



CISCO PARTNER MARKETING SERVICES PROGRAM: PRINT ADVERTISING GUIDE

Leverage Print Advertising for Brand Awareness and Lead Generation

Strategic/Ampersand Inc., in conjunction with the Cisco Canada Channels Marketing team, provides partners with information on creating a print ad campaign, as well as providing customizable ads for specific technology solutions.

How it works

Strategic/Ampersand Inc. will meet with the partner to discuss overall campaign objectives, target audience and desired spend levels. Based on the partner's budget, Strategic/Ampersand Inc. will develop a media plan for approval. Once approved, Strategic/Ampersand Inc. will be responsible for booking the advertising space. The agency will customize the selected print ad(s), size each ad according to publication specifications and handle all material trafficking.

The partner will be billed for all production costs and advertising space by Strategic/Ampersand Inc.

Tools

- This print advertising guide.
- Pre-designed full-page ads on specific technology solutions.
- Partners can customize ads with a logo, call to action, contact info and sizing. Fees associated with customization vary (\$200 - \$450 per ad, per publication).
- Market research and media planning. Fees range from \$1,500 - \$7,500, but are waived with a minimum placement of \$15,000 in commissionable media.

Pre-produced Print Ad Topics

- Unified Communications
- Security
- Wireless

Print advertising is a great way to build brand awareness, differentiate your brand, or promote special offers and events. This guide will provide you with a brief introduction to print advertising, and how the Cisco® Partner Marketing Services Program can help you design and implement a campaign.

Print Advertising: The Basics

We've all seen plenty of print ads; odds are, you see dozens of them every day. That's why the best advertising is designed to cut through the clutter, and reach audiences with a compelling value proposition. On a more subtle level, through appearance and tone of voice, ads can help establish a distinct brand image.

One of the advantages of print is that it's very easy to target your message through the use of niche publications. Local business and technology journals, for example, provide an ideal way for Cisco partners in many parts of the country to concentrate on audiences most likely to purchase networking equipment.

The largest factor influencing the cost of print advertising is the circulation of the publication. This is another reason why niche publications are often a wise choice; they typically have a smaller readership than newspapers and general-interest magazines, but they're also more focused, so advertisers are not wasting money reaching out to college students, airline pilots, and other unlikely prospects.

On the other hand, if the goal is to build brand awareness, advertising in the business section of a regional newspaper might make sense. Determining the best approach requires careful analysis of the local market, the advertiser's short-term and long-term goals, and the resources available to purchase ad space.

Once a business decides where to place its ads, it must determine their precise specifications, and adjust the ad accordingly. A full-page ad in one publication, for example, will not necessarily be the right dimensions for a full-page placement in another publication.

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Quick Links

Cisco Partner Central

<http://www.cisco.com/web/partners/index.html>

Cisco Partner Marketing Funds

<http://www.cisco.com/web/partners/market/funds/index.html>

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Getting Started

Strategic/Ampersand Inc., in conjunction with the Cisco Canada Channels Marketing Team, has developed a catalog of customizable print ads promoting the benefits of advanced security, unified communications, wireless networking and other technology solutions.

These ads are not Cisco ads, but partner-driven ads, allowing you to customize the design to support your brand and specific calls to action. They can also be resized to meet the requirements of individual publications and media placements.

Customization with a logo and call to action, along with sizing for a full-page placement, typically costs \$400. Strategic/Ampersand Inc. has agreed to waive the fees associated with media planning (\$1,500 - \$7,500) when handling commissionable media placements of \$15,000 or greater (resizing of ads for multiple publications will incur additional charges).

This unique program gives Cisco partners access to professionally crafted ads, as well as the services of experienced media buyers. In addition to developing a media plan, Strategic/Ampersand Inc. will negotiate with publications for the best possible advertising rates.

Next Steps

For more information, contact Strategic/Ampersand Inc. at printad@stratamp.com, and discover how your company can benefit from a cost-effective print advertising campaign.