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Advertising Trends in Territory 25

Heather Greeling

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Advertising Trends in Territory 25

by: Heather Greeling

Submitted to the Honors Department to fulfil
requirements for the honors program

December 5, 1996

Forward

This project was created to provide an instructional guide for new advertising representatives taking over territory 25, in the Daily Egyptian. After personally training two new advertising representatives, I feel the information provided will be an invaluable tool in the future.

This guide was written for the new representatives, therefore it has been written in second rather than third person.

A paper and disk copy have been submitted to the Daily Egyptian for their use. Paper copies have also been distributed to the honors office for completion of the honors program and to Dr. Donald Jugenheimer for requirements in Journalism 490.

This independent study has provided me invaluable experience, in prioritizing, organizing and presentation of information that a regular class setting does not teach. I am very grateful for being allowed the opportunity to learn in such a unique way.

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Introduction
to the
Daily Egyptian

History

The Daily Egyptian has served Southern Illinois University since the fall of 1916, when it was launched as a monthly publication. It lasted in this form until 1918 when the war's strain on the school forced its closure.

The idea for a school paper was revived in 1921 by the newly formed student council. The new weekly publication ran its first copy on March 16. It was run by student workers and supported by student activity fees.

For the next 29 years, the Daily Egyptian continued as a weekly publication. In 1950, the paper began twice weekly publication. Twelve years later, trying to keep up with the growing population, the Daily Egyptian began daily publication on its own offset print.

This new daily publication was charged by Dr. Howard R. Long, chairman of the journalism department. In his view the paper was to serve a dual function: 1) serve the entire university community as a news media, while (2) acting as a learning laboratory for students in the journalism department. Also, the publication was to be created by student workers, not professionals.

Since this time, the Daily Egyptian has made great strides. After starting with a weekly circulation of 400, the Daily Egyptian has now grown to a daily circulation of 27,000.

The Daily Egyptian is considered one of the best college newspapers in the country and is one of only a few that is run entirely by students. Funded totally by advertising revenue, the Daily Egyptian is a self providing paper that provides a great opportunity to learn valuable skills in an exciting environment.

Policies and Procedures

Everyday Activities

Everyday certain activities must be accomplished to ensure the smooth operation of the paper.

- 1) When you come into the office
 - *Check your messages
 - *Make sure you move to In on the board
 - *Check your mailbox
 - *Check the flat for all of your advertisement spaces

Deadlines

Everyday there are three deadlines that must be met

- *2 p.m.- All insertion orders must be in for the paper in two working days
- *3 p.m.- All proofs must be turned in for the next day's paper
- *4 p.m.- All copy must be in for the paper in two working days

Credit and Prepay

The section on the insertion order marked Bill To indicates to the office assistant whether or not the client has credit or is prepay. To find this out look to your client list, where a letter will be provided. The letter A indicates a prepay. All other letters indicate some form of credit. For a client to gain credit, they must fill out a credit application. This form can be received from the student ad manager. If a client is prepay, then you must pick up their payment at least two days before the advertisement is to be run.

Insertion Orders

Insertion orders must be filled out for every advertisement that is to be run. An insertion order tells the office assistant who is running what size advertisements and on what day. After the order is completed it must then be given to the advertising office assistant for processing. If this does not occur, a spot for your advertisement will not be saved.

Daily Egyptian

Example
display ad insertion order

Ad No: No 3577

Advertiser: <u>Business</u>		COL. <u>2</u> IN. <u>4</u> = <u>8</u> TOTAL	INSERTION Date <u>MON. Nov. 2</u>
Account No: <u>On Sheet</u>	Invoice No:	Pickup Date _____	Color _____
Bill To: <u>Credit or Prepay</u>		Standing Ad # of times <u>ran in a row.</u>	Reverse _____
Special Instructions, i.e. coupon, placement, etc:		Rate: <u>of business</u>	Screen _____
		Prepay Amt: <u>Price of ad</u>	PMT _____
		Receipt No: _____	Artwork _____
IDENTIFICATION:		Number of Tearsheets: _____	Photo _____
			Misc. _____
			Salesperson/sales region <u>initials / territory</u>

Rates and Discounts

Current Rates

The '96-97 open rate per column inch is \$9.25. This rate changes periodically so make sure you have the current numbers. This is the rate that anyone pays who does not receive any sort of discounts or is not on contract. A quick conversion is provided below.

