



## Tips for Placing a Newspaper Advertisement

1. To place an advertisement in the newspaper promoting your medical research study, you will need an IRB-approved print ad. You will need to make sure the ad's artwork is built to conform to the print specifications as provided by the newspaper. There are certain file formats that newspapers prefer, but most will accept artwork provided as a high resolution PDF (see [www.adobe.com](http://www.adobe.com)). The size of the ad will be important both for printing reasons (newspapers have specific width requirements that must be used) and pricing reasons (the size of the ad will determine the overall price to have it appear in the paper on a specific day).
2. When you contact your local newspaper, ask for a "retail sales representative." Tell your rep you would like to purchase ad space for a "retail, local display ad."
3. Inform your rep that you have a "camera-ready" PDF file for a print ad.
4. Remember, when purchasing newspaper advertising, costs may be affected by the day your ad runs and the section it runs in.
  - a. Often, discounts are available when you run the same ad more than once per week. These are referred to as "pick-up rates/discounts."
  - b. Additionally, rates are likely discounted if you run many ads over a given period of time. This is often referred to as a "bulk contract."
5. Make sure you select a section and day in which the newspaper's readership is high for your target audience. Your rep may be able to help you with this decision, based on demographic data known about their paper. For example, a previous ad you ran for a women's health study in the Food section may have produced great results, however, you may want to place a diabetes study targeting young men in the Sports section.
6. Before agreeing to any media schedule or contract, make sure you ask your rep for various media scenarios (including budgets) so you may consider which will be the best use of your media funds.