

How Availability Works in Newspaper Ads?

The availability of ad space in newspapers depends on two main factors:

- i) The Volume of Ads and
- ii) First Come First Serve basis.

The Volume of Ads

If the volume of ads placed by a brand is high, they will be given priority.

For Example:

- If Brand X books Half-page ads in Bangalore and Brand Y books Half-page ads for Pan India, Brand Y's ads will be given priority.
- If Brand X wants to place a quarter-page ad, but if Brand Y brings a half-page ad, the half-page ad will have priority, as it is high in volume.

First Come First Serve Basis

On a first come first serve basis, brands that confirm the campaign first will be given priority.

For Example:

- If Brand X confirms a half-page ad, but Brand Y comes with a half-page ad requirement, in this case, Brand X will be given priority.

