

# AWN Advertising Survey - July 2010

Questions sent to Ad Directors, Publishers, National Sales	Pub	Name	Title
<b>Have you ever sold advertising space on the front cover of</b>			
<b>1 your publication? (If not, why?)</b>			
1 no (our readers wouldn't appreciate it)	CA- CNR	Alec Binyon	Advertising Manager
NO - would only consider doing a strip at the bottom. as some dailies do -	CA-VCR	David Comden	Group Publisher
1 but it would be relatively expensive.	CA-EBC	Connie Jo Cotton	Mgr Accts Sales Mngr
1 YES WE DO			
WE HAVEN'T. WE'VE BEEN ASKED RATES AND BASICALLY PRICED OURSELVES OUT OF THE MARKET BECAUSE WE REALLY DON'T WANT ADS ON THE FRONT COVER, BUT IF, JUST IF, SOMEONE IS WILLING TO PAY THE			
1 PRICE, WE'LL THROW IT OUT THERE. NO ONE IS WILLING...YET	OR-WIW	Jane Smith	Advertising Director
1 YES	VA-CVW	Frank Dubec	Publisher
1 yes, banners mostly	NY-SNT	Bill Brod	Publisher/CEO
1 No. Standing policy.	WA-PNI	Jer McGergor	General Manager
1 We have sold cover wraps.	NY-THL	Daniel Stedman	President/Co-founder
No. We've been asked many times, but it's just not an option. While making cover advertising available (that is, right on the page itself) might gain us some business, it also implies that ads inside the paper are less effective. There's also only one position (usually) for one advertiser on the cover of most pubs, so once you've filled it, it had better be worth the			
1 money!	NV-RNR	John Murphy	General Manager
1 Not yet. My editorial staff would likely quit en masses.	CA-SDC	Kevin Hellman	Publisher
1 Yes	NY-THL	Nick Burry	Associate Publisher
1 yes	CT-ADH	Sean Hitchcock	Ad Director
1 no, we use that space for editorial exclusively	HI-HOW	Laurie Carlson	Publisher
My philosophy is that the cover must be as compelling as possible (see link below) to motivate readers to pick up our damn free paper! So, no room			
1 for ads	OH-DCP	Paul Noah	Publisher
1 Not on cover, but cover flaps and wrap arounds we do.	CA-SBG	Mary/Tim	Sales/Editorial
1 YES!	NC-YES	Charles Womack	Publisher
1 No. Editorial has been dead set against it.	SC-CCP	Blair Barna	Advertising Director
1 yes - started about a year ago	PA-PCP	Nancy Stuski	Associate Publisher
1 have not done front page ads	IL-NEC	Mike Hartnett	National Sales Executive
1 Yes!	GA-ASP	DANNY CREEL	Account Executive
1 Yes	WI-IST	Chad Hopper	Inside Sales Supervisor
<b>2 Will you/would you?</b>			
2 I would not	CA- CNR	Alec Binyon	Advertising Manager
2 Perhaps	CA-VCR	David Comden	Group Publisher
2 YES WE DO	CA-EBC	Connie Jo Cotton	Mgr Accts Sales Mngr
YES, BUT AT A HIGH COST - IF WE ARE GOING TO BE WHORES, WE'LL AT			
2 LEAST BE HIGH PRICED WHORES.	OR-WIW	Jane Smith	Advertising Director
2 YES	VA-CVW	Frank Dubec	Publisher
2 yes, banners mostly	NY-SNT	Bill Brod	Publisher/CEO
2 Not likely, but it's something we've discussed.	WA-PNI	Jer McGergor	General Manager
2 Yes	NY-THL	Daniel Stedman	President/Co-founder
Not on the page. A wrap, maybe (like last week's SF Weekly). It would			
2 have to be at a premium, e.g., double the back cover rate.	NV-RNR	John Murphy	General Manager
2 maybe	CA-SDC	Kevin Hellman	Publisher
2 Cover Wraps	NY-THL	Nick Burry	Associate Publisher
We were hesitant and discussed it from time to time over a few years. We began doing Ad Notes on the cover, and saw that people were willing to spend good money for cover placement. We have cover strips almost 50%			
2 of the time now.	CT-ADH	Sean Hitchcock	Ad Director
if the price was right and the ad was no bigger than a 1/8 strip across the			
2 bottom.	HI-HOW	Laurie Carlson	Publisher
2 No chance.	OH-DCP	Paul Noah	Publisher
2 YES - for the right price we will do a cover strip at bottom.	CA-SBG	Mary/Tim	Sales/Editorial
2 WE DO and Love TO!	NC-YES	Charles Womack	Publisher
2 Probably not a display ad on cover, but a sticky note has been discussed.	SC-CCP	Blair Barna	Advertising Director
2 yes - current	PA-PCP	Nancy Stuski	Associate Publisher
We have participated in pitches for post-its, spadeas, bellybands but have			
2 not had any come through.	IL-NEC	Mike Hartnett	National Sales Executive
2 Yes and Yes!	GA-ASP	DANNY CREEL	Account Executive
2 Yes	WI-IST	Chad Hopper	Inside Sales Supervisor
<b>What kind? (cover wraps, sticky notes, peel-backs, regular</b>			
<b>3 modular display ads)</b>			
3 if forced, I would only do sticky ntes	CA- CNR	Alec Binyon	Advertising Manager
3 all of the above	CA-VCR	David Comden	Group Publisher
3 sticky note	CA-EBC	Connie Jo Cotton	Mgr Accts Sales Mngr
3 WRAPS (SPADEAS) STICKY NOTES, NO MODULAR ADS OR PEEL BACKS	OR-WIW	Jane Smith	Advertising Director
3 Bottom banner style (display ad)	VA-CVW	Frank Dubec	Publisher
3 banners	NY-SNT	Bill Brod	Publisher/CEO
3 Probably a regular modular ad size if we went that route.	WA-PNI	Jer McGergor	General Manager
3 All	NY-THL	Daniel Stedman	President/Co-founder
Sticky notes only if they did not cover edit/content (I've given this a lot of thought since we have the ability to do these in the SN&R...I'd take asquare the size of the sticky in the 'sidebar' part of the cover and place it there...perhaps with another message from the same advertiser printed in			
3 thesquare). Cover wraps, maybe.	NV-RNR	John Murphy	General Manager

