

# Blips, Snips & Tips

## on advertising

Published by Harold Warner Advertising

Vol. XI No. 1 • March 2005

### Get in landing page gear.

Landing pages are distinct web pages created to receive visitors to your website. They have two main purposes:

1. Tailor your message to the specific product or audience you are marketing to, or a special promotion you are running.

2. Measure the response to advertising tactics, e.g. sponsored keywords, direct mail, e-mail marketing, print and banner ads.

A landing page can be a duplicate of another page on your website, but with a different URL so you can capture statistics. The landing page can also be a personalized way to greet prospects, "Thank you for responding to our ad in . . ."

### Search engine stats.

A recent study reports the following market share of Internet searches conducted:

Google.....	35%
Yahoo.....	32%
MSN.....	16%
AOL.....	9%
Excite.....	4%
Ask Jeeves.....	2%
All others.....	2%

With its popular free e-mail service and wealth of news and entertainment information, Yahoo is strong in the consumer market. Google

is uncluttered, making it ideal for people who just need to conduct a search.

### Bargain for color.

Years ago, magazines charged 15% extra for an ad to "bleed" (image area running to the edge of the page) because it cost more for printing. The additional cost for printing bleed became superfluous after offset lithography replaced letterpress.

Today, digital technology for printing is lowering the cost differential between two-color and four-color process. Several publishers are responding by lowering their ad rates for four-color.

If the magazines you advertise in are still charging sky-high rates for four-color, negotiate for a lower rate.

### Visual magnetism.

Before an ad is read, understood, or acted upon, it must attract the eye of your pro-

## Idea Showcase

**TITAN Flexible Borescopes**

**F Series Semi-Flexible Borescopes**

**Features & Specifications**

- Diameter: 0.12" (fits in water cavity of 0.12" or larger)
- Working Length: 34" (30" Drive)
- Magnification: 1.75 (20x Drive)
- Field of View: 40°
- Head Length: 8.25" (to 2" (2.5" Drive)
- Maximum Temperature: 300° F (150° C)
- Other Features: Precision optics, Additional "K" viewing head included, Battery handle, Carrying case.

**Accessories & Options**

- FCB-2 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-3 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-4 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-5 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-6 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-7 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-8 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-9 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-10 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-11 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-12 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-13 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-14 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-15 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-16 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-17 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-18 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-19 Fiberoptic Bundle with 1200µ quartz fiber
- FCB-20 Fiberoptic Bundle with 1200µ quartz fiber

**F Series Ordering Information**

Model Number	Head Length	Price
F-1	34"	\$1,200.00
F-2	34"	\$1,200.00
F-3	34"	\$1,200.00
F-4	34"	\$1,200.00
F-5	34"	\$1,200.00
F-6	34"	\$1,200.00
F-7	34"	\$1,200.00
F-8	34"	\$1,200.00
F-9	34"	\$1,200.00
F-10	34"	\$1,200.00
F-11	34"	\$1,200.00
F-12	34"	\$1,200.00
F-13	34"	\$1,200.00
F-14	34"	\$1,200.00
F-15	34"	\$1,200.00
F-16	34"	\$1,200.00
F-17	34"	\$1,200.00
F-18	34"	\$1,200.00
F-19	34"	\$1,200.00
F-20	34"	\$1,200.00

**TITAN Rigid Borescopes**

**D Series Sectional Borescopes**

**Features & Specifications**

- Diameter: 0.087" (3.3mm)
- Working Length: 4", 6", 8", 10"
- Magnification: 30x (20x Drive)
- Field of View: 40°
- Head Length: 8.25" (to 2" (2.5" Drive)
- Maximum Temperature: 300° F (150° C)
- Other Features: Precision optics, Additional "K" viewing head included, Battery handle, Carrying case.

**D Series Ordering Information**

Model Number	Price
D-1	\$1,200.00
D-2	\$1,200.00
D-3	\$1,200.00
D-4	\$1,200.00
D-5	\$1,200.00
D-6	\$1,200.00
D-7	\$1,200.00
D-8	\$1,200.00
D-9	\$1,200.00
D-10	\$1,200.00
D-11	\$1,200.00
D-12	\$1,200.00
D-13	\$1,200.00
D-14	\$1,200.00
D-15	\$1,200.00
D-16	\$1,200.00
D-17	\$1,200.00
D-18	\$1,200.00
D-19	\$1,200.00
D-20	\$1,200.00

### Versatility is our specialty.

Titan Tool Supply markets microscopes and borescopes for visual inspection and quality control. When updating its borescope catalog, every page, each showing one model, was saved individually as a Portable Document Format (PDF) file. Titan can place the PDF files online, updating its website without the cost of web page layout and programming. Separate sheets can be printed on the desktop, or the PDF file can be e-mailed to prospects without the expense of sending the entire catalog. Prices and basic specifications can be changed easily within the PDF file as well.

spective customer. This goes for print and online creative units.

It's easy to say run large ads

**"When the going gets weird, the weird turn pro."**

**- Hunter S. Thompson**

with colorful, dramatic photos. But marketers on restricted budgets with small ads can achieve visual magnetism, too.

Regardless of the ad size, use a dominant visual. It can

Continued on back

Continued from front

be a photo or a strong headline with good typography. Pay attention to professional design standards for readability. Let the layout guide the reader's eye from the main visual to your call to action.

## The good, bad and pretty of e-mail research.

Conducting market research via e-mail is relatively inexpensive, and results are available in days instead of months compared to studies conducted by postal mail.

Printed questionnaire-mailers were a staple of business-to-business research methodology until the Internet became entrenched. That's when response rates to print mail dropped drastically, rendering survey results of questionable reliability.

E-mail surveys can be repeated quickly until there are enough responses to ensure reliability. Good programming can make e-mail surveys neat and tidy, elimi-

nating contradictory answers from printed surveys when respondents do not understand or disobey the question.

There are pitfalls of e-mail research. A trade publisher can have thousands of e-mail addresses, but may not know the demographics behind these addresses, such as industry, job title, plant size. In addition, e-mail addresses and survey respondents tend to skew toward white-collar management. This is a concern if you are targeting operations supervisors.

## Trade show trends.

Several broad-based, national trade shows, held annually, are reported to be struggling to maintain attendance.

Industry-focused annual shows, national and regional, are rebounding strongly since the entire trade show business suffered after "Nine-Eleven."

Major national shows that are held only once every two or three years are also said to be doing well.

## 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. An objective evaluation of your marketing and advertising is the first step in determining the best ways to improve your company's performance. For a no-cost, no-obligation analysis, contact us today by e-mail (mail@haroldwarner.com) or call 716-852-4410.

**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

**InfiniTex** - 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

**Milward Alloys, Inc.** - aluminum & copper master alloys, alloying additives & custom alloys

**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.