



Role of advertising messages' placements in Nigerian print media business development: A content analysis of punch newspapers between January 2015 -December 2019

Ojo, Titiloye Oyeyinka¹, Ayobolu, Yetunde. O². and Ishola Aransiola James³

^{1,2}Department of Mass Communication, KolaDaisi University, Ibadan, Oyo State, Nigeria.

³Department of Business administration, Koladaisi University, Ibadan, Oyo State, Nigeria

Email: ojo.titiloye@yahoo.com

Abstract

This study examined the role of advertising messages' placements in the business development of Nigerian print media with special focus on Punch Newspapers commercial activities. The research design adopted for the study was Content Analysis using Code sheet as instrument for data collection. The Punch Newspapers was purposively selected while composite week sampling technique was used to select weekday editions but excluded weekend editions of the selected newspapers. A total of 516 newspaper issues were found, coded and analyzed using inferential statistics. This study was anchored on the Persuasion and Social Responsibility theories. The study found out that advertisement placements are relevant to the commercial growth of the selected Newspaper organization and that the advertisements that were based on the combination of both messages and images had the highest distribution of 97.9%, this indicated that the combination of these two makes visualization to be more effectively induced than when only one strategy is used. In addition, the study revealed that newspaper advertisements had the highest percent among the content adverts and these enhance print media business development. The study recommended that the print media management as part of their strategy should include new advertising trends influenced by internet capable of improving their online versions of the daily papers in a bid to provide rising advertising income for their budgets. Secondly, print media management should crave for adverts that are creative in designs, qualities and presentations in order to encourage more patronage. Thirdly, advertisers should strive to improve on their combination of contents and images such that will enhance balance experience attraction. Finally, sprint media owners should encourage advertisers to always bid for full page adverts since it is captivating to audience as well as bettering organization profits. The implication of this study is to expose print media organizations to the effectiveness of advertisements' placements as life blood for business development and sustainability.

Keywords: Advertising messages, Business Development, Print media, Advertisements' placements, Punch Newspapers

1.0 Introduction

The word advertising has become a phenomenon that need to do with our social, economic and political life. With the dawn of a new information era, it has become

much more of an essential constituent within establishments or organizations globally. It remains the only powerful weapon that connects individuals or group of people with the world of commerce, industry and

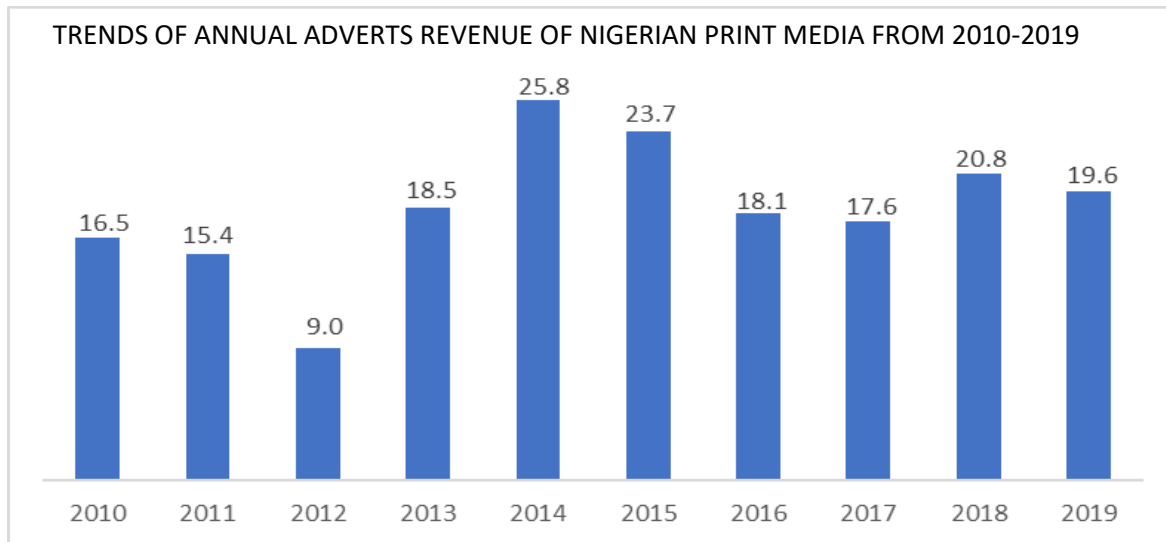


political landscape. The presence of advertising is unavoidably felt around the world as it has already been embedded into societal social practices. It is, of course, through the art of advertising that some aspects of societal customs and beliefs have been reflected (Ayoola, 2013).