If we did anything, it would likely be sticky notes, or a modular display. I don't think we would attempt a cover wrap.

Cover Wraps

Only modular strip ads though- we don't offer any variation from the one size. Ad Notes aren't cheap to produce, and interfere with the cover image, so it made sense to do a strip across the bottom, make more profit and have cleaner covers. We still do Ad Notes, but only for specific clients. We also try our best to avoid cover strip ads and Ad Notes on the same issue.

I'm not sure we can do cover wraps, need to check with our printer. display ads we could do, see above

Cover wraps very possible.

Cover flaps and wrap arounds Fractional display ad - strip ad at bottom of page

Sticky Note.

strip ad (2" deep by full width), top right corner peel back position (have offered circle or burst and do accept sticky notes)

We would generally look at any reasonable idea and give it proper consideration.

Cover Wrap, Reg Modular Displays, Sticky Notes

Sticky Notes

CA-SDC NY-THL	Kevin Hellman Nick Burry	Publisher Associate Publisher
CT-ADH	Sean Hitchcock	Ad Director
HI-HOW OH-DCP	Laurie Carlson Paul Noah	Publisher Publisher
CA-SBG NC-YES SC-CCP	Mary/Tim Charles Womack Blair Barna	Sales/Editorial Publisher Advertising Director
PA-PCP	Nancy Stuski	Associate Publisher
IL-NEC GA-ASP WI-IST	Mike Hartnett DANNY CREEL Chad Hopper	National Sales Executive Account Executive Inside Sales Supervisor

What would it take? "What's it going to take to get your ad on my cover today?"

Forcing

if an ad, at least \$750 for a 2" strip across the bottom.

been doing sticky notes for years

\$10K

If it's good enough for WSJ, then it's good enough for us. INNOVATE already! Our products are not sacrosanct.

beyond banners, not willing to turn the cover into an ad, it is our branding mechanism

I don't know.

About \$8,000

Double the back cover rate (depending on our production costs).

Again, this is a discussion with editorial. And if we overcome that, it would probably take a significant amount of money, on top of a full page glossy rate.

\$2,000- \$3,800

It would also involve a commitment to frequency, not just a one time ad

A lot of F\*cking money.

