

**NEWSPAPER  
&  
SHOWCARD**

# WHAT IS NEWSPAPER?

- **Newspaper is defined as a printed publication containing news, articles, and advertisements, usually published daily or weekly. It is a collection of written articles, stories, images, and other features, either in print or online, that is focused on the current events or topics of interest to its readers. Newspapers provide an important source of information and entertainment, and they can also act as a platform for public discourse.**
- **Newspapers have long been an important part of everyday life, providing readers with news, entertainment, and important information. Newspapers are a vital source of information for many people, especially those in rural areas who may not have access to other forms of media. They provide a source of news, opinion, and entertainment, and can be an important part of maintaining a sense of community. Newspapers also provide a source of local information, such as job postings, events, and public notices.**
- **In times of crisis, such as natural disasters or public health emergencies, newspapers can be an invaluable source of information and guidance. They can help citizens stay informed of the latest developments, provide them with important health and safety advice, and remind them of the services available to help them.**

# HISTORY

The first newspaper printed in India was Hicky's Bengal Gazette, started in 1780 under the British Raj by James Augustus Hicky. Other newspapers such as The India Gazette, The Calcutta Gazette, The Madras Courier (1785), and The Bombay Herald (1789) soon followed. These newspapers carried news of the areas under the British rule. The Bombay Samachar, founded in 1822 and printed in Gujarati is the oldest newspaper in Asia still in print. On 30 May 1826 Udant Martand (The Rising Sun), the first Hindi-language newspaper published in India, started in Calcutta (now Kolkata), published every Tuesday by Pt. Jugal Kishore Shukla.

Front page of Hicky's Bengal Gazette, 10 March 1781, from the University of Heidelberg's archives.



# TYPES OF NEWSPAPER

## Ways of grouping papers – 1. Size

Broadsheets



Berliner



Tabloids



- **BROADSHEETS:** A broadsheet newspaper is a type of newspaper that is printed on large sheets of paper and usually measures around 11 inches by 22 inches. This type of newspaper is traditionally the most popular format for newspapers and was the original format of the newspaper. Broadsheets typically contain news stories, editorials, and feature articles.
- **BERLINER:** Berliner newspapers are newspapers which are published in Berlin, Germany. They typically cover local news, politics, sports, and culture. Many of these newspapers are also available online.
- **TABLOIDS:** A tabloid newspaper is a newspaper that focuses on sensational topics such as celebrity gossip, crime, and scandal. Tabloid newspapers are generally smaller than traditional newspapers and print stories in a more sensational style. Tabloid newspapers are often seen as less credible than traditional newspapers, but they can also be a source of entertainment.

# NEWSPAPER ADVERTISING

- **Newspaper ads are a great way to get the attention of potential customers and to promote your business. They are cost-effective, targeted, and offer a variety of options for promotion. From full-page and half-page ads to inserts and even classifieds, newspaper advertising can help you reach your target market.**
- **Full-page and half-page ads are great for reaching a large audience, as they are typically placed on the front page of the newspaper. The ads are usually spread throughout the paper, allowing for maximum exposure. These ads are usually more expensive than other types of newspaper ads, but they are also more effective for reaching a larger audience.**
- **Inserts are small ads that are placed inside the newspaper. These ads are generally cheaper than full-page or half-page ads, but they are still very effective in reaching a wide audience. They are typically placed in the middle of the newspaper and are often used to promote special offers or discounts.**
- **Classifieds are small, text-only ads that are placed in the back of the newspaper. These ads are typically the cheapest option for newspaper advertising and are great for targeting specific groups of people. They are usually very affordable and are easy to place.**

# SIZES OF NEWSPAPER ADS



CUSTOM SIZED ADS



FIXED SIZED



JACKET



SKYBUS



POINTER AD



ADVERTORIAL

# What is Newspaper Display Ad?

- Newspaper advertisements usually fall into two categories- newspaper classified ads and newspaper display advertisements. Newspaper classified ads are limited by size, placement, and features.
- They are mostly text-heavy and information-rich and are restricted to the classified section of the newspaper. In terms of pricing, newspaper classified advertisements are cheaper.
- Being restricted to a designated space, classified ads are read by people who are actively looking for them

The image shows a grid of newspaper display advertisements. At the top left is a Valentine's Day ad for 'For your VALENTINE!' featuring 'Tucker boots • LaCrosse boots • Tom Bolding Bits' and 'Matching headsets in 15 brand colors'. Next to it is a Chem-Dry ad for 'PARK COUNTY' offering 'Carpet, Upholstery and Tile Cleaning'. To the right is an RV and Skid Steer Rental ad for 'RYND'S RENTAL' with phone number (307) 202-1260. Below these is a 'Buyer's Guide' for 'Mittler Paper' dated Friday, February 5, 2016, with phone number (307) 587-5989. The middle row features a 'THE GAME'S ON!' ad for 'Millstone Pizza Company & Brewery' and a tractor advertisement for 'Heart Mountain Farm Supply' with a '0% FOR 3 YEARS' offer. The bottom row includes an 'ARROWHEAD RV' ad for 'Spring is Coming!' with various RV models and prices, a 'RIMROCK TIRE' ad for 'ALIGNMENT SPECIAL' with '\$5 OFF' coupons, and an advertisement for 'Edward Jones' financial services.

# When and why did Newspapers become popular?

- Newspapers became popular in the late 17th century, as printing technology improved and literacy rates increased. They were a way for people to stay informed about local and national news, as well as a way for advertisers to reach a wide audience.
- The first daily newspaper, the "Daily Courant," was published in London in 1702, and by the early 1800s, newspapers were being published in cities across Europe and North America.
- The rise of newspapers was also driven by the rise of capitalist economies and the growth of the middle class, as more people could afford to buy newspapers and had the leisure time to read them.





# SHOW CARD



Show cards are advertising signs that are hand-lettered on paper or card stock and placed in shop windows or near displays to promote retail sales or events. An offshoot of sign painting, show-card writing proliferated in the late-nineteenth century and quickly became a ubiquitous marketing tool.

# SHOW CARD SIZE

- The usual size is still approximately A6 though we can go up to approx A5 and we can do circular ones up to 150mm diameter too. A Mini Show Card can also be used quite effectively for point of sale where counter space is limited.
- Working well as an interactive mailer aswell, a Mini show card stands on a desk proudly displaying your message.



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SHOW CARD

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