at the bottom.

Advertisement

Advertisement

Studies have shown that consumers are more motivated to pay attention to multiple messages than repetitive messages

Room for both print and online

Growth of Eagle Times Web site

