

WANT TO GET ATTENTION?

# BE BOLD. SIMPLE. SURPRISING.

To catch a reader on the newsstand, you get about a second from distances of 3-6 feet.

## THE RULES

### Content counts

Look for things that readers want, not just what's on section fronts.

### Don't tell readers what they already know

For instance, sports fans may already know the score.

Tell them something they can only get from reading your paper.

### Key words in big type

Is it more important to say what happened than to tell readers the name of the section.



## COMPETING STRATEGIES

### REMEMBERABILITY

The ability to leave an immediate impression that sticks in the brain, like impact, except longer.

### LOTS-O-STUFF

Giving the impression of having many things to read. Oodles of entry points. Editors like stuff.



USA Today is the king of the Lots-o-stuffgets as many entry points above the fold as possible. This is hard to do well without giving readers seizures from overstimulation. The Virginian -Pilot cover, at left, is one of the more memorable promos in recent papers.

# TOP IT OFF WITH WIT, ART, INTELLIGENCE.



St. Louis Post-Dispatch



San Jose Mercury News



San Francisco Chronicle



Beaver County Times