

Advertising  
PRINCIPLES AND PRACTICE

## Print and Out-of-Home Media

Litwin  
Print/Broadcast

---

---

---

---

---

---

---

---

## Apple Tops The Charts with Digital Music

8-2

---

---

---

---

---

---

---

---

## The Media Industry

- Advertising media is a huge industry with almost \$195 billion in spending

372218 Digital Vision Direct info@digitalvision.com

8-3

---

---

---

---

---

---

---

---

**Ad Spending by Medium (Table 8.1)**

Media	2002 (in million \$)	2003 (in million \$)	% Change	% of Media
<b>Newspapers</b>	<b>\$45,341</b>	<b>\$46,256</b>	<b>2.0</b>	<b>23.8</b>
Local newspaper	20,994	21,341	1.7	
National newspapers	7,210	7,797	8.1	
Free-standing inserts	1,239	1,317	6.3	
Classifieds	15,898	15,801	-0.6	
<b>Magazines</b>	<b>26,047</b>	<b>27,280</b>	<b>4.7</b>	<b>14.0</b>
Consumer magazines	17,254	18,347	6.3	
B-to-B magazines	7,227	7,227	0.7	
Sunday magazines	1,264	1,331	5.3	
Local magazines	311	325	4.6	
<b>Directories</b>	<b>13,776</b>	<b>14,370</b>	<b>4.1</b>	<b>7.3</b>
<b>Television</b>	<b>52,666</b>	<b>54,462</b>	<b>3.4</b>	<b>28.0</b>
Network TV	20,016	20,375	1.8	
Spot TV	17,165	16,244	-5.4	
Cable TV	10,593	12,251	15.6	
National syndication	2,946	3,396	15.3	
Spanish-language network TV	1,946	2,196	12.8	
<b>Radio</b>	<b>9,993</b>	<b>10,368</b>	<b>3.8</b>	<b>5.3</b>
Local radio	6,575	6,732	2.4	
Network radio	966	1,001	3.6	
National spot radio	2,452	2,635	7.5	
<b>Outdoor</b>	<b>2,475</b>	<b>2,673</b>	<b>8.0</b>	<b>1.3</b>
<b>Internet</b>	<b>5,613</b>	<b>6,495</b>	<b>15.7</b>	<b>3.3</b>
<b>Other</b>	<b>30,730</b>	<b>32,320</b>	<b>4.9</b>	<b>16.6</b>
<b>Total:</b>	<b>\$165,144</b>	<b>\$175,048</b>	<b>6.0</b>	

---

---

---

---

---

---

---

---

---

---

---



## Basic Media Concepts

- Media mix
  - The way various types of media are strategically combined in an advertising plan
- Media vehicle
  - A specific TV program, newspaper, magazine, or radio station or program

---

---

---

---

---

---



---

---

---

---

---

## Basic Media Concepts

- Media planning
- Media buying
- Reach and frequency
- Impressions
- Media key players

---

---

---

---

---

---

---

---

---


---

---

## Print Media

Advertisements in:

- Newspapers
- Magazines
- Brochures
- Posters
- Outdoor boards



8-7

---

---

---

---

---

---

---

---

---

---

## Newspapers

- Used by advertisers trying to reach a local market
- Primary function is to carry news
- Market selectivity allows newspapers to target specific consumer groups

8-8

---

---

---

---

---

---

---

---

---

---

## Structure of the Industry

- Frequency of publication
- Format and size
- Circulation

Depth in inches	1 inch 2 1/2" x 11"	2 inch 4 1/4" x 11"	3 inch 6 3/4" x 11"	4 inch 8 1/2" x 11"	5 inch 10 1/2" x 11"	6 inch 12" x 11"
1/8"	1 x 10	2 x 10	3 x 10	4 x 10	5 x 10	6 x 10
1/4"	1 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18
3/8"	2 x 18	2 x 18.5	3 x 18.5	4 x 18.5	5 x 18.5	6 x 18.5
1/2"	2 x 14	2 x 14	3 x 14	4 x 14	5 x 14	6 x 14
5/8"	2 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18
7/8"	2 x 18.5	2 x 18.5	3 x 18.5	4 x 18.5	5 x 18.5	6 x 18.5
1"	2 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18
1 1/8"	2 x 18.5	2 x 18.5	3 x 18.5	4 x 18.5	5 x 18.5	6 x 18.5
1 1/4"	2 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18
1 1/2"	2 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18
1 3/4"	2 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18
2"	2 x 18	2 x 18	3 x 18	4 x 18	5 x 18	6 x 18