What is always takes: \$\$\$\$\$\$

We have sold an actual sticker/peel back for \$2500 and made an ad on the front page that LOOKED LIKE a sticker for \$2000. We have just sold our first cover wrap. which is entire front page, back page and inside front and back full pages. Our rate was \$14,086. This was based on regular price for 6.5 x our full page rate.

Multiple contracted buys. We've had high CPMs pitched to us for sticky notes, but we feel if we're going to do it, we need to justify it with multiple significant buys prior to committing.

do them now

Premium pricing would be required

Availability for the Reg Modular Display and the desire for cover wraps or sticky notes.

The right amount of \$\$\$\$

CA- CNR CA-VCR CA-EBC OR-WIW	Alec Binyon David Comden Connie Jo Cotton Jane Smith	Advertising Manager Group Publisher Mgr Accts Sales Mngr Advertising Director
VA-CVW	Frank Dubec	Publisher
NY-SNT WA-PNI NY-THL NV-RNR	Bill Brod Jer McGergor Daniel Stedman John Murphy	Publisher/CEO General Manager President/Co-founder General Manager
CA-SDC NY-THL CT-ADH HI-HOW OH-DCP CA-SBG	Kevin Hellman Nick Burry Sean Hitchcock Laurie Carlson Paul Noah Mary/Tim	Publisher Associate Publisher Ad Director Publisher Publisher Sales/Editorial
NC-YES	Charles Womack	Publisher
SC-CCP PA-PCP IL-NEC	Blair Barna Nancy Stuski Mike Hartnett	Advertising Director Associate Publisher National Sales Executive
GA-ASP WI-IST	DANNY CREEL Chad Hopper	Account Executive Inside Sales Supervisor

No, seriously, how would you/do you determine the pricing?

\$5,000

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IF AN ADVERTISER PURCHASED THE BACK COVER WE WOULD CHARGE \$5K, SO WE DOUBLED IT.

First rule of pricing -- what will the market bear. It's a smaller spot, but SUPER high value. Gotta keep volume down and rate up. Find a few top prospects and shop it.

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It couldn't be priced by the column inch, it would have to be priced by the value of the placement. I would think it would be worth at least the value of a full page, and I would guess we'd want to attribute around a 1/5 of the page.

Full Page + 25%

Yes, seriously

No idea at this point in time.

\$18k for cover wraps

We determined what the average price was that we were getting for the back cover and made the front cover more expensive.

I would want at least \$1,000 net per 1/8 sized ad with minimum consequence. freq. of 13x (would include color)

Hell if I know. Make me an offer?

We would look at it on an individual basis- client/ local? National? messaging? we would look at what other weeklies are charging and what other brands are paying and determine pricing accordingly

1x FULL PAGE RATE - stickers are 3x3

CA- CNR CA-VCR CA-EBC OR-WIW	Alec Binyon David Comden Connie Jo Cotton Jane Smith	Advertising Manager Group Publisher Mgr Accts Sales Mngr Advertising Director
VA-CVW NY-SNT	Frank Dubec Bill Brod	Publisher Publisher/CEO
WA-PNI NY-THL NV-RNR CA-SDC NY-THL	Jer McGergor Daniel Stedman John Murphy Kevin Hellman Nick Burry	General Manager President/Co-founder General Manager Publisher Associate Publisher
CT-ADH	Sean Hitchcock	Ad Director
HI-HOW OH-DCP	Laurie Carlson Paul Noah	Publisher Publisher
CA-SBG NC-YES	Mary/Tim Charles Womack	Sales/Editorial Publisher

Because our daily already offers it, we'd need to be somewhat competitive with their pricing, but again for us it's more about a solid backbone of core deals sold that we can augment.	SC-CCP	Blair Barna	Advertising Director
We offer front page ads at the full page rate and the rate for sticky notes is our insert rate (does not include printing). We have also created a combo rate for the front page ad and a full page on 2.	PA-PCP	Nancy Stuski	Associate Publisher
premium	IL-NEC	Mike Hartnett	National Sales Executive
We determine the fair Market Value of that type of exposure. It would also be based on Frequency.	GA-ASP	DANNY CREEL	Account Executive
Cost of production of post-its is a major part of the pricing - their produced/printed by our printer	WI-IST	Chad Hopper	Inside Sales Supervisor

If you have run ads on the front cover, what kind of reaction did you get? From the advertiser? From your readers? (From your editorial department?)