1- \$9.25	11-\$101.75	21-\$194.25	31-\$286.75	41-\$379.25	51-\$471.75
2-\$18.50	12-\$111.00	22-\$203.50	32-\$296.00	42-\$388.50	52-\$481.00
3-\$27.75	13-\$120.25	23-\$212.75	33-\$305.25	43-\$397.75	53-\$490.25
4-\$37.00	14-\$129.50	24-\$222.00	34-\$314.50	44-\$407.00	54-\$499.50
5-\$46.25	15-\$138.75	25-\$231.25	35-\$323.75	45-\$416.25	55-\$508.75
6-\$55.50	16-\$148.00	26-\$240.50	36-\$333.00	46-\$425.50	56-\$518.00
7-\$64.75	17-\$157.25	27-\$249.75	37-\$342.25	47-\$434.75	57-\$527.25
8-\$74.00	18-\$166.50	28-\$259.00	38-\$351.50	48-\$444.00	58-\$536.50
9-\$83.25	19-\$175.75	29-\$268.25	39-\$360.75	49-\$453.25	59-\$545.75
10-\$92.50	20-\$185.00	30-\$277.50	40-\$370.00	50-\$462.50	60-\$555.00

Contract Rates

Some businesses may choose to sign a contract to lower their cost per inch. Contracts last one full calendar year. They can be signed for 500, 1000, 1500, 2000, 3000, 4000, 5000, 6000, or 7000 inches. If a client fails to advertise the agreed upon amount within the year, they will be billed for the remaining inches. A business does not have to have credit to sign a contract, these are two separate policies. A list of the '96-97 contract rates is provided below.

500 inches- \$9.05	2000 inches- \$7.90	5000 inches- \$6.80
1000 inches- \$8.70	3000 inches- \$7.50	6000 inches- \$6.40
1500 inches- \$8.30	4000 inches- \$7.15	7000 inches- \$6.00

Fifth Day Free Discount

This discount goes into effect when a client runs the same advertisement for five consecutive working days. This is not warranted for advertisements that are changed for content or size.

25% Discount

Clients receive a 25 percent discount on any advertisements that run twice in one week. This only works for advertisements that are not changed and can not be used in conjunction with the fifth day free incentive.

4 % Discount

This discount goes to clients who are credit customers but choose to prepay for their advertisement instead.

29% Discount

This discount occurs when a credit customer prepays and runs the same advertisement a second time during the week. It is a combination of the 25 percent discount and the 4 percent discount.

Special Promotions

Entertainment Guide

The Entertainment Guide is printed every Thursday as an insert in the Daily Egyptian. This special section reviews current entertainment issues, CD's, movies, and plays. It also features a schedule of events and a TV guide. This section has special rates based on frequency. The '96-97 rates are provided below.

Open rate-	5-7 insertions-	8-12 insertions-	13+ insertions-
1/8 page- \$110	1/8 page- \$100	1/8 page- \$90	1/8 page- \$75
1/4 page- \$200	1/4 page- \$190	1/4 page- \$170	1/4 page- \$140
1/2 page- \$390	1/2 page- \$370	1/2 page- \$330	1/2 page- \$270
full page- \$780	full page- \$730	full page- \$650	full page- \$550

The Back Page

The back page is a new option that the Daily Egyptian is offering its customers. The advertising spot is 5x3 column inches and includes one color. The price of this spot is \$175 per day. This has grown quite popular because of the high visibility of the spot. Most advertisers will want to sign a contract to reserve that spot for a certain day every week. There is also a \$50 bonus for selling this space for one month. Make sure to coordinate your sales with Sherri.

Back to Campus

The Back to Campus edition of the paper is the largest promotion that the Daily Egyptian runs. This paper is sent to all new students and provided on campus, in dormitories and in fraternity and sorority houses. The rates for this paper are slightly higher, but circulation is larger. This is the largest paper produced with over 60 pages. It contains three sections featuring the campus, entertainment and sports. The rates for this edition change every year, but are always based on 10 inch spots .

Business Analyses

710 Bookstore

General Information

Contact person: Lee Blakenship

Phone: 549-7304

Address: 710 S. Illinois Avenue

of inches 95-96: 3318

'96-97 rate: \$7.90 (2000 inch contract)

Method of Payment: Credit

Products

710 sells a variety of items with the student in mind. Apparel, school supplies, art and architecture equipment, new and used books and an entire computer department comprise 710's product lines. Other various items can also be found including candy, cards and office supplies..

