

# Blips, Snips & Tips

## on advertising

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### Through the thick and thin.

Some trade magazines are thinner than they were five years ago. This is due to the economy and the growth of the Internet. Yet, readership of trade magazines remains strong.

A study conducted by Martin Akel & Associates says that there is virtually no difference between readership scores, ad or editorial, for thick issues versus thin issues.

The study also said that buyers who use the Internet are also the heaviest readers of magazines, and that magazine readership is consistent from month-to-month.

### Avoid the e-mail abyss.

The novelty of e-mail marketing has worn off, but e-mail keeps piling up. Brightmail, an anti-spam technology company, says that 64% of all e-mail is spam.

To avoid being filtered, discarded or ignored, e-mail marketers should be mindful of five simple rules:

1. Use only opt-in permission lists from your qualified database or from a reputable source, such as a trade journal.

2. Provide content relevant from a "pull" standpoint - offering something of value to

customers rather than just "pushing" what you want to sell.

3. Make your call to action simple and direct.

4. Comply with spam law and privacy regulations.

5. Integrate e-mail as part of an overall marketing strategy that makes you more recognized and welcome.

### The future of search engine marketing.

Sponsoring keywords with Google, Overture and Kanoodle is an advertising method shared by consumer and business marketers. It is also a model for future advertising on trade websites.

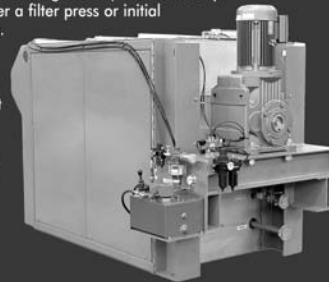
Magazines follow detailed editorial calendars for monthly features and special sections. Readers looking at the "Focus on Pumps" section will find ads for pumps placed near the articles.

Using search technology, a trade journal's website can allow visitors to search all articles archived about pumps. When editorial search results are delivered, ads for pumps will also be delivered.

## Idea Showcase

### Reduce Sludge Cake Disposal Costs & Waste

Enviro-Dri steam sludge dryers provide supplemental dewatering of sludge cake (>25% solids by weight) after a filter press or initial dewatering. Handling cake sizes from 2-ft. to 80-ft., it is ideal for metal hydroxides, organic or inorganic sludge cakes.



- Reduce waste volume up to 75%
- Reduce weight up to 70% on average
- Reduce disposal costs up to 75%

Ascension Industries announces the purchase of Duriron-Durco, FSD, Enzinger and Aquacare brand filtration products. We are the only genuine parts supplier for these filters.



Ascension Industries, Inc.  
Visit [www.asmfab.com](http://www.asmfab.com)  
E-Mail [sales@asmfab.com](mailto:sales@asmfab.com)  
Call 716-693-9381 • Fax 716-693-9882

### What's in a name?

Nearly 75 years of design and manufacturing expertise went into developing reliable name brands of filtration and separation equipment for processing and water treatment applications. When Ascension Industries acquired properties of Duriron, Durco, Enzinger, FSD, and Aquacare filters, it began promoting that there is still a dependable source of new equipment and spare parts for these trusted brands.

### Skewed numbers on circulation.

A trade journal that serves an industry and cuts across all job functions - management, engineering, production, purchas-

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**"I must complain that the cards are ill shuffled, till I have a good hand."**

**- Jonathan Swift**

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ing, and others - will skew differently between subscribers to the print magazine and e-mail newsletter.

The e-mail circulation will have a greater percent of

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management and engineering subscribers than those with production, maintenance, and manufacturing titles.

People working in the plant use the Internet and e-mail on the job, but they do not spend as much time at work on the Internet as others. This should be considered when marketing via e-mail newsletters.

## Was the client always right?

Disputes between clients and ad agencies over how large to make the logo are legendary. Agencies say, "Emphasize the service, not the source"

Preliminary data suggests that online banner ads that have larger logos generate more click-through response than ads with smaller logos.