6	CA- CNR	Alec Binyon	Advertising Manager
6	CA-VCR	David Comden	Group Publisher
6	CA-EBC	Connie Jo Cotton	Mgr Accts Sales Mngr
6	OR-WIW	Jane Smith	Advertising Director
6 There was no blowback from readers. Advertisers love it. Edit hates it. Bleh.	VA-CVW	Frank Dubec	Publisher
6 they are popular	NY-SNT	Bill Brod	Publisher/CEO
6	WA-PNI	Jer McGergor	General Manager
6 Excellent reaction. We also do targeted handouts, and make a video for the advertiser.	NY-THL	Daniel Stedman	President/Co-founder
6 n/a	NV-RNR	John Murphy	General Manager
6 No cover ads have run to date.	CA-SDC	Kevin Hellman	Publisher
Great reaction from advertiser. We also physically hand the copies out at targeted locations, so we get a lot of new/first-time readers. Edit dept is okay with it because it is only on 30% of our circ when we do it.	NY-THL	Nick Burry	Associate Publisher
6	CT-ADH	Sean Hitchcock	Ad Director
6 n/a	Hi-HOW	Laurie Carlson	Publisher
6 n/a	OH-DCP	Paul Noah	Publisher
NO comment from readers. Advertiser loved it. Editorial department was a little ruffled.	NC-YES	Charles Womack	Publisher
6	SC-CCP	Blair Barna	Advertising Director
In our market we did not have any negative reaction. Most of the publications had already been offering the front page positions.	PA-PCP	Nancy Stuski	Associate Publisher
6 n/a	IL-NEC	Mike Hartnett	National Sales Executive
6 Everyone has been pleased. It is great Exposure.	GA-ASP	DANNY CREEL	Account Executive
Positive from advertisers and readers, given the right message. Edit department would like to know beforehand where on the cover the post-it will physically be so edit info on the cover isn't covered up.	WI-IST	Chad Hopper	Inside Sales Supervisor

Anything else you would like to share regarding advertising on the front cover of your publication?

I thnk this makes sense in some markets and not in others. It depends on the reader-community.	CA- CNR	Alec Binyon	Advertising Manager
post it notes are perhaps better as they don't interfere with the cover art or image size - but if you get someone interested, let's discuss further!	CA-VCR	David Comden	Group Publisher
7	CA-EBC	Connie Jo Cotton	Mgr Accts Sales Mngr
7	OR-WIW	Jane Smith	Advertising Director
7 Don't hesitate. Make it happen today.	VA-CVW	Frank Dubec	Publisher
7 Don't allow advertisers to hijack your cover and blur your company brand	NY-SNT	Bill Brod	Publisher/CEO
7	WA-PNI	Jer McGergor	General Manager
7	NY-THL	Daniel Stedman	President/Co-founder
I'd rather not open that can of worms, unless there's a guaranteed offer on the table :D	NV-RNR	John Murphy	General Manager
7 I'd like to know what the rest of the AWN pubs have to say about this.	CA-SDC	Kevin Hellman	Publisher
When we sell a cover wrap, we also commission a videographer to highlight the handout program. Advertisers really like this	NY-THL	Nick Burry	Associate Publisher
7	Hi-HOW	Laurie Carlson	Publisher
7 n/a	OH-DCP	Paul Noah	Publisher
7 You're the only person I'd even consider doing this for Sarah. Seriously.	CA-SBG	Mary/Tim	Sales/Editorial
7 NA	NC-YES	Charles Womack	Publisher
7	SC-CCP	Blair Barna	Advertising Director
We work with production and editorial to try to get the front page ads in early so we can insure that the ad works with the creative for the cover. For instance, we advised an advertiser to change the color of their front page ad based on the color of the cover. The clients most interested in the positions have been: wireless, 4g, casinos, entertainment venues and grand openings.	PA-PCP	Nancy Stuski	Associate Publisher
7 no	IL-NEC	Mike Hartnett	National Sales Executive
I will be more than happy to provide quotes for any of the Front Page Marketing options that are desired. It needs to be a good fit for our Paper as well as our Readers. Subject to approval due to the wide variety of the businesses that would like to have a presence on the Front Cover of the Sunday Paper.	GA-ASP	DANNY CREEL	Account Executive
7	WI-IST	Chad Hopper	Inside Sales Supervisor