Consumers

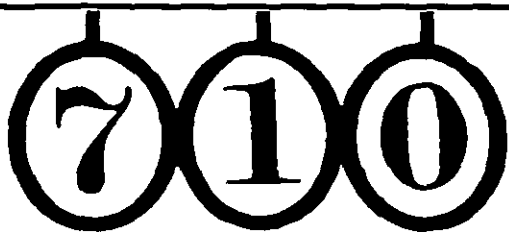
710's main consumers are SIU students. They place almost all of their advertisements in the Daily Egyptian and the Night Life. The focus of these advertisements is also toward the student population. Specific advertisements are aimed at various audiences including graduating seniors, computer owners, and architecture majors.

Advertising Trends

710 is the major advertiser in territory 25. They are very seasonal advertisers running large advertisements in the beginning and end of the semester. Expect approximately 1000 inches the first week of each semester. 710 will also run before promotional weekends such as homecoming and parents week-end. Finally, this client does some advertising before major holidays.

General Conclusions

The managers of 710 are very busy. Make sure an appointment is scheduled and you are on time. They are very good at returning messages when they need advertisements. Be sure you do the same. 710 usually calls you and runs similar advertisements from before, but keep in touch. Make sure you call them every couple of weeks to remind them you are here. When you do go for a visit, always take the most current advertisements that have been run in the Daily Egyptian. This is a very profitable account. Treat it with your utmost professionalism.



Come See Us @ www.seventen.com

Southern Illinois Linux Users Group

in conjunction with
710 Bookstore
presents

Linux Expo '96

This Saturday, November 9

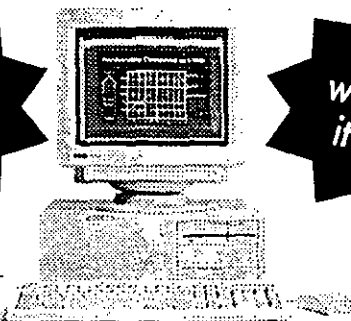
10:00 a.m.-6:00 p.m.

- Showing Linux, a free operating system and its applications to students and the general public **FREE!**

DEMOS IN:

- **Networking:** Setups, Installs, Applications
- **Programming:** C, C++, Java, Fortran, Perl and More
- **Applications:** Web server, Office packages, Mathematica, Maple V, Dos, Windows, Mac OS support
- **Products demonstrations by:** Red Hat, Caldera, Wolfram Research and More

**100's of \$
in FREE
software**



**All are
welcome &
it's FREE!**

**710 S.
Illinois
Carbondale**

**On the
Strip
549-7304**



710 S. Illinois

**BOOK
STORE**

549-7304



**The
diploma
you can
wear.**

Great Savings at 710

April 24-25 11am - 4pm

10k Rings \$30.00 off

14k Rings \$60.00 off

18k Rings \$120.00 off

• As low as \$210.00 (women's gold)

• As low as \$269.00 (men's gold)

• As low as \$139.95 (lustrium)

Jostens®



The two advertisements provided on this page are examples of advertisements targeted at specific audiences. The advertisement to the left was used in the Fall of '96, while the advertisement above was used in the Spring of '96.

Quatros

General Information

Contact Person: Steve Payne

Phone: 549-5326

Address: 218 W. Freeman

of inches 95-96: 2240

'96-97 Rate: \$8.30 (1500 inch contract)

Method of Payment: Credit

Products

While Quatros is generally known for their pizza, they also have many other items on the menu. After advertising changes in the fall of '96, Quatros started promoting such items as salads and pastas. Quatros also serves a variety of sandwiches and other lunch items. The menu here has always been diverse, but focus was never given to the other items. This may be a new avenue for more advertisements.

Consumers

Quatros has a wide customer base and advertises using many different media. Other than the Daily Egyptian, Quatros advertises in the Southern Illinoisian and on radio and billboards. The focus of these advertisements differ according to media. The Daily Egyptians advertisements are focused on the student body and the faculty who go out for lunch. Quatros values the customer base the university has and provides the advertising dollars to support it.

