



Susan-Says®:

Remnant Advertising Can Be a Great Buy for Small Business.

By Susan Wilson Solovic, CEO SBTV

Remnants are not just bargains at the fabric and carpet store. Remnant ad space can stretch your business marketing dollar. Remnant ads are the unsold space that newspapers and magazines have near press time. These ads are called remnant space and are often sold for pennies on the dollar. These spaces can be a great budget stretcher for the small business owner. Publishers would rather sell a discounted advertisement to your company rather than look for public-service filler that produces no revenue at all.

Newspapers offer the most remnant space opportunities advises, Bob Lettiere, Senior Vice-President, 0 To 60 Advertising & Public Relations, a New York based firm. "Small business owners should establish a relationship with the newspaper's salesperson and make sure they know you are interested in making the last minute buy."

Often newspapers will offer remnant space to their largest advertisers first because larger firms have fully staffed art departments to make last minute buys smoother for the publisher. Lettiere suggests smaller firms have evergreen advertisements ready in electronic format or even stored at the preferred publisher to take advantage of the last minute buying opportunities: "If the small business owner has their ad ready to go to press it can help move their name higher on the remnant space contact list."

Keep in mind, smaller weekly or community newspapers offer bargain ad rates and allow a small business owner to target certain areas of the city. If the small business owner wants to reach a larger client base magazines may be the answer. Many national magazines publish regional editions and have space that is affordable for many small and mid-sized firms. Submit several different sizes of your advertising to be eligible for biggest selection of last minute spaces at a good price. A good relationship with the magazine's regional sales person will go a long way in helping you lock in the lower remnant rate.

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Other media outlets including television, radio and web-site ad space offer remnant ad opportunities. “Radio is often the most cost effective option for the small business owner” advises Lettiere. “Know which local stations have the most listeners in your targeted market and put in a standing order for remnant commercials. Often if you buy a package of spots during morning drive time, you can negotiate additional commercials in remnant space for free.” Just like publishing, it is important for the radio stations to have your commercials or ad copy ready so they can plug your commercials into the advertising rotation.

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