1 Column 2 1/2" x 11" Double track (2x 2 1/2" overhang)  
 2 Columns 4 1/4" There are two suggested double-track sizes.  
 3 Columns 6 3/4" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 4 Columns 8 1/2" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 5 Columns 10 1/2" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 6 Columns 12" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 7 Columns 14" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 8 Columns 16" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 9 Columns 18" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 10 Columns 20" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 11 Columns 22" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 12 Columns 24" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 13 Columns 26" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 14 Columns 28" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 15 Columns 30" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 16 Columns 32" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 17 Columns 34" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 18 Columns 36" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 19 Columns 38" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 20 Columns 40" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 21 Columns 42" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 22 Columns 44" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 23 Columns 46" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 24 Columns 48" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 25 Columns 50" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 26 Columns 52" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 27 Columns 54" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 28 Columns 56" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 29 Columns 58" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 30 Columns 60" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 31 Columns 62" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 32 Columns 64" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 33 Columns 66" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 34 Columns 68" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 35 Columns 70" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 36 Columns 72" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 37 Columns 74" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 38 Columns 76" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 39 Columns 78" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 40 Columns 80" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 41 Columns 82" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 42 Columns 84" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 43 Columns 86" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 44 Columns 88" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 45 Columns 90" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 46 Columns 92" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 47 Columns 94" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 48 Columns 96" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 49 Columns 98" 1 1/2" (2 1/2" x 11" to 12" x 11")  
 50 Columns 100" 1 1/2" (2 1/2" x 11" to 12" x 11")

Figure 8.1 – The Expanded Standard Advertising Unit System 8-9

---

---

---

---

---

---

---

---

---

---

## Types of Newspaper Advertising

- Classified
- Display
- Supplements

**In South Florida, journalistic excellence in español means...**



**El Nuevo Herald** is proud to be recognized as the best Spanish-language newspaper in the United States, reaching more than 3.6 million readers over the course of a week.

Your advertisement is any of our award-winning sections is the sure way to be on the spotlight of the nation's third and most affluent Hispanic market with a whopping buying power of \$13 billion plus a year!

The fact is, no other daily newspaper has a higher penetration in a Hispanic market nationwide!

For current rates and information call our Advertising Department at (305) 376-4951.

8-10

---

---

---

---

---

---

---

---

---

---

---

---

## Advantages of Newspaper

- Range of market coverage
- Comparison shopping
- Positive consumer attitudes
- Flexibility
- Interaction of national and local

Newspaper Circulation Patterns			
Distribution Method	USA Today	Wall Street Journal	New York Times
Circulation	2,162,454	1,820,600	1,130,740
Home Delivery	14%	75%	63%
Single Copies	40%	8%	29%
Hotel/guest copies	23%	4%	-
Third Party	20%	9%	1%

Table 8.2

8-11

---

---

---

---

---

---

---

---

---

---

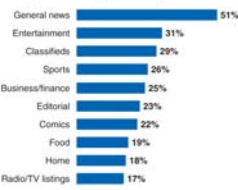
---

---

## Disadvantages of Newspapers

- Short life span
- Clutter
- Limited coverage of certain groups
- Poor reproduction

Like most adults, baby boomers (ages 35-54) read newspapers selectively. Only 21% of those surveyed read every section of the newspaper. Section or page readership:



General news	51%
Entertainment	31%
Classifieds	29%
Sports	26%
Business/finance	25%
Editorial	23%
Comics	22%
Food	19%
Home	18%
Radio/TV listings	17%

Figure 8.2 - Selective Readership Patterns (for Baby Boomers)

8-12

---

---

---

---

---

---

---

---

---

---

---

---

## Newspaper Readership

Accepted by Advertisers as the "Gold Standard" for more than 90 years

8-13

---

---

---

---

---

---

---

---

## Magazines

- Most magazines today are special interest publications aimed at narrower target markets
  - Specialty magazines
  - Upscale magazines

8-14

---

---

---

---

---

---

---

---

## Types of Magazines

- Consumer magazines
- Business magazines
- Farm magazines
- Geography
- Demographics
- Editorial content
- Physical characteristics
- Ownership



8-15

---

---

---

---

---

---

---

---

## Magazine Formats

- Double-page spread
- Gutter
- Bleed page
- Gatefold
- Photo essay ad



8-16

---

---

---

---

---

---

---

---

## Readership Measurement

- Magazine rates
- Magazine circulation
- MediaMark
- Simmons Market Research Bureau



8-17

---

---

---

---

---

---

---

---

## Magazine Advertising Advantages

- Target audience
- Audience receptivