

sarahBee marketing[®]

the buzz about PRINT ADVERTISING

1. consider using a media agency for buying power
2. always look at the £ cost per thousand
3. make your ad creative simple and bold
4. make your call to action obvious
5. position your ad on a right hand page at the bottom
6. solid colour backgrounds stand out well
7. for a real bargain always ask for late space
8. if the print quality is poor ask for a free re-run
9. small frequent ads are better than a large one-off
10. make sure your advert is on-brand - always



sarahBee
marketing can
help your
business do
better.



SCAN ME