According to Ikaria-Maina (2014), advertisements have some pervasive effects over every individual in the society as it becomes so evolve in people daily activities. In their research estimation, Johannessen, Balteiro, Maldere and Krasnovs (2010), claim that humans averagely get exposed to almost 5,000 – 8,000 commercial advertisements every day. Therefore, advertising involves processes carried out to disseminate information about products or services with intention to make known, convince and persuade a specific target audience(s) to use the products or services (Okiyi & Eteng-Martins, 2015). In addition, Advertising Practitioners Council of Nigeria (APCON) News (1997) explains that advertising is a form of communication through the media about products, services and ideas but paid by an identified sponsor. Yet in advertising, messages about products or services are transmitted through various advertising channels which could be print or electronic media. Before the advent of the electronic media, print media have served human society in the dissemination and exchange of information. Examples are of such Print media are Newspapers, Magazines, Newsletters, Scholarly Journals

and other news materials that are physically printed on paper (Zafar, 2016). The scholar contends that they could be read at any available time and even kept for record purposes. Burtenshaw, Mahon and Barfoot (2006) identified posters, ambient media, newspapers and magazines advertising. Among these print media, the newspaper has been one of the oldest advertising media. Oyekunle and Tiamiyu (2010), mention that the newspapers have certain beneficial features that endears it into the heart of readers. First, reading is convenient at leisure time without any mental constraints. Secondly, opportunity to give the messages more scrutiny than any other advertising media. Finally, newspaper has a permanent nature and wide accessibility which makes information easier reading and accessible.

The major reason for media reliance on advertising revenue is economy because the viability and profitability of any print media organization especially in Nigeria hugely depends on its advertising revenue strength. Most print and electronic media would not have been in business if not for the revenue generated through advertising. Adverts revenue helps to reduce cover prices of newspapers, helps expanding their operations and reach, prompt payment of staff members salaries and allowance, helps newspaper in planning their agenda setting functions objectively and makes them to stay in business (Nwabueze, Ezebuenyi & Ezeoke, 2012).



Source: Media facts book 2019

The above figure shows the trends of advertising placements in Nigerian print media from 2010 to 2019 as recorded by Media Facts Book (2019). From the foregoing, it is evident that without advert revenue most newspapers in Nigeria would have found it difficult to survive. It will not be out of place, however, that advert revenue is enormously subsidizing the prices of Nigerian newspapers. Of course, the figure is a testament that without advert revenue, most media organizations especially privately owned ones may no longer be in business to compete with government-owned. Since advert revenue brings more money to the print media, it allows greater coverage, larger audience and also attract bigger and richer advertisement sponsors.

Despite the vulnerability of the advertising profession on the print media business, there is need to investigate the impact of advertising via advertisements on the growth and development of Nigerian print media business with a special focus on the Punch Newspaper Limited as one of the foremost print media in Nigeria. The following

objectives are raised in order to achieve the goal of the study:

- 1.To investigate the types of advertising messages' placements that are rampant in the selected print media.
- 2.To determine the page that has the highest placements of advertisement messages' in the selected print media.
- 3.To confirm if the print media enjoy higher patronage of advertising messages' placements than other media of communication.
- 4.To know the degree of advertisements page distributions in the selected print media.

1.Literature Review

Concepts of advertising and advertisement: The synergy

According to the American Marketing Association (2011), advertisements' placements are described as forms of announcement or persuasive message by business firms, non-profit organizations, government agencies and individuals who seek to inform or persuade members of a particular target market or audience(s) into creating interest in a product, service or initiative. Advertising is one of the most



influential tools of communication capable of delivering information through persuasive and educative messages worthy of creating selling impacts (Dhar, 2011). Durmaz (2011) established that the impact of advertising on the society can be viewed from two perspectives- social and economic-impacts. The scholar further emphasized that advertisements do have social responsibility programmes that concern human socializations.

Advertising shapes people attitudes, society and influences consumer behaviours through advertisements on media of communication. Belch and Belch (2001), agree that the greatest impact on the evolution of advertising is on the economic growth, boosting consumption and increasing products and services awareness using the tool of advertisement. Advertising serves as a channel of information dissemination and presumption for the market feedbacks, in essence, advertisements are meant to arouse interests and attract attentions. Ademilokun and Taiwo (2013), explain that newspaper advertisements have been described as having a well-designed structural composition, full of inspiring texts and pictures capable of attracting audience(s). Cook (2001), observes that the reason for the continuous change in the structure of the concepts may be attributed to the inner dynamic nature of societies as well as modifications that normally occur in other genres within which the intentional messages of advertisements would be entrenched.

