

## White Paper 007

# Does Ad Size Matter?

When creating your marketing plan you may have asked yourself, how large an ad do I need? In numerous articles I have discussed the advice we give our advertisers, “stick within your budget,” and, as noted in previous articles, every company has a different budget. If your budget can handle the cost of larger ads, does it make sense to pay for larger ads?

According to the article *21 Tips for Creating Effective Advertising* by Grace Butland, Butland quotes Anne Sanford, sales director of The Women’s Times in regards to the importance of size in advertising. “Both frequency and size are important in running print ads. Size creates impact, and repetition creates recall.”

Butland’s article further supports this claim with a quote from Nancy Urbshat of TSM Design “[p]eople need to see an ad multiple times before they process the message....Generally we use six times as a guideline.”

To achieve frequency within a limited budget...you can vary the size of the ad. Sanford suggests running larger ads during peak seasons or special promotions and smaller ones during other periods.

The creative folks at Riger Advertising agree that size does make a difference. In the article *Creativity: Can It Affect Ad Readership*, the folks at Riger state, “Generally speaking, larger ads have higher readership and pull more leads than smaller ones.... In a 1991 analysis from trade magazine, NEW EQUIPMENT DIGEST (NED), the average black and white, 1/9 page ad drew 89.9 leads while the average black and white full page ad produced 120 leads.” The article goes on to state that “Laboratory of Advertising Performance (LAP) confirms these findings. They report that readership of a two-page spread was more than double that of a 2/3 page ad for both four-color and black and white executions.”

This conclusion is further supported in an article found on the website [www.myprofessionaladvertising.com](http://www.myprofessionaladvertising.com) titled, *34 Ways To Make Your Advertising More Effective*. “A half page advertisement will pull 70% of the business a full-page ad will. A quarter page ad will pull 50% of a full page. Is the cost difference worth it?”

Buy a bigger ad. Effective advertising communication takes space. Don’t try to cram it all into a little box. The best advertisements need room to bloom.”

So when you craft your marketing plan, keep in mind to stay within your budget, choose publications that meet your demographic needs, plan on running at least six ads within the same publication and purchase the largest size you can. As discussed in my last article, if your budget will allow, a larger ad with color is the most effective use of your advertising budget.

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## Does Ad Size Matter? White Paper 007 Continued

### Resources

*34 Ways To Make Your Advertising More Effective* can be found at <http://www.myprofessionaladvertising.com/More>

*21 Tips for Creating Effective Advertising by Grace Butland* can be found at <http://www.jonespublishing.com/craftsreport/OCTOBER00/CRAFTSRETAILER.HTML%20Effective%20Advertising.htm>

*Creativity: Can It Affect Ad Readership* can be found at [http://www.riger.com/know\\_base/advertising/creativity.html](http://www.riger.com/know_base/advertising/creativity.html)

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