

# Blips, Snips & Tips on advertising

Published by Harold Warner Advertising

Vol. X No. 3 • October 2004

## New ad terms for the Internet.

The difference between a full-page ad and a quarter-page ad running in a magazine is obvious, but what about a “boom box” and a “skyscraper?”

In the early days of the Internet, virtually all ads were called “banners,” stretching across the computer screen. As the medium evolves, we have “buttons,” half-size banner ads, and other shapes and sizes.

A skyscraper is a vertical banner ad running up-and-down the screen. A boom box is an ad that only appears within the results of a targeted search. More shapes, sizes (and differential ad rates) to follow.

## Buy a banner or a button?

Banner ads may not generate impressive “click-through” rates to your website, but they are good for building awareness.

Visitors to a trade journal website are looking for industry news, design ideas, technical advice, new products, management strategies, etc. They may not click-through, but they see your ad many times. Button ads are usually half the price of banner ads. If your budget choice is between buying a banner ad for six

months or a button ad for one year, buy the button for greater frequency and consistency.

## How long should news releases be?

Some would say “one page” no matter how small you make the font. A two-page news release is acceptable as long as the most pertinent information is in the headline and first paragraph. If you need three pages, edit the release and enclose literature.

Most publicity appears in print and online with a brief headline and one short paragraph. News releases accompanied by exceptional photography are often featured in “Editor’s Choice” sections, with more of the news release copy picked up.

The *Industrial News Room* is an online clearing house of news releases submitted to the trade journal *Industrial Equipment News*. It publishes both an edited news release and the complete version at [industrialnews-room.com](http://industrialnews-room.com).

## Idea Showcase



**Buffalo Metal Casting Co., Inc.**

**High Quality Aluminum Castings**

- up to 1,000 pounds
- engineering, pattern making, heat treating, machining, welding, and finishing

Phone (716) 874-6211 • [www.BuffaloMetalCasting.com](http://www.BuffaloMetalCasting.com)



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### Look once, look twice.

Like many advertisers on the *Thomas Register* website, Buffalo Metal Casting is using electronic Preview Ads to give industrial buyers a first look at what the company offers. With up to 25 companies listed per screen, buyers are using Preview Ads to select the most appropriate companies to take the second step and click-through to their websites.

## Print and Internet both growing.

Advertising growth projections by the research firm Veronis Suhler Stevenson expect Internet revenues to increase by 28% from 2003 to 2007, and print ad revenues to increase by 29% during the same period.

Although the influence of the Internet continues to grow, other studies indicate that people working in their given

**“The hardest thing in life is to learn which bridge to cross and which to burn.”**

**– Laurence J. Peter**

industry consider print trade magazines to be their most trusted and welcome source of news and information.

## Trade shows and tell.

Trade shows are expensive, but the high value of personal contact and industry presence are worth the investment. You cannot depend solely on walk-by traffic for a successful trade show. Tell as many people in advance so they come looking for you.

- Place the show logo, dates, location and your booth number on the home page of your web site with a link to the registration page of the trade show website.
- Use the promotional stickers in your show kit on all correspondence and literature sent by the company.
- Use a booth line in all trade advertising, print and online.
- Tie-in news releases with trade show participation.
- Use attendee lists and regional circulation from trade journals for pre-show direct mail.
- Encourage reps and distributors to bring their customers and prospects to your booth.

- Send personal invitations to key customers, prospects and the media.

Most important, give people a reason to visit - new products, special offers, premium incentives, product demos (live or video), cement deals, meet your service rep, etc.

## Can you make an offer they can't refuse?

A good offer gives your prospects the reason to respond to your direct mail solicitation whether postal or e-mail. Four types of offers include:

1. Hard offer - discounts or free shipping.
2. Soft offer - free literature or information online.
3. Non-related offer - token premium incentives.
4. Sell-through offer - respondents are entered in a contest drawing for a nicer prize.

The soft offer usually has the most intellectual appeal, but all offers should be tied into a cost benefit or productivity gain.

## 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**

ADVERTISING, INC.

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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

**Infinitem** - wastewater cleaning systems

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

**Kee 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

Back issues of *Blips, Snips & Tips* on advertising are available on our website ([www.HaroldWarner.com](http://www.HaroldWarner.com)) or by calling (716) 852-4410.