Basically, it is assumed that the entire forms of announcement placed in the media have tendencies of notifying readers or listeners about the societal happenings, likewise, advertisements represent some forms of communication that are systematically designed to enhance people's perceptions

and stimulate their ways of thinking. In a nutshell, the art of advertising and advertisement is simply understood as any forms of media announcements directed to the general masses which involves various commercial or non-commercial patterns of marketing products, occasions, ideas, political organizations, professions and others (Nwoye, 2012). With the dawn of the information technology, advertising and advertisements have become much more of an essential constituent within the media establishments globally and as well as seen as means that connect individuals with the worlds of commerce and politics. The advocates of these concepts claimed that the business is one decisive factor that is capable of fueling economies and standing for the capitalists' ideology worldwide. Advocates seeing advertising and advertisements as that powerful as the media in such a way that the media has always been associated with the corridors of power, the world of entertainment, the construction of public opinions, promotion of socio-cultural, economic and political ideologies (Alozie,2010).

Advertising as effective income source for Print media

The concept of advertising has been viewed from diverse perspectives by different scholars and professional bodies. Advertising Annual (2000) by Advertising Practitioners Council (APCON) described advertising as a large and competitive industry occupying a very important position in most developing and developed economies. With a plethora of brands on offer, the need to inform, persuade and convince the customers is becoming increasingly important especially in the media business. The consumer of media contents could either pay for what he consumes as in satellite television or

newspapers among others. According to Ibikunle and Omotayo (2016), the payment could be done on his behalf by advertiser who pay for advertising messages inserted in the media to reach the consumers, examples of this include electronic and print media whose income are largely derived from advertising revenue. In essence, advertiser's money on advertisements' placements is usually used in subsidizing the prices of newspapers' titles. The print media in Nigeria would have probably cost three times of their prices if not for the advertising revenue.

Advertising has not only become an integral part of man's socio-political and economic life, but has also grown both as business activity and as a profession. It is now a conscious daily activities and experience which man cannot ignore whether as practitioner, advertiser or consumer. When the print media prosper financially, it is because advertisers recognized them by patronizing them. Agbamu and Nwamuo (2009), establish that revenue from

advertisements represent a growing source of media finances in different parts of the world. In Nigeria, many corporate organizations spent huge sum of fund on advertisements annually and as a communication phenomenon, advertising plays key role in the development of human society.

This vital role manifests easily in the spheres of information which is central to the advancement of humanity. Therefore, the major tripodstand upon which every print media lean is continuous advertising industry patronization (Okoro, 2008). For instance, the selected print media annual advertisements' placements generated as income during the study periods as shown below revealed that the placements income for 2015 was 10% higher than 2016. However, 2017 advertisements income was the highest with about 85% than 2016 due to better socio-economic situation of the country as at that time, but dropped by 40% in 2018 and rose again by 25% in 2019.

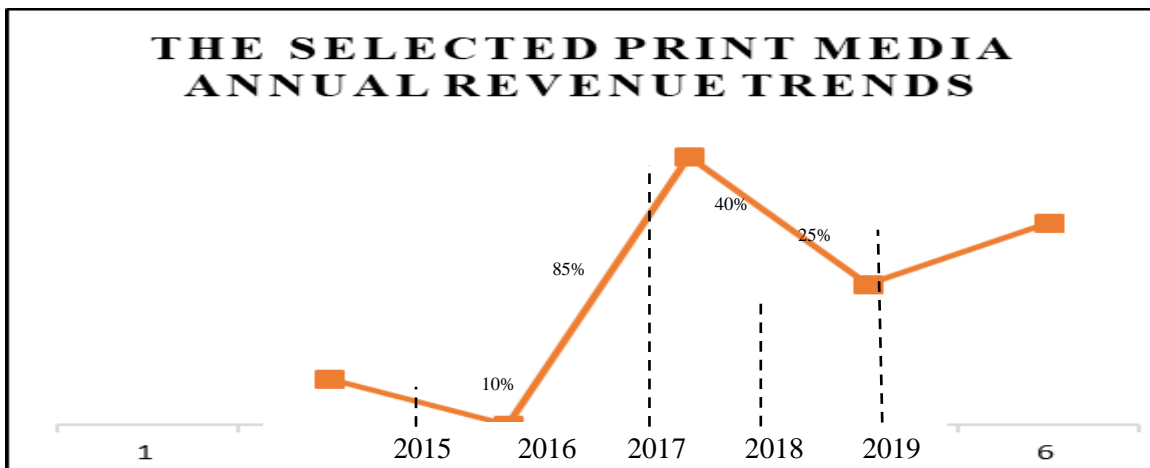


Figure 1: Trends of Annual Advertisements' placements generated as income during the study periods for business development

According to Nwabueze (2011), in Nigeria, advertorials yield much money for the print media and he further observed that

politicians use advertorials a lot to counter or oppose their opponents at Local, state and Federal levels while other organizations



utilized advertorials to promote their interests. Due to poor economic situation of the nation, the major source of revenue for print media is advertising because it established the credibility of the brand and reinforces the brand loyalty of the customers.(Okolie, 2011). The advantages of advertising through the print media can be more than those of electronic media. For instance, the singular visual appeal of the message and language content conveyed through the print media coupled with the audio-visual designs seems to be more magnificent than that of the electronic media. The usual printed advertisements are sure to catch the eyes of readers subconsciously even when they are not looking for them.