## Design for print and online.

Companies expand their websites without major expense by posting PDF files online of printed catalogs, product bulletins, sales sheets,

brochures, MSDS sheets, news releases, price schedules and other literature.

Although the first priority of design should be to make the information clear and accessible, layout, copy and specifications should also be prepared mindful of how each page will look as a PDF file on your website.

## The psychology of passive-aggressive.

A buyer is passive when he or she is reading a trade magazine or visiting its website looking for industry news, technical and how-to information. You need to be aggressive with advertising to capture his or her attention.

A buyer is aggressive when searching for specific products in directories, at trade shows, and on search engines. You need to be present so that the buyer can find you.

Aggressive advertising gets buyers into the store. Passive advertising ensures that you are on the shelf when buyers are shopping. You need to do both.

## Contact us for a free marketing analysis.

With new and changing media choices and increased global competition, marketing in today's competitive environment is more challenging than ever. You can improve your company's performance by starting with an objective evaluation of your marketing and advertising. Contact us today for a no-cost, no-obligation analysis. Call 716-852-4410 or e-mail: [mail@haroldwarner.com](mailto:mail@haroldwarner.com).

**Harold Warner**

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## Business-to-business is our business.

Ask our clients, all of which are business-to-business companies selling to other businesses.

**Ascension Industries, Inc.** - spin roll fixtures and rotary vee blocks, turnkey and contract manufacturing of large process systems, filtration and separation equipment

**Berenson Corp** - decorative cabinet hardware and fixtures

**Buffalo Metal Casting** - aluminum, brass, bronze and copper castings

**The Emblematic Co., Inc.** - magnets for vehicles

**Entertron Industries** - programmable logic controllers and microprocessors

**Envirospec Inc.** - paver stone pedestals, roof deck and roof garden systems

**Envoy International, Inc.** - currency exchange services for business

**Freylube, Inc.** - truck tire lubricants and rust retardants, applicators and cleaning supplies

**Frey, The Wheelman, Inc.** - heavy-duty truck parts and service

**Infinetex** - wastewater cleaning systems

**ISOCHEM, Inc.** - specialty chemicals and custom phosgenations

**Keel Industrial Products** - slip-on structural pipe fittings, rooftop fall protection systems, secondary steel clamps

**Niagara Fiberboard, Inc.** - fiberboard panels and products

**Niagara Transformer Corp.** - power and distribution transformers, rectifiers and reactors

**Pentalift Equipment Corp.** - ergonomic lift tables, loading dock area equipment

**Phinney Tool & Die Co., Inc.** - custom tools, dies and fixtures

**Polymer Molding, Inc.** - plastic caps and plugs for product protection and custom molding services

**The Revvo Caster Co., Inc.** - industrial, medical and display casters and wheels

**Safety Media, Inc.** - safety and fire protection equipment, supplies, signs, logbooks and training programs

**Shuman Plastics, Inc.** - thermoplastic purging compounds, plastic resins and toll processing services

**Strong Forge & Fabrication** - heavy-duty machined forgings, weldments, and fabricated parts

**Titan Tool Supply, Inc.** - microscopes, borescopes and optical inspection systems, and micro-finishing tools

**TTARP Industries, Inc.** - die-cutting presses, laminators, band saws and splitters for fabricating low-density materials

**Unidex, Inc.** - manipulators, workstations, positioners, tables, lifts, workbenches, and lean manufacturing assembly systems

**Vanchlor Co., Inc.** - anhydrous aluminum chloride

**Vent-A-Kiln, Inc.** - portable venting systems for kilns, furnaces, and metalworking operations

**WSF Industries, Inc.** - autoclaves with quick-opening closures for dewaxing, vulcanizing, composite bonding, VPI, containment storage, hydrostatic testing, leaching and sterilizing

**The W.T. Hight Co., Inc.** - leveling mounts, casters and wheels, storage supplies and other material handling equipment

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