Advertising trends

Quatros runs at least one 2x5 advertisement every day, with two 2x5 advertisements running on Mondays, Tuesdays, Wednesdays and Thursdays. These advertisements used to just focus on pizza and pitcher specials, but in the Fall of '96 these trends changed. At that time, Quatros started to run advertisements for their pastas and salads. These advertisements were aimed at the health conscience consumer and usually toward women. These are supplemental to the pizza advertisements, not replacements.

Quatros schedule of advertisements is provided below.

Monday- Standing Pizza deals + Whole wheat crust pizza
Tuesday- Standing Pizza deals + Quatros salads
Wednesday- Standing Pizza deals + 99 cent pitchers
Thursday- Standing pizza deals + Quatros pastas
Friday- Standing Pizza deals

General Conclusions

Quatros is a very good customer, but they are very particular about their advertisements. They like a lot of spec advertisements and expect them. Mr. Payne does not like to run the exact same advertisements all of the time, so always be thinking of new ideas. On your first visit make sure you call for an appointment, are dressed professionally and already have some ideas for new advertisements. Also, take out his folder to discuss any old advertisements he may want to run. This is the most consistent and time consuming client in territory 25, so work hard.

Quatro's

Original Deep Pan Pizza

More Than Pizza

Lasagna

Vegetarian Lasagna

Spaghetti

Meatballs



(meatless sauce on request)

222 West Freeman Campus Shopping Center

Fast Free Delivery

549-5326

The advertisements on this page

were all used in the Fall of '96.

Each focuses on a different product

of Quatro's.

Quatro's

Original Deep Pan Pizza

Original

Whole Wheat

Crust Pizza

After 4pm

Mondays Only



You've Never Had Anything Like It!

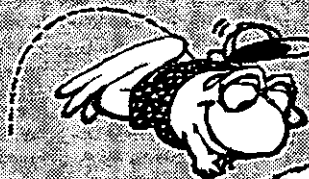
222 West Freeman Campus Shopping Center

Fast Free Delivery

549-5326

Quatro's

Original Deep Pan Pizza



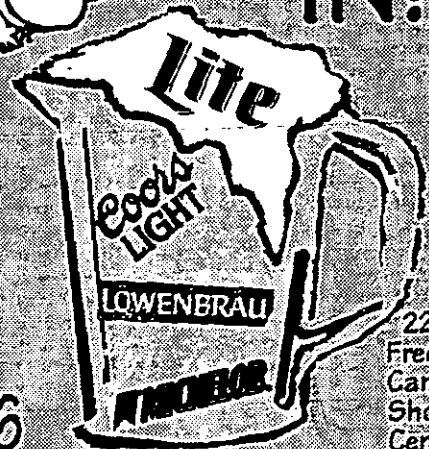
DIVE IN!

Every Wednesday

99¢

Pitchers

549-5326



222 W. Freeman Campus Shopping Center

Enjoy Pitchers of Draft Beer or Soda All Day with the Purchase of a Medium or Large Pizza (Limit 2 Pitchers per Pizza)

Stix

General Information

Contact person: Gary Aldridge (Bar)
Dave (Pizza)

Phone: 549-5370
Phone: 549-7849

Address: 517 S. Illinois Avenue

of inches 95-96: 510

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Credit

Products

Stix is typically known as a drinking establishment, but also includes a full time pizzeria. The bar section of Stix serves a variety of alcoholic and non-alcoholic drinks while also providing pool tables and a dance floor. The pizzeria is located at the front of Stix and is open all day long. It serves many types of pizzas and breads.

Consumers

Stix main consumers are the students at SIU. All of their products and specials are aimed at this target market, as are their advertisements.

Advertising Trends

Stix pizzeria advertises a great deal at the beginning of the school year, but then stops doing individual advertisements. They then begin to include their advertisements with the bar, which runs on Wednesdays and Thursdays. Stix does not advertise on Fridays unless they have a special promotion.

General Conclusions

Stix will generally run the same type of advertisements and borders, but they like different graphics. Many times all you will receive will be the copy so know what they usually run. Don't just place the copy in a border without providing some more interesting elements. Stix generally prefers advertisements with black or gray backgrounds or anything that will make their advertisement a little different.

Stix

Bar, Billiards and Pizzeria

"Kinky Drink Party" Dating Game Contests CASH PRIZES!!!