Dewitz (2007), remarks that people who were exposed to the printed newspapers advertising are higher because of its contents than that of online version. They are well structured and capable of triggering controlled responses in the minds of the readers. The scholar contended that the print media has a longer engaging power which holds a reader interests till he turns the page, this means that the new trend o reverting to electronic media by most companies has actually made print media adverts more effective because due to less demand of printed adverts, there is more available space in newspapers that call for better adverts placements that can facilitate the attention of the consumers. Whereas in the past, there used to be several small adverts cramped to appear on the front pages but today , one or two large ones could be seen at the front page with more effective colour printing aesthetics due to the trend of online media (Zafar, 2016).

2.Theoretical Framework

Social Responsibility Media Theory

The theory was propounded by F.S. Siebert, T.B.Peterson and W. Scramm in 1963 (Anaeto et al, 2008).The theory was pronounced to checkmate the abuse of the press freedom as guarantee in the Libertarian Press Theory. The social Responsibility Theory assumed that the press should enjoy absolute press freedom which is a concomitant obligation and that the press is obliged to be responsible to society for carrying out certain functions of Mass Communication. McQuail (2010), highlighted major assumptions of the theory; that the media should accept and fulfill certain obligations to society, that through professional standard in truth, formativeness, accuracy, objectivity and balance, the media should regulate itself with its framework of law and established institutions to be able to carry out its responsibilities, that whatever might lead to crime, violence, civil disorder or offence to minority groups should be avoided by the media , that the media should reflects society's plurality giving access to various points of view and granting all the right to response, the society has the right to expect high standards of performance from the media and finally, accountability of media professionals should be to the society.

The relevant of the theory is that the media as the fourth Estate of the realm are obligated to the society by furnishing audience(s) with well- articulated information that will drive the audience(s) to take independent decisions for either self or societal emancipation through the vehicle of advertisements' placements. Today, advertising has practically made it impossible to separate man from the media while media information consumption in every home is becoming immeasurable via different advertisements' placements and other interesting educative programmes.



Consequently, media observation of these obligations through positive freedom of the press necessitated the attainment of these goals. Under this theory, freedom of expression is a moral right because it has value both for the individual and society. Indeed, it has promoted the advertisement activities such that it becomes the societal sole source of intelligence and the seeds from which progress springs. The conviction of the theory is to allow any activities capable of helping the media to blossom commercially and professionally. However, the advocates of the Social Responsibility Theory claimed that the people are truly free when the media are required to inform them properly, make life more animated and educate them on their needs via advertisements which usually enhance media revenue for business developments.

Perception Theory

The study is also anchored on the perception theory which indicates that mass communicators usually want their audience(s) to pay attention to media messages, learn the contents of the messages and make appropriate changes in attitudes, beliefs or produce the desired behavioural responses. Perception theory informs us that the process of interpreting messages is complex and that achieving a laudable feat towards it is skeptical. Berelson and Steiner (1964) state that perception is the complex process by which people select, organize and interpret sensory stimulation into a meaningful and coherent picture of the world. Bennet, Hoffman and Prakash (1989) state that perception can only be active if it involves learning, updating perspective and interacting with the observed.

Lahiry (1991), explains perception as the process by which we interpret sensory data which comes to humans through our five senses. Research has identified two types of

influences on our perception- Structural and Functional- influences. Structural influences on perception come from the physical aspects of the stimuli to which we are the psychological factors that influences perception, therefore, introduce some subjectivity into the procedures. Selective perception is the tendency for people's perception to be influenced by wants, needs, attitudes and other psychological factors. It allows people to react to same message in very different ways since messages have no same meaning for all receivers because it is subject to the interpretation of the receiver. Selective exposure is the idea that individuals expose themselves to messages that are in agreement with their existing attitudes and avoid those that are not, thereby seeking for messages that are consonant with their interests.

Selective attention is the tendency for individuals to pay attention to those parts of a message that are in agreement with strongly held attitudes, beliefs or behaviours and neglect those messages that go against their desired messages. Selective retention is the ability to recall information that are influenced by wants, needs and other psychological factors.

In conclusion, the relevant of the theory is that advertisements' placements allowed individuals to compete with other sources of need and satisfaction, which indicates that advertisements gave each individual several opportunities of needs and has created a wide range of choices that will meet these needs. Because of this, individuals selectively choose, attend to, perceive and retain the media messages on the basis of their needs which later lead to raising issues and criticisms against those that negate their interests.



