



## **The Print Council Newsletter**

### **May 2007**

Within the past few weeks, we have made significant progress in setting up the Print Council Clearinghouse of Market Effectiveness.

As you know, this clearinghouse will advocate and seek to educate media specifiers (via print providers) on the value of print. It will provide compelling, verifiable, and factual data from academic and reputable sources. And its single-minded message will be about print media as a viable and effective ROI in the marketing media mix. The site will offer top-line synopses of research with accompanying links to the full content sources.

An advisory working group made up of vendors, print providers, and associations has been set up and is helping to set the direction for the site.

And we are pleased to report that Liz Dopp has accepted the position of managing editor of the Clearinghouse.

#### **Meet Liz Dopp--Managing Editor**

Liz Dopp, an academic librarian at RIT for 18+ years, has been active in the management and development of RIT Libraries' websites for 10+ years, and was responsible for a significant portion of the content development. She provided user support and handled the troubleshooting of technical and search issues, a critical element of the site. She has introduced blogging software, RSS feeds and aggregators--a future goal for the Clearinghouse.

#### **Call for Associate Editors**

Participation by universities around the country will be an integral part of the Clearinghouse. Pat Sorce, Dean of the RIT School of Print Media, has contacted and issued a call for associate editors to universities within the U.S. and around the globe. Responses are just now coming in. If you have a connection with universities within your area, please encourage them to participate in the Clearinghouse research and ask them to contact Liz Dopp at [eadppr@rit.edu](mailto:eadppr@rit.edu).

#### **Research Studies**

##### ◆ Rochester Institute of Technology, Printing Industry Center

In February 2007, *The Case for Print Media Advertising in the Internet Age* was published by the Printing Industry Center at RIT. This study shows how print media can survive and flourish in the face of current trends. It examines media usage patterns, summarizes academic

and practitioner research on the effectiveness of advertising, and explores new media metrics that will help planners select appropriate and accountable media forms.

Retrieve at <http://print.rit.edu/pubs/picrm200602.pdf>

◆ EMA Foundation

In September 2005, The EMA Foundation conducted a study of consumer use and preferences for envelopes--*Because It's Personal*. The study found that 75% of Americans pay attention to direct mail sent to their home, 66% open an envelope if they think the contents are interesting, 61% if it is of personal interest.

Retrieve at <http://www.emafoundation.org/page/84234/>

◆ DMA Statistical Fact Book 2006--U.S. Ad Spending

Digital technologies are growing at a fast rate, but, when compared with the dollar amounts of other media, they are only a small fraction. Robert J. Coen, Universal McCann, reported the following 2005 total media spends out of a total of \$276,009 (in millions of dollars):

Newspapers--\$47,898

Television--\$64,149

Magazines--\$12,859

Radio-- \$19,950

Direct Mail--\$56,627

Internet--\$7,881

Yellow Pages--\$14,272

◆ 2007 NAA Studies

According to *Circulation Facts, Figures, & Logic*, a biennial study of newspaper and circulation practices conducted for the **Newspaper Association of America**:

Average daily circulation for 745 newspapers--44,961,066 (a 2% decrease from last year)

Average Sunday for 601 newspapers--48,102,437

According to the Nielsen//NetRatings, there were more than 59 million visitors to newspaper websites (37.6% of all active Internet users) in 1st quarter 2007. (Retrieve at NAA.org)

In closing, I would like to thank members of the Executive and Marketing Committees for their continuing support and counsel. Let us know how we can help and please send along your ideas.

With Best Regards,

**Ben Cooper, Executive Director**

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