- \$1.00 Domestic Btls.
- \$1.00 Jumbo Drafts
- \$2.00 Frozen Chocolate Kisses
- \$1.75 Buttery Nipples
- Sex on the Beach
- Blow Jobs
- Silk Panties
- Slow Screws

Non-Alcoholic drink of the week
"Fruitabulous Freeze"

"Proudly Participating in the Fall Safety Challenge"
(Please Party Safely)

Stix

Bar, Billiards and Pizzeria

Customer Appreciation Night! Almost Everything \$1!

\$1.50 Pitchers of Bud Dry & Miller High Life

First 50 People receive a free
yellow carnation!

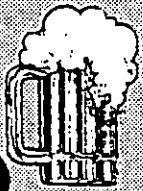
Prizes, giveaways and more!

"Proudly Participating in the Fall Safety Challenge"
(Please leave Party Safely)

Stix

Bar, Billiards, & Pizzeria

Wednesday Specials



- \$2.00 Imports
- 75¢ Speedrails
- \$1.00 Domestic Bottles
- 50¢ 9 oz. Drafts
- \$1.00 Jumbo Drafts
- \$2.50 Pitchers

Excluding Honey Brown & Killians Red

Stix

Bar, Billiards and Pizzeria

\$1 NIGHT Almost Everything!



We Now Have NTN
Interactive Trivia-Free to Play!

"Proudly Participating in the Fall Safety Challenge"
(Please Party Safely)

The three advertisements with black
backgrounds were used in the Fall of '96.

The one with the grey background was
used in the Summer of '96.

El Greco

General Information

Contact person: John Miller

Phone: 457-0303

Address: 516 S. Illinois Avenue

of inches 95-96: 568

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Credit

Products

El Greco is a Greek restaurant featuring gyros, sandwiches, pastries and many other Greek foods. They also have weekday specials and many types of drinks available including beer and wine.

Consumers

El Greco serves a variety of people including the student body, faculty and staff at SIU and the lunch crowd on the strip. Their menu offers a wide variety of items for both the health conscience and vegetarian customers.

Advertising Trends

El Greco runs two or three times every week rotating which advertisements they run. There are seven different advertisements featuring their specials, their delivery service, and a coupon. At the end of each week call for the advertisements to be run for the next week. El Greco will be a consistent account throughout the semester, but is very flexible. Be sure to contact them regarding any promotions that may be run. They are open to ideas.

General Conclusions

While El Greco is a constant account, make sure you stay in touch with them. When calling or visiting try to reach them at about 2:30 p.m. El Greco runs the same advertisements frequently but enjoys any new ideas you may have, so try them out. This is a very flexible account, be creative and have fun with it.

These four advertisements feature El Greco's variety in menu. Each were run in the Fall and Summer of '96.

EL GRECO
 457-0303 • 516 S. Illinois

50¢ OFF

ALL GYROS & GYRO PLATES
 Not Valid on Delivery

Offer Ends Today!



5 1 6
 S. ILLINOIS AVENUE
 457-0303

EL GRECO

CHICKEN IN A PITA
 MUSHROOMS, MEDIUM DRINK
 ONLY
\$4.65



Gyros
 No buns about it...
 the best beef in town!

Hours:
 12-12 Sun.
 11-12 M-Th
 11-2 F-Sat.

An abundance of choice beef with Greek seasoning, ripe tomatoes, fresh onions, rich sour cream, served steaming on pita bread

EL GRECO

We deliver until 11pm
 457-0303/0304 516 S. Illinois Carbondale

EL GRECO

457-0304
 457-0303
 516 S. Illinois

KEFTES
 (Greek Burger)

FRIES
 &
 Med. Drink
\$4.10



USA Postal / Borgsmiller Travel

General Information

Contact Person: Dirk Borgsmiller

Phone: 529-5511

Address: 702 S. Illinois Avenue

of inches 95-96: 470

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Credit

Products

USA postal and Borgsmiller travel are owned and operated by one man, who is your contact person. USA Postal features many different shipping, packaging and mail box services including Yamato and UPS. They also sell all supplies needed to perform these services including envelopes, boxes and packaging.

Borgsmiller travel is a general travel agency for all of Carbondale. Their main services for students include holiday travel packages, Amtrak tickets, and spring break trips.

Consumers

These two businesses serve the entire Carbondale community. Their advertising is spread through various media targeted at different audiences. While SIU is a target market, Japanese and other international students are specifically targeted by their advertisements. Dorm students are also seen as a main target market because of their proximity to the two businesses.

