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Some would say that a newspaper story is not an actual newspaper story unless it seems within the "real" version of the newspaper. That's just not true. On-line promotion is as valuable, and sometimes even a lot more thrilling, than traditional Advertising. Consider these benefits of online newspaper protection:

Printed versions of newspapers have a short shelf life. They're printed, delivered or bought, read, after which discarded. And that's that. Yes, you can clip your article, photocopy it, and add it to your media kit. But the number of your potential customers are likely to reduce out your article within the event that they, someday, may well want to get in touch with you? Online newspapers are archived, and a easy search on a related topic will turn up your article - anywhere, anytime - when the time comes for your possible client to locate you.

A potential client can reduce your article out of a printed newspaper, photocopy it, and mail it to a buddy, thus turning your buddy into an additional possible customer. But how a lot easier is it for one particular person to send yet another person a link to your article?

Most every day newspapers are primarily of regional interest. That necessarily indicates that their subscribers are mainly - not wholly, but mostly - local. So largely people who live in and around, say, the Boston region will see the print version of your Boston World article. The number of others, though - former Better Boston residents, relatives of those live or maybe attend college in Massachusetts, executives who do business in Massachusetts, fans of New England's sports teams, and so forth - will likely see your article inside the online version of the Boston Globe? And how many of these folks have the possible to one day will need your services or items?

Promotion is [Advertising](#), and few individuals would turn down promotion nonetheless they will get it. Nonetheless, publicity that seems in print venues is here one moment and gone the next, whereas on-line publicity can endure and even perpetuate itself. An article in an online newspaper might contain a hyperlink to your Web web site or your blog. That can bring prospective customers straight to you. It may well also motivate other Internet web site and blog owners to include references to the article (as nicely as the hyperlinks) which can create buzz about you to the Net and improve your visibility in search engines.

Some traditionalists still hold tightly onto their belief that a newspaper isn't a newspaper except they will touch it with their fingers, carry it below their arms, unfold it on the train and, presumably, stain their hands even though reading it on the way to work. "Let me know when the article truly appears," these old-school thinkers will say, "and do not taunt me by citing all of the publications that carried the story on-line but didn't deem it crucial sufficient to consist of in their print editions." Their winning argument, they think, is the reality that they "can't even get a clipping" of an article that has appeared only online.

These traditionalists are missing the point. Given the benefits of online coverage, an article that shows up only Internet, or on-line as nicely as in print, will probably be of far better worth than one that shows up only in print. Each time a newspaper (or a magazine, for that matter) prints your article online, the potential readership for that story increases exponentially. And you nevertheless have bragging rights you would have if you're tallying up your Advertising "hits" for your Net web site or media kit. A USA Today point out is really a USA Today point out whether or not it occurs Internet, in print, or both.

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