3.Methodology

The research design adopted in this study was Content analysis method. Wilmer and Dominic (2000), described Content analysis as the research design that is predicated on the fact that it is systematic, objective and quantitative in nature together with its unbiased and heuristic ability in describing communication contents. Purposive sampling technique was employed since the study was singularly focused on the selected Newspapers because of its high circulation of publication within and outside the country. According to Ojebode, Onekutu and Agboola (2010), Purposive sampling in Content analysis is always multi-stage and this entails the study of advert pages of the Punch newspapers from year 2015 to 2019. The selected newspaper was chosen out of the various print media because of its high frequency of publications, wide circulation, and high accessibility and majorly patronized by professionals and corporate institutions. Data gathering was carried out using data extraction Code sheet as the instrument for data collection. Meanwhile, Coding Guide was used as guide in developing the coding sheet. The sampling frame for this study comprises of all the Tuesday and Thursday issues of the selected newspaper published from January 1, 2015 to December 31, 2019 which sums up to five hundred and sixteen (516) issues. Tuesdays and Thursday issues were chosen purposively because they featured more adverts than other issues.

Table A: No of Tuesday and Thursday Newspaper Dailies in Punch Newspaper from 2015- 2019

Year	Tuesday	Thursday	Total
2015	53	52	105
2016	52	52	104
2017	52	50	102
2018	51	51	102

2019	52	51	103
TOTAL	260	256	516

Data on each newspaper based on the types of advertised products and services were extracted manually from the featured advertisements in the selected newspaper, hence, a total number of one thousand and one hundred eleven (1,111) advertisements were analyzed in all the issues that were sampled.

Table B: No of Advertisements' Placements in Tuesday and Thursday Dailies in Punch Newspaper from 2015-2019

Year	No of Advertisement
2015	205
2016	194
2017	256
2018	232
2019	224
TOTAL	1,111

Under the method of data collection, the categories of data extracted are names of advert, Types of advert whether messages only or mostly images adverts, Sizes, for example full page, half page and quarter page, Prominent locations- front page, inside front page, back page, inside back page and middle page.

4.Data analysis, Results and Presentation

This section entails reports of the field research conducted in this study. It presents data generated from field research that were analyzed and interpreted in a way that led to the attainment of the objectives earlier set in the study. The section presents results emanating from the content analysis of the selected newspapers and discussed the findings in a way to show the extent to which the results have achieved the stated objectives and answered the research questions.

Presentation of Results



In this subsection, results of content analysis of the selected newspapers – *The Punch Newspapers Limited* is presented and interpreted. The presentation begins with the

samples studied number of newspapers analyzed and this is followed by analysis of data to answer research questions.

Data Analysis to Answer Research Questions

Research Question 1: What types of advertising messages rampant in the selected newspaper?

Table.1: Frequency Distribution of types of advertising messages rampant in the selected newspaper from 2015 to 2019

	Year	2015	2016	2017	2018	2019	Total
Messages only	Frequency	3	5	6	8	9	33
	%	1.8	2.1	2.4	4.3	4.5	2.7
Images only	Frequency	-	-	-	5	-	5
	%	-	-	-	1.8	-	0.4
Combination of messages and images	Frequency	198	201	220	223	230	1072
	%	94.1	91.4	96.5	97.8	100	98.7
Total	Frequency	210	185	244	236	211	1086
	%	19.4	17.0	22.5	21.7	19.4	100

Source: Field Study, 2020

The table shows that advertisement that were based on combination of both messages and images featured most (98.7%). The highest percentage of “messages only” adverts was recorded in 2019 (4.5%), “images only adverts” featured only in 2018, while majority of the types of advertised that combined both images and messages recorded the highest feature in

2019 with (100%). It was observed that the trends in the “messages only adverts” were not static over the periods of study. The adverts featured “messages only” were 9 in 2019 while messages only or mostly images featured in 2018 and 2019 respectively. This implies that all advertisers in 2019 used both images and messages for their adverts.

Research Question 2: Which of the pages has the highest placement of advertisements in the selected newspaper?

Table 2: Frequency Distribution of page placements of advertisements from 2015-2019

Location	Year	2015	2016	2017	2018	2019	Total
Front Page	Frequency	-	-	-	-	-	-
	%	1	-	1	0	1	3
Middle Page	Frequency	12	10	13	17	9	61
	%	5.2	7.3	4.5	6.8	3.0	5.9
Back Page	Frequency	-	1	-	2	-	3
	%	-	-	-	-	-	-
Inside Front Page	Frequency	2	5	-	3	-	1
	%	0.4	2.3	-	1.8	-	0.9
Inside Back Page	Frequency	-	1	-	3	-	4



	%	-	-	04	0.4	-	0.2
	Frequency	187	188	241	222	215	1053
Other Pages	%	82.6	80.6	95.2	81.4	87.8	95.5
	Frequency	217	166	251	241	211	1094
Total		18.9	15.3	23.2	31.5	17.5	100

Source: Field Study, 2020

The above table indicates that few of the issues had adverts on the front and back pages of the selected newspaper (3.0%) because of their exorbitant rates according to the respondents. Majority of the adverts 1,094 (95.5%) were placed on other pages of

the newspapers, which means that there were preferences for particular pages for placement of adverts in the newspapers by the advertisers due to high rates on special pages during the period of study.