Advertising Trends

USA Postal will run large advertisements at the beginning and end of every semester including the back-to-campus edition. They also engage in competitive advertising with Mail Boxes Etc. Be aware of this during peak advertising times. The travel agency advertises before major breaks, especially before Christmas and Spring break. Look to USA Postal to be more active in the Daily Egyptian.

General Conclusions

Mr. Borgsmiller is very hard to get a hold of. Don't expect your phone calls to be returned all of the time. He will make time when you go to visit, which is the best way to get a hold of him. He is always at the travel agency so don't look for him in the postal service. When you go to see Mr. Borgsmiller make sure you have a general idea of what the advertisement will be comprised of. A thumbnail is usually helpful.

All three of these advertisements were run in the Fall of '96. Each features a different aspect of the two businesses.

USA POSTAL CENTER

- UPS Shipping
- Packing Supplies
- International Shipping
- Overnight Mail
- Express Mail

COMPARE OUR LOW UPS PRICES
(No Coupon Required)



米國ヤマト運輸

Yamato-Carbondale's Official Representative
Next to 710 Bookstore • 702 S. Illinois Ave.
9a.m.-5:30p.m. Mon-Fri / 9a.m.-2p.m. Sat • 549-1300

Borgsmiller

TRAVELS
P.O.C.

Visit Borgsmiller Travels!
Buy an Amtrak ticket & register to win a second ticket FREE!

AMTRAK

529-5511 • 702 S. Illinois Ave



SKI TRAIN

Starting at

\$369

January 6 - 11

- FREE SKI LESSON
- Amtrak Chicago to Winterpark, CO
- Accommodations in 2 Bedroom Condo with Fireplace, Jacuzzi, Indoor Pool, More...
- 2 Day Lift Ticket
- Transfers

Borgsmiller

TRAVELS

529-5511

SKI AMTRAK

Gatsby's

General Information

Contact Person: Linda Parrish

Phone: 529-1980

Address: 610 S. Illinois Avenue

of inches 95-96: 178

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Credit

Products

Gatsby's is a local drinking establishment that features a large amount of pool tables and a dance floor.

Consumers

Gatsby's main consumers are the students at SIU. All of their products and specials are aimed at this target market as are their advertisements.

Advertising Trends

Gatsby's doesn't run in a usual once or twice a week pattern, but does advertise special promotions. Stay in touch and remind them that specials help pick-up business.

General Conclusions

Gatsby's is an inconsistent client, but will run when they have specials. When you go to visit Ms. Parrish, call to see if she is busy or not. She is also the manager of Ruthies and that is where you will have to go to find her.

GATSBY'S
III
Bar & Billiards
WED OCT 30TH
HALLOWEEN BASH
\$1 NIGHT
\$1.50 PITCHERS

These two advertisements feature special promotions
 by Gatsby's. They were both run in the Fall of '96.

GATSBY'S
III
Bar & Billiards
\$1 Night
\$1.50 Pitchers
80's Revue
 610 S. Illinois 549-9234

Rosetta News

General Information

Contact Person: Mike Builla

Phone: 457-5410

Address: 210 W. Freeman

of inches 95-96: 270

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Credit

Products

Rosetta news contains many different reading materials and accessories. A large variety of newspapers, magazines and books are also available on a variety of topics.

Cappuccino, espresso, foreign and art videos and used text books round out the selection.

Consumers

Rosetta News caters to many different customers around the community.

Hobbyist, and special interest groups can find literature in many different topic areas.

SIU students are also targeted by Rosetta News used text book section.

Advertising Trends

Rosetta News advertises a great amount at the beginning of the semester and in the Back-to-Campus edition. Additional advertisements will come at the end of the semester. Throughout the year, Rosetta news is pretty stagnant.

General Conclusions

Rosetta News is a very profitable account, but must be handled carefully. Past problems have caused some friction with this business. Use many different fonts and box types to supply variance in their advertisements. Also, make sure all logos and graphics are crisp. Though there are two managers, make sure Mr. Builla O.K.'s all of the ads. He makes the final decisions and was an advertising major. Finally, you might write down all specifics and have him sign it before you start.

Rosetta News [&] Books

A Community Bookstore!

