Where are the 18-24 Year Olds Males?

1. Smallest audience in prime time TV
2. Far less likely than female counterparts to have heard of a brand from TV.
3. Media organizations (Spike TV, Bravo) creating programming for this target
4. So, where are you?

Which Media: Print, Television or Radio?

1. Great ads will fail if the media chosen do not reach the right audiences.
2. Newspapers and magazines have inherent advantages and disadvantages.
3. Broadcast media, TV and radio, also have inherent advantages and disadvantages.
Newspapers

- Newspapers
  - $48.2 billion spent on newspaper ads in 2004
  - Ideal for reaching narrow geographic area
  - Facing circulation declines

Newspaper Advantages

- Reach over 50% of households—150 million adults
- Geographic selectivity
- Timeliness
- Creative opportunities
- Credibility
- Audience interest
- Cost

Newspaper Disadvantages

- Limited segmentation
- Creative constraints
- Poor reproduction
- Cluttered environment
- Short life
Chapter 15: Print, Broadcast

**Types of Newspapers**

- **Target Audience**
  - General Population
  - Business
  - Ethnic
- **Geographic coverage**
  - Metropolitan area
  - State
  - National
- **Frequency of Publication**
  - Daily
  - Weekly

**Categories of Newspaper Advertising**

- **Display Advertising**
  - Display advertising
  - Co-op advertising
- **Inserts**
  - Preprinted insert
  - Free-standing insert
- **Classified Advertising**

**Costs and Buying Procedures for Newspaper Ads**

- **Rate Cards**
- **Costs determined by**:
  - Size of ad
  - Use of color
  - Size of audience
  - Extent of coverage
- **Space is sold in column inches or SAU sizes**
- **Rates lower for ROP (run of paper) rather than preferred position or full position.**
Measuring Newspaper Audiences

- Circulation
  - Paid circulation
  - Controlled circulation
- Readership

Future of Newspapers

- Survival of newspapers depends on ability to evolve
- In the future, newspapers will have to:
  - Provide in-depth coverage of local issues
  - Increase coverage of national and international events
  - Provide follow-up reports of news
  - Maintain role as local source for consumer information
  - Become more mainstream in integrated brand promotions relating to new media

Magazines

- Over $12 billion spent for advertising space in magazines annually in U.S.
- Magazines show diversity as a media class
**Magazine Advantages and Disadvantages**

- **Advantages**
  - Audience selectivity
  - Audience interest
  - Creative opportunities
  - Long life
- **Disadvantages**
  - Limited reach and frequency
  - Clutter
  - Long lead times
  - Cost

**Types of Magazines**

- **Consumer publications**
  - Men’s Journal, Women’s Day, Ebony
- **Business publications**
  - American Family Physician, Forbes
- **Farm publications**
  - Successful Farming, Progressive Farmer

**Costs and Buying Procedures for Magazines**

- **Costs determined by:**
  - Circulation
  - Size of ad
  - Use of color
  - Position in publication
- **Rates also vary for:**
  - Bleed page
  - Gatefold ad
  - Run-of-paper advertisement
  - Preferred position
Measuring Magazine Audiences

- Rates are based on guaranteed circulation
  - Stated minimum number of copies that will be delivered to readers
- Publishers also estimate pass-along readership
- Estimates are verified by Audit Bureau of Circulations

Future of Magazines

- Last 15 years a roller coaster for magazines
  - Currently: revenues and ad pages are up
  - Advertisers find magazines useful
- Continued success requires
  - Adapting to new media options
  - A robust environment for mergers and acquisitions in the industry

Television

- For many TV defines what advertising is
- In 2004 advertisers spent $68 billion on television
- Many more billions are spent on commercial production
Television Categories

- Network television
- Cable television
- Syndicated television
  - Off-network syndication
  - First-run syndication
  - Barter syndication
- Local television
- Satellite and closed-circuit television

Advantages of Television

- Advantages
  - Creative opportunities
  - Coverage, reach, and repetition
  - Cost per contact
  - Audience selectivity
    - Narrowcasting

Disadvantages of Television

- Disadvantages
  - Fleeting message
  - High absolute cost
  - Poor geographic selectivity
  - Poor audience attitude and attentiveness
  - DVR/TiVo
  - Clutter
Buying Procedures for Television Advertising

- Sponsorship
- Participation
- Spot advertising
- Choosing a day-part
  - Morning
  - Daytime
  - Early fringe
  - Prime-time access
  - Prime time
  - Late news
  - Late fringe

Measuring Television Audiences

- Source for network and local audience information:
  - A. C. Nielsen
- Arbitron provides network information

Measures of TV Audiences

- Television households
  - Number of households in a market owning a television
- Households using television (HUT)
  - Number of households tuned to a TV program in a time period
Measures of TV Audiences

- Program Rating
  - Percentage of TV households in a market that are tuned to a program during a time period
  
  **Program rating** = \( \frac{\text{TV households tuned to a program}}{\text{Total TV households in the market}} \)

- **X Files rating** = \( \frac{19,500,000}{95,900,000} = 20 \text{ rating} \)

- **CSI Miami** = \( \frac{19,500,000}{65,000,000} = 30 \text{ share} \)

Future of Television

- Future appears exciting
- Interactive era will affect TV as an advertising medium
- DVRs increase viewer satisfaction but may compromise advertising
- Increase in direct broadcast by satellite
- HDTV
- Massive consolidation of media companies
Radio

• Radio categories
  – Radio networks
  – Radio syndication
  – AM versus FM
  – Satellite radio
• Types of radio ads
  – Local spot radio
  – Network radio advertising
  – National spot radio advertising

Radio Advantages and Disadvantages

• Radio advantages
  – Cost
  – Reach and frequency
  – Target audience selectivity
  – Flexibility and timeliness
  – Creative opportunities
• Radio disadvantages
  – Poor audience attentiveness
  – Creative limitations
  – Fragmented audiences
  – Chaotic buying procedures

Buying Procedures for Radio Advertising

• Ad time may be purchased from networks, syndications, or local radio stations
• About 80% is placed locally
• Radio has five basic day parts
  – Morning drive time
  – Daytime
  – Afternoon/evening drive time
  – Nighttime
  – Late night
Measuring Radio Audiences

- **Average quarter hour persons**
  - Average number of station listeners in a 15-minute segment
- **Average quarter-hour share**
  - Percentage of total radio audience listening to a station during a specified 15-minute segment
- **Average quarter-hour rating**
  - Audience during a quarter-hour expressed as a percentage of the measurement area population
- **Cume**
  - Total number of different people who listen for at least five minutes in a 15-minute segment

The Future of Radio

- Subscription radio/satellite
- Emerging technologies and new media
- Consolidation