Research Question 3: Do the print media enjoy higher patronage of advertising messages' placements than other media of communication?

Table 3: Frequency distribution of the print media advert messages as compared to other media products information from 2015 to 2019

Information Category		2015		2016		2017		2018		2019		Total	
Products		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Total	% share of each Advert
Mobile phone	Conduit	115	54.2	72	38.7	95	38.6	127	53.4	118	55.7	527	48.2
Theatre system	Conduit	3	1.4	-	-	5	2.0	-	-	1	0.5	9	0.8
Newspapers	Content	9	4.2	-	-	3	1.2	39	6.1	28	13.2	79	7.2
Television	Conduit	37	17.6	42	22.6	33	13.4	20	8.4	5	2.4	137	12.5
Book	Content	12	5.7	12	6.4	9	3.7	4	1.7	1	0.5	38	3.5
Recording device	Conduit	2	0.9	-	-	-	-	-	-	-	-	2 s	0.2
Desktop	Conduit	2	0.9	3	1.6	-	-	7	2.9	-	-	12	1.1
Magazine	Content	5	2.4	7	3.8	2	0.8	-	-	-	-	14	1.3
Laptop	Conduit	25	11.8	24	12.9	34	13.8	8	3.4	8	3.7	99	9.0
Modem	Conduit	2	0.9	6	3.2	9	3.7	22	9.2	26	12.2	65	5.9
Point of Sale (POS)	Conduit	-	-	10	5.4	-	-	3	1.3	5	2.4	18	1.6
Software	Content	-	-	7	3.8	8	3.3	1	0.4	1	0.5	17	1.6
CD-ROM	Content	-	-	1	0.5	-	-	-	-	-	-	1	0.1
Camera	Conduit	-	-	2	1.1	2	0.8	-	-	8	3.7	12	1.1
Satellite dish	Conduit	-	-	-	-	41	16.7	3	1.3	-	-	44	4.0
Printer	Conduit	-	-	-	-	3	1.2	1	0.4	6	2.8	10	1.0
Land phone	Conduit	-	-	-	-	2	0.8	2	0.8	3	1.4	7	0.6



Camcorder	Conduit	-	-	-	-	-	-	1	0.4	-	-	1	0.1
ATM	Conduit	-	-	-	-	-	-	-	-	1	0.5	1	0.1
DSTV	Conduit												
WALKA		-	-	-	-	-	-	-	-	1	0.5	1	0.1
Total		212	19.4	186	17.0	246	22.5	238	21.7	212	19.4	1094	100

Source: Oyekunle & Tiamiyu (2010) cited in Ibikunle & Omotayo (2016)

Mobile phones adverts had the highest percent (48.2%), followed by television adverts (12.5%), laptops (8.04%), newspapers (7.2%), modems (5.9%) and satellite dishes (4.02%). The other content or conduit adverts were very minimal with less than 1.0 % appearance. Among the conduit adverts, mobile phones came top while interestingly, newspaper adverts had the highest percent among the content adverts.

This shows that advertisement placements had grown in contents in print media. Oyekunle and Tiamiyu (2010) where the table was sourced also corroborated with this study findings that contents such as books and journals that contained pre-packaged and customized data are yet to gain commercial strongness in the Nigerian information industry unlike that of Newspapers.

Research Question 4: What is the degree of advertisements’ pages distribution in the selected Newspaper?

Table 4. Distributions of pages of Advertisements from 2015-2019

	Years	2015	2016	2017	2018	2019	Total
Full page	Frequency	162	124	131	120	87	624
	%	75.3	66.2	53.1	48.8	39.5	57.0
Half page	Frequency	15	16	24	21	24	100
	%	6.8	8.4	8.6	8.1	9.9	9.1
Quarter page	Frequency	8	4	5	7	12	32
	%	3.1	2.5	3	2.2	5.9	2.9
Others	Frequency	25	33	85	89	101	338
	%	13.4	18.6	32.6	38.3	92.7	30.9
Total	%	211	182	238	234	212	1094
	%	16.36	18.2	20.48	20.54	21.32	100

Source: Field study, 2020

The table shows that from 2015 to 2019, majority of the adverts covered a full page, but in 2019, other sizes of the adverts dominated the pages (92.7). Adverts that covered quarter pages (sizes) across the study periods were the fewest. The distribution shows that most of the advertisements that covered full page

gradually decreased from 75.3 % in 2015 to 39.5% in 2019. Moreover, Unstable distributions was observed for advertisements in half page and quarter page sizes during the period. Advertisements that occupied other forms of page in the newspapers had a steady increase from 13.4% in 2015, 18.6% in 2016, 32.6% in

2017, 38.3% in 2018 and 92.7% in 2019. It can then be established from the table that, while the trends in the advertisements that appeared in the half page and quarter page sizes were relatively not permanent during

the period of study, a decreasing and increasing graphs were relatively recorded for advertisements that occupied the full page and other sizes respectively.