August Special

10% OFF

**Assigned Class books in stock
ENG, HIS, PHIL, C&P, ANTH & Many More!**

NEW YORK TIMES Same Day Every day

*Featuring: New Fiction, Women's Studies, Theory
and Many More Fine Books!*

Over 4500 different periodicals, journals
and magazines!

**Over 1,000
foreign & art
Videos!**

We also have espresso & cappuccino drinks!

Hours:

Mon-Sat
Sunday

9am-10pm
10am-8pm

Rosetta News
Gift Certificates
make great gifts!



Located down from Quatro's
in the Campus Shopping Center
(618) 457-5410

Mane Effects

General Information

Contact Person: Brian Heil (B+L Photo)

Phone: 529-2031

Address: 200 W. Freeman

of inches 95-96: 88

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Prepay

Products

Mane Effects is a hair salon that serves both male and female clients. Mane Effects offers a wide variety of services from cuts to perms to special occasion hair styles. A variety of salon products are also available at the saloon.

Consumers

Mane Effects serves the entire Carbondale Community focusing on different segments at different times of the year.

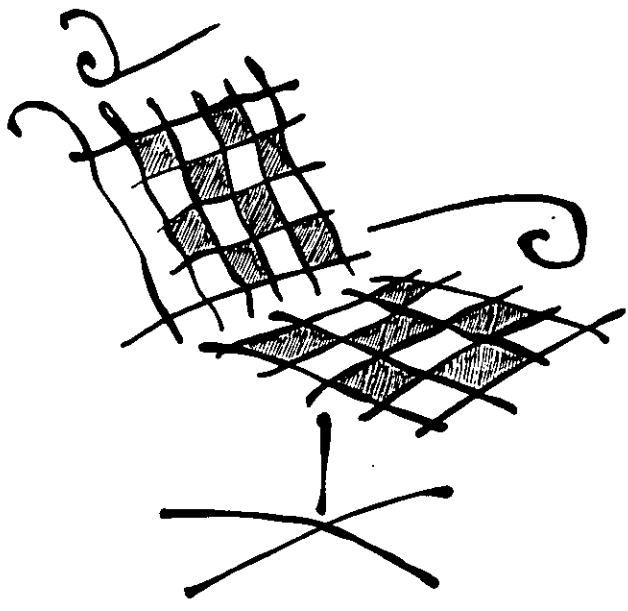
Advertising Trends

Mane Effects does the majority of its advertising at the beginning of the school year. This usually includes five straight days of advertisements during the second or third week of school. After this, advertisements are spread out to special weekends such as homecoming and the Miss Eboness pageant.

General Conclusions

Mane Effects advertisements come camera ready. Be careful to take care of these advertisements. They are already designed and ready so little work is required. This is a client that will advertise if you offer them the discounts. Be sure to show them the various ways they can save money.

Take a Seat...
You'll see the Difference



MANE EFFECTS
HAIR CUTTERS
Campus Shopping Center
549-6263

This is the primary advertisement that Mane Effects uses. It was run in the Fall of '96.

Words Perfectly

General Information

Contact Person: Terry Mathias

Phone: 457-8655

Address: 103 W. Walnut

of inches 95-96: 110

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Prepay

Products

Words Perfectly offers computer, data procession and editing services. They specialize in dissertation and resume presentation. This store offers many of the same services as kinkos but on a smaller scale.

Consumers

While the entire student body is targeted by Words Perfectly, graduate students and seniors are specifically targeted in their Daily Egyptian advertisements.

Advertising Trends

Words Perfectly runs in two or three week intervals with two or three advertisements each week. These are usually timed to appear when dissertations are due or resumes become important. One of four advertisements dealing with these two topics will be used each time.

General Conclusions

This is an ongoing account that will provide some extra inches when your not expecting them. Though you need to call and remind Mr. Methias about the Daily Egyptian, he will usually get in contact with you during his busiest times. He is very easy to work with and uses the same advertisements every semester. Be aware of what they are before you get in contact with him.

GRAD STUDENTS

**Need help preparing your
Dissertation, Thesis,
or Research Paper?**

Editing & Proofing

APA ♦ MLA ♦ Chicago ♦ Turabian
★ Grad School Approved ★

Word Processing

Text ♦ Tables ♦ Graphs
from disk, text, or hand
Laser print, fast service

WORDS!
Perfectly ●

457-5655

Also: Complete Résumé Services

These are two of the four advertisements that Words perfectly runs. They feature the stores most prominent services. These advertisements were used in the Fall of '96.

