

## Advertising Media

When you know what you want to advertise and whom you want to reach with your message, you must select the advertising medium to reach them most effectively. Because of the local nature of their operation, most retailers find newspapers, radio, and direct mail the most commonly available choices. However, to reach wider markets, you may consider other media such as magazines, television, billboards and transportation signs.

### Newspapers

- Offer local coverage and precise timing
- Promotion tie-ins such as coupons or contests
- Rates are related to circulation and vary according to the number of newspaper “lines”. To compare the rates of newspapers use this formula.

$$(\text{Line rate} \times 1,000,000) / \text{Actual circulation} = \text{Milline rate}$$

### Radio

- Usually FM broadcasting is more localized and offers wider tonal range

It is good practice to make sure:

- Some stations may propose a “barter” arrangement (which sometimes as much as 50% may be paid in merchandise)
- Be sure the commercials are broadcast at the times specified.
- Instruct the station when to change the message if the copy refers to a specific date or time.
- Ask for invoices in duplicate or triplicate when actual copies are required by cooperative arrangements with suppliers.

### Direct Mail

- Direct mail can be aimed at old customers inviting them to pre-sale occasions.
- Focused on prospective customers for individual products.
- Used to create “goodwill”.(requests and solicitations for advertising through social groups, schools, churches, and fraternal societies)