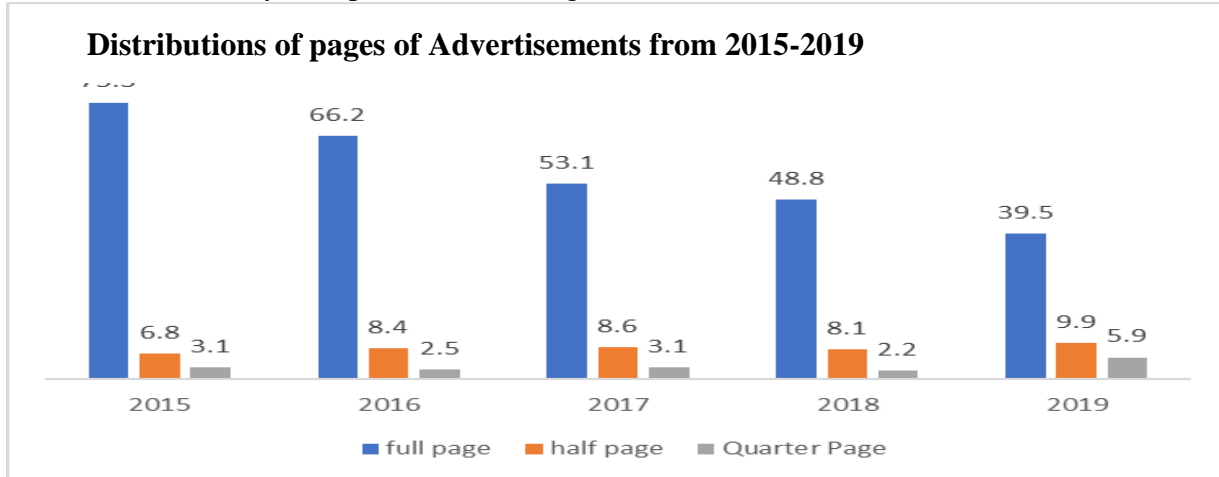


Figure 2: Distributions of pages of Advertisements from 2015-2019

5. Discussion of Findings

Issues were raised from the analysis of data on the distribution of advertisements in the selected newspaper from 2015 to 2019. The study revealed that majority of the types of advertising messages' placements contained the combination of messages and images, but not messages alone nor images alone. "Messages only" advertising are those that are essentially designed to provide accurate messages regarding products or services while "image advertising" are intended to influence attitude through the presentation of carefully designed pictures, symbols and slogans. The combination of these two usually makes aesthetic visualization to be more effectively induced than when only one strategy is used (Ademilokun & Taiwo, 2013). The result of this study is in tandem with the study of Oniyide (2010), who also found that majority of advertisement of products that appeared in the Punch newspapers between 1999 and 2008 had the combination of messages and images dominating other types (78.2%). Supporting

the findings of this study, Oyekunle and Tihamiyu (2010), confirmed that 60.9% of the entire advertisements in the print media they reviewed contained both messages and images. This finding could be connected with the fact that advertisements with images are usually enticing and attractive but only when they carry significant messages. Cognitive researchers agreed that compared to text, images are the first thing people see in print media advertisements, but the right image has the power of a thousand words (Oyekunle and Tihamiyu, 2010). Images and pictures are also believed to capture the attention of readers when the images convey some meaningful messages to the audience. Messages-only or image-only advertisements may sometimes not be meaningful, but when put together, it conveys meaning to the target audience(s). For example, some audiences may be doubtful when an advertisement is only image based or message based but can only satisfy their inquisitiveness by the time the image is added with messages.



The page position of an advert in a newspaper may not determine the effectiveness of the advertisement on the readership, but creative ones perform better irrespective of where it is placed in a newspaper. Therefore, low quality advertisement may not entice target audience(s) even if it occupies a conspicuous part of the front page of a newspaper. However, the important thing is the creative patterns, aesthetic quality and messages that the advertisement is carrying. Often times, the trends in the placement of advertisement messages assist to identify the preferences of Nigerian advertisers. This study revealed that most of the advertisements were placed in various other pages aside from front pages-middle, inside and the back pages. Meaning that advertisers seldom consider preference to particular pages of the newspapers before placing their advertisements within the study periods. These could be as a result of the variance in cost of placing adverts in different pages of newspapers. Placing advertisement on front pages is higher than other pages. This fact was confirmed during the document inspection and interview interactions conducted with the Advert and Circulation manager of Punch newspaper at their Mokola office in Ibadan, Nigeria. The researchers found that the costs of advertisement are base on the page positions and sizes. Advertisements (Customized) on any other pages requested by advertisers usually attract an additional 55% of the cost. This explains why majority of the advertisements analyzed during this study were placed on other pages of the selected newspaper. Concerning the sizes, there are various sizes and costs ranging from 1 by 1 inch (NGN12,500) , 2 by 2 inches (NGN35,000), quarter page coloured (NGN250,000), quarter page black and

white (NGN 175,000), half page coloured (NGN435,566), half page black and white (NGN 345,126), full page coloured (NGN820,500), full page black and white (NGN608,725), double page coloured (NGN1,600,000) and political/bank wrap up coloured (NGN 55,000,000).

A major finding of this study is that conduit advertisements dominated within the period of study. Interestingly, newspapers emerged as the media that enjoy the most advertised content as against books or magazines. Oyekunle and Tihamiyu (2010), contend that content, such as books and journals, that contain pre-packaged and customized data, information or knowledge are yet to gain commercial vibrancy in the Nigerian information industry unlike that of newspaper.

Moreover, this study discovered that the full-page advertisements were the majority in terms of the sizes of the advertisement messages' placements. Studies of Oyekunle and Tihamiyu (2010) and Oniyide (2010) corroborated this finding as they found full page adverts dominating other sizes. This may reflect the perception of the advertisers that a full page advert can be more enticing and endearing to the audience, hence, their choice for full page advertisements. There was actually no improvement in the advertisement of video and music on CD/DVD from 2007, which was covered by the two authors, up till 2019, there is little improvement which this study covered. Egede (2013), found that the Punch Newspaper has a long tradition of featuring divert advertisements. Hence, the high demand for the newspapers is likely to be greater if the newspaper maintains the quality of their issues as well as improving on its circulation.

6. Conclusion and Recommendations



This study examined the role of advertising messages' placements in the business development of Nigerian Print media with a special focus on the Punch Newspapers Limited. This study noted that Newspaper advertisements have contributed immensely to the financial stability of Nigerian print media. Of course, it emphasized that advertising in the Newspapers usually serve as a life blood for the commercial growth and business sustainability. In answering the objectives of this study, the study found out that advertisements that were based on the combination of both information and images had the highest distribution of (98.7%) and this indicates that the combination of these two features always make visualization to be more effectively induced than when only one feature appears. However, the highest percentage of "Message only" adverts was recorded in 2019 with 4.5% while adverts with "Image only" appeared only in 2017 with 1.8%. It was observed that the trends in the "Message only" adverts were not static over the periods of study. Meanwhile, "Message only" and "Image only" featured majorly in 2018 and 2019 in the selected dailies respectively. This indicates that advertisers judiciously made use of both images and messages for their adverts in 2019. The study also revealed that few of the issues had adverts on the front and back pages (3.0%) of the selected newspaper because of the pages' exorbitant charges according to the interviewees. Majority of the adverts 1,094 (95.5%) were placed on other pages of the newspapers which means that advertisers give preference to particular pages of the newspapers before placing their adverts. Due to the high charges of both the front and back pages, adverts analyzed during this study periods were on other pages. The study also confirmed that newspapers adverts had the highest

percentage among the content adverts the study periods- 2015(4.2%), 2016(none),2017(1.2%), 2018(6.1%) and 2019(13.2%) while other media gained their commercial strength in conduits. Finally, the study established that between 2015 and 2019 the full-page adverts were the majority in terms of the sizes of the advertised contents while in 2019 specifically, other sizes of the adverts dominated the pages (92.7%). Furthermore, it was confirmed that most of the full pages' adverts were gradually decreased from 75.3% in 2015 to 39.5% in 2019. In addition, unstable distribution was observed for advertisements in half and quarter pages during the periods. Meanwhile, advertisements that occupied other pages had steady increase from 2015 to 2019. In other words, a decreasing and increasing graphs were relatively recorded for adverts that occupied full pages and other sizes. However, studies of Oyekunle and Tiamiyu (2010) supported by Oniyide (2010) corroborated with these findings as they found full page adverts dominating other sizes. This may also reflect the perceptions of the advertisers that a full page advert would be more attractive and captivating to the audience(s), hence, their choice of full page adverts.

In line with the aforementioned findings, the following recommendations were made;

1. Print media management as part of their strategy should include new advertising trends influenced by internet capable of improving their online versions of the daily papers in a bid to provide rising advertising income for their budgets.
2. Print media management should crave for advertisements that are creative in designs, qualities and presentations in order to encourage more patronage.
3. Advertisers should strive to improve on their combination of contents and images



such that will enhance balance experience attractions.

4. Print Media owners should encourage advertisers to always bid for full page adverts since it is captivating to the audience(s) as well as bettering the organization profits.

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