Need a Résumé?

- Prepare your first résumé
- Critique your current résumé
- Upgrade your current résumé
- Cover letters
- Reference sheets

**Only one local service provides the
professional advice you need and the
top-quality laser originals you want**

WORDS!
Perfectly ●

457-5655

Also Word Processing and Editing

Shawnee Trails

General Information

Contact Person: Rick Reeve

Phone: 529-2313

Address: 222 W. Freeman

of inches 95-96: 223

'96-97 Rate: \$9.25 (open rate)

Method of Payment: Prepay

Products

Shawnee Trails provides the outdoor activist with anything needed for kayaking, canoeing, climbing and camping. Birkenstocks, Vasque and other named brand outdoor shoes are also provided by this business.

Consumers

Shawnee Trails targets people who live for the outdoors and like to try new things. Their Birkenstock advertisements are aimed at the entire student body, focusing on the trendy shoe.

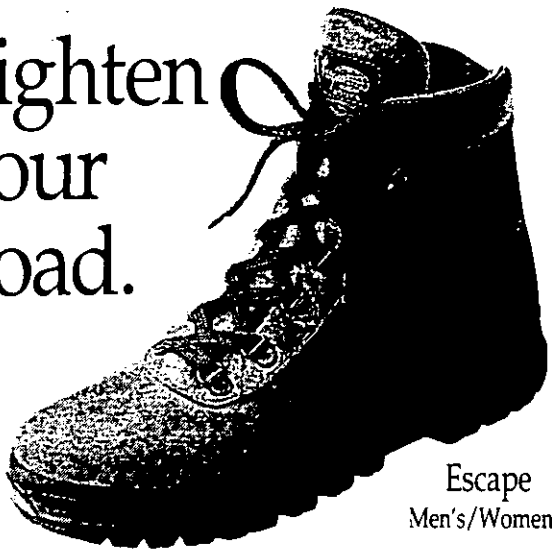
Advertising Trends

Shawnee Trails advertises once a week during warm weather, featuring a different Birkenstock shoe each week. When it begins to cool down advertisements are less frequent except during special promotions, the holidays and their anniversary week in late October.

General Conclusions

Shawnee Trails is a flexible customer who provides all of the graphics and copy for their advertisements. Check in on a weekly basis to decide which advertisement will run. Also, always bring the folder with you so Mr. Reeve can also choose from old advertisement. Finally, Shawnee Trails does a lot of cooperative advertising, be aware of this when they ask you for tear sheets.

Lighten
Your
Load.



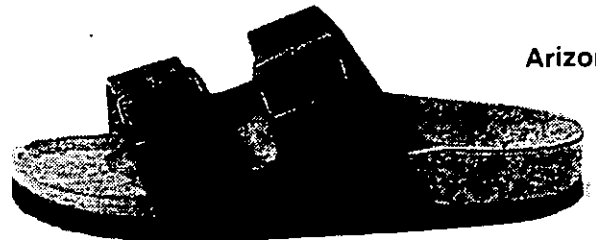
Escape
Men's/Women's

Hit your next trail with the light approach. At 2lb. 11 oz., the VASQUE[®] Escape is lighter and more flexible, while still providing steady support and protection. Single-piece, waterproof leather construction keeps your feet dry and comfortable, while an extra-rugged sole promises secure climbs and descents. So now even the most treacherous trails can be taken lightly.

SHAWNEE TRAILS
Campus Shopping Center
529-2313



The original
comfort shoe



Arizona

BIRKENSTOCK[®]
SHAWNEE TRAILS

© 1996 Birkenstock is a registered trademark.



Campus Shopping Center
529-2313



The top two advertisements feature two of Shawnee Trails most popular brands. The third advertisement is for their annual anniversary sale. All three advertisements ran in the Fall of '96

17th Anniversary Sale

Now Thru October 27

Store Wide Sale!!!

10 - 50% OFF



Skiwear - Canoes - Boots - Climbing & Rappelling Gear
- Socks - Thermal Underwear - Fleece - Stoves -
Sleeping Bags - Packs - Tents - Knives - Kayaks -
Birkenstocks - and Much, Much More!

Shawnee Trails

222 W. Freman; Next to Quatro's

529-2313



All Sales Final • Hours: 10-6 Mon.-Sat.; Noon to 5 Sun.

