

The role of inserted printed advertising design and production in the daily newspaper to improve the quality of advertising message concept

Prof. Galal Ali Sallam

Professor at Printing, Publishing and Packaging Department Faculty of Applied Arts- Helwan University

sallam_galal@yahoo.com

Assist. Prof. Dr. Heba Abdel Mohaimen Awad

Assistant Professor and Acting Director of the Department of Advertising Faculty of Applied Arts - Damietta University

hebaawad13@du.edu.eg

Researcher. Ahmad Abdelhameed Ahmad El Gharbawai

Deputy Director of Technical Execution Department Al-Ahram Commercial Press

elgharbawai@yahoo.com

Abstract:

This research aims to provide a systematic scientific picture of the design and production of printed advertising integrated in the daily newspaper where advertising is different in our time is a necessity of life indispensable, as the main process in communication between the advertiser and the recipient, one of the most important marketing and promotional activities of products and services where it contributes to strengthen the personality of the service or product and affirms it in the minds of the masses and affects their purchasing power, and therefore deserves the design and production of printed advertising integrated in the newspaper to pay due attention and attention in terms of keeping pace with development, innovation and trade The hand which would attract the attention of the forum is always to follow the announcement and keep it. The integrated advertising in the newspaper is one of the important advertising areas that must be addressed by study and research, where it is not rarely shed light where it allows the advertisement integrated newspaper newspaper advertisers to address their products by explaining and analyzing and clarify its advantages and influence the target audience in order to benefit the advertiser may not be available in the ad problem The printed advertising in the newspaper is an important part of the policy of advertising campaigns planning, as it is an important communication medium between the advertiser and the forum. Targeted to convey the advertising message in order to change and enhance the views of recipients. The printed advertising integrated in the newspaper is of great importance to both the recipient and the advertiser and the press institutions.

The printed advertising integrated in the newspaper is considered one of the most important advertising media because of its wide spread and regular attachment and distribution with newspapers.

Keywords:

Inserted printed advertising, The daily newspaper, Advertising message