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PR: Not For Sale

But If It Was: *How Much Would It Cost?*



“Many a small thing has been made large by the right kind of advertising.”
- Mark Twain

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Attn: Marketing/Advertising

SIEBENTHALER
CREATIVE SERVICES

high performance advertising and public relations

Resources:
Easyriders
February, 1999
Paisano Publications
28210 Dorothy Dr
Agoura Hills, CA 91301
(818)889-8740



**Going To Indy? Great Places
To Eat - If You Can Get In!**

Japanese
Mikado
148 S. Illinois St.
317-972-4180

American
St. Elmo
127 S. Illinois St.
317-635-0636
fax 687-9162

Italian
Palamino
Circle Center
317-974-0400

(ST. PETERSBURG, FL) There's a saying in Hollywood to the effect that there's no such thing as bad publicity. If that's so, then what's the value of publicity that's right on target and published in the largest lifestyle magazine in the powersports category?

As part of their comprehensive approach to all things related to American v-twins, *Easyriders* publishes a Tech Tips section that showcases the best components and/or approaches to coaxing maximum performance from two cylinders.

Figuring The Worth

The client received huge marketing benefit from three and one-half pages of four-color art and plenty of exuberant copy. Given the current advertising rate of about \$19,000 per page, that ends up being worth over \$66,000 in free publicity! Put another way, it's significantly more than their annual advertising budget: i.e., unaffordable.

But there's a better way of evaluating the worth of editorial public relations. Because ad rates are most often derived from circulation, the rates support an extensive readership (220,000 plus), which in this case is also international, published in several languages, and has measurable industry impact.

Deciphering The Impact

What's it mean to a client? For *Easyriders* readers, there's an implied endorsement of the product and/or service that in itself is invaluable. There's the impact generated by long copy text and four-color art that would be cost-prohibitive otherwise. There's the integrity associated with editorial, as opposed to advertising, copy. And there's the pass-along readership, the reference citations, and a myriad of other enhancements that make it worth much more than the sum of the parts.

Seize The Day

How do you make a good thing better? By grabbing the ball and running with it. Anticipate phone traffic that'll be generated, with ready answers to any and all questions. When possible, order reprints from the publication and put 'em to use as direct mail, point of sale, or

similar marketing functions. Make poster blow-ups and paper the lobby. And depending on the product, make sure there's inventory to fulfill requests for merchandise.

Media Connections

By working closely with the publication and paying attention to their audience, including separated, quality art to work with, and offering several options for layout and design, we



made sure the client reaped the benefit of the sports equivalent of a grand slam home run. And it feels great!

John Siebenthaler creates distinctive advertising and effective public relations for the high-performance V-twin industry.

Call (727)397-5087 fax 398-4953
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