

264 | Media or Methods of Advertising
local newspapers as their advertising media. The newspapers charge on the basis of column centimetre space used by the advertiser. They also charge premium for special positions and provide concession for space booking on contract. However, these rates vary from newspaper to newspaper as per their circular and coverage.

Advantages or Merits of Newspaper Advertising Media : It is really hard to imagine life without newspapers. It is the backbone of print media. The advantages or merits of newspaper advertising media may be summed up as under :

(1) Their coverage is high as they reach every nook and corner in a very short time.

(2) They offer a lot of *flexibility*. According to the convenience and necessity of the advertiser, the shape, size and appeal may be frequently changed to suit the need of the advertiser.

(3) High frequency enables speedy preparation and publication of advertisement.

(4) It is the cheapest media of advertising as far as its cost per reader is concerned.

(5) The daily newspaper has strong repetitive value as it offers an opportunity to the advertiser to repeat his message at a short interval of only one day.

(6) The public response towards newspaper advertising is very quick.

(7) By inserting local advertisements (in local newspapers), the *effectiveness of advertising copy could be tested* quite easily.

(8) By inserting frequent advertisements in the newspapers, their *visual appeals* may be created very easily.

(9) The reputation of the newspapers is available to the advertisers and their products also. Leading newspapers provide space to reputed and reliable concerns only.

(10) Newspaper advertising provides *geographic selectivity*.

Disadvantages or Demerits or Limitations of Newspaper Advertising Media : The following are the disadvantages or demerits or limitations of newspaper advertising media :

(1) *The life of a newspaper is very short, i.e., only for the day.* It is said, "Nothing is alive as today's newspaper" and "Nothing is dead as yesterday's newspaper."

(2) There is waste of circulation. The advertisement is carried even to those places where there is no market existing nor the possibility of creating a new market in the near future.

(3) If the customers are limited in numbers, advertising in newspapers may be ineffective and costly too.

(4) Visual effects may not be created in practice as the newspapers are generally printed on cheap newsprint.