

CHAPTER 13

PRINT PRICING BARGAINS

“Advertising is the most fun you can have with your clothes on.”
~ Bill Cosby



What to Look For!

“Remnants” are unsold ad pages that are available right before press time. If they go unfilled, the publication will run its own (house) ad. Many publications offer remnant ad space at a great discount, but you need to be prepared to pay up front and be ready to submit camera-ready finished artwork quickly.

When placing a print ad, know that the price is often negotiable. Ask the publication representative if there are premium spots (cover or other prominent pages) for the same price as other locations, or if they discount multiple placements. They usually do. It is definitely worth asking about. Also ask if they ever offer “remnants.” Remnants are ad pages that are available right before press time. If they go unfilled, the publication will run their own (house) ad. Many publications offer remnant ad space at a great discount, but you need to be prepared to pay up front and be ready to submit artwork. You can get some great deals and representatives, if they know you are interested, will contact you when remnants become available. While remnants can be a great bargain, you should never purchase any ad placement that won't be effective. A remnant ad in the wrong publication, while it may be 50 percent off, can be a total waste of money.

For larger publications, there are also “regional” buys. Regional buys are a great way to get that national look without the national price tag. Basically, they are when a publication customizes its issues to specific regions. If you have a territory that only reaches a couple of states, you will not want to purchase national coverage. What you want is a publication that only runs and charges for an ad in the region you reach. The publication keeps the base of the magazine, i.e. articles, national reach ads, etc., the same throughout the entire circulation, but it sells ads that only print in specific regions.

For example: *Time* magazine has regional as well as national buys. You may have seen an issue of *Time* that had an ad for a local car dealer. Most likely, the car dealer wasn't running the ad nationally. Instead, what he was doing was running a regional ad. He gets the credibility of associating with a national publication like *Time*, but he is only paying to reach people in a specific region where he does business!