

## 13.4: Print

As you saw in the media plan we presented in [Chapter 10 "Plan and Buy Media: SS+K Chooses the Right Media for the Client's New Branding Message"](#), SS+K ran print media in a variety of publications that appealed to the News Explorer.

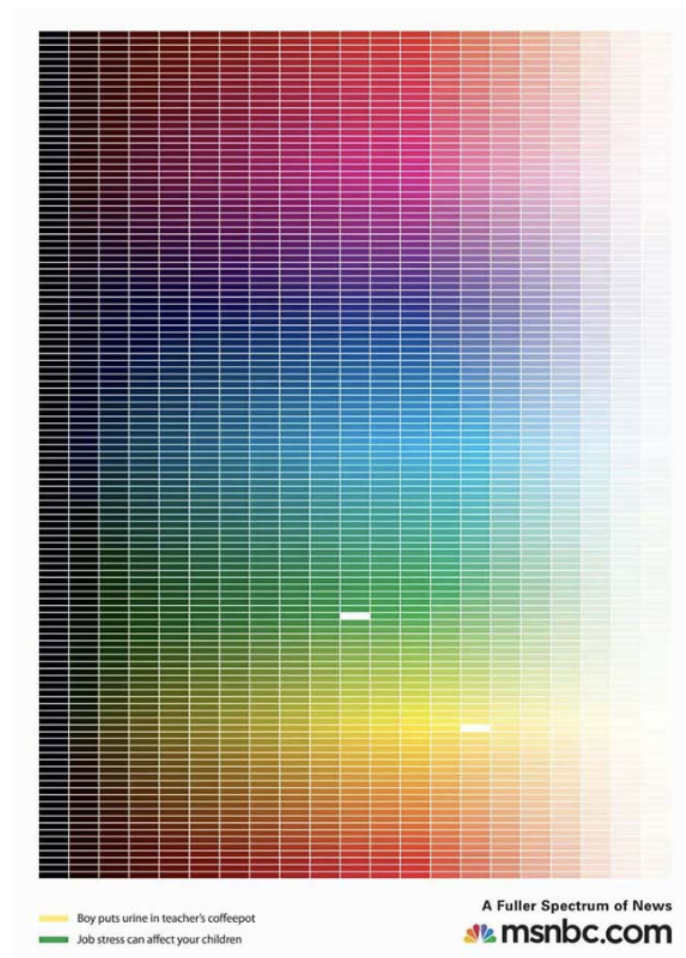


Figure 13.4 The print executions feature the spectrum grid, with each brick representing a different story on msnbc.com. The colors that are knocked out from the spectrum are noted at the bottom as the colors and headlines are juxtaposed to tell the story of the full range of news on msnbc.com. SS+K produced all the print executions in house.

**27. Who sang for President Clinton at the G8 summit?**

A. George Huff  
B. La Toya London  
C. Josh Gracin  
D. La Toya London

**28. Which of the following has never been a theme week?**  
A. New York  
B. Diversity  
C. Big Band  
D. Billboard Chart

**29. Which British act was not managed at any point by Idol creator Simon Fuller?**  
A. S Club  
B. Spice Girls  
C. Armin van Buuren  
D. Roger Federer

**30. Name the two Idol personalities (not one contestant and one judge) who have provided their voices for episodes of The Simpsons.**

**31. Former host Brian Dunkleman had a recurring role on what ABC comedy?**  
A. According to Jim  
B. Two Guys and a Girl  
C. Desperate Housewives  
D. Sports Night

**32. Pick the city that has not hosted a round of American Idol auditions.**  
A. Milwaukee  
B. Birmingham, Ala.  
C. San Antonio  
D. Honolulu

**33. Which season 2 contestant was not originally chosen for the finals but was later given a second chance by fans in the wildcard round?**

**34. Rank these finalists in order of who lasted longest to shortest during their respective seasons.**  
A. Nicki Minaj  
B. Carson Kressley  
C. Jon Pardi  
D. Maren Morris  
E. Scott Davis  
F. Stephen Marley

**35. Match the Idol star with his or her New York stage production.**  
A. Steven Seagal  
B. Fantasia Barré  
C. Anthony Edwards  
D. Constance Marie  
E. Fantasia Barré

**36. How many countries have their own version of Idol?**  
A. 25  
B. 50  
C. 75  
D. 100

**37. Which of these hits wasn't sung during season 2's Billy Joel Week?**  
A. "I'll Be There"  
B. "New York State of Mind"  
C. "Man! I Feel Like a Woman"  
D. "Piano Man"

**38. In American Idol's season 5 finale, which contestant duetted with Mary J. Blige on U2's "One?"**  
A. Fantasia Barré  
B. Taylor Hicks  
C. Josh Gracin  
D. Chris Daughtry

**39. Host Ryan Seacrest revealed the high heels of which Idol competitor before she sang "Don't You Worry 'Bout a Thing"?**  
A. Jessica Davis  
B. Yvonne Chikande  
C. Mariah Carey  
D. Katherine McPhee

**40. Who stepped in for Mariah Carey after he mysteriously dropped out of season 4?**

**41. Which two of the following judges have stars on the Hollywood Walk of Fame?**  
A. Simon Cowell  
B. Taylor Hicks  
C. Josh Gracin  
D. Tim Allen

**42. What Idol winner wrote a memoir called Life Is Not a Fairy Tale?**

**43. Solve these anagrams!**

**MAJOR RIVERS**  
A. River  
B. Major  
C. Rivers  
D. Major Rivers

**LEGGY RICH BRASS**  
A. Brass  
B. Leggy  
C. Rich  
D. Leggy Rich Brass

**SWARM TOGETHER**  
A. Swarm  
B. Together  
C. Together  
D. Swarm Together

**OKLAHOMA GRIND**  
A. Grind  
B. Oklahoma  
C. Oklahoma  
D. Oklahoma Grind

**DINKS VIVACE**  
A. Vivace  
B. Dinks  
C. Vivace  
D. Dinks Vivace

**WIDESPREAD ATHENS**  
A. Athens  
B. Widespread  
C. Widespread  
D. Widespread Athens

**Bonus: What do the answers have in common?**

**IDOL Quiz**

**44. Match the Idol finalist to his or her real first name:**

A. Ryan  
B. Nicki  
C. Carson  
D. Jon  
E. Maren  
F. Scott  
G. Stephen

**msnbc.com**

Figure 13.5 These one-third-page vertical ads were purchased to “hug” the editorial content in the middle of the page to show a strong connection between the content in the magazine and the content on msnbc.com.

In addition to full-page print ads within weekly magazines, the media buy can include other segments of a page. In the case of msnbc.com, The Media Kitchen bought one-third-page vertical ads on opposite sides. SS+K creatively used this buy to form “goalposts” around the page. Where possible, the editorial content of the page was taken into consideration when the team wrote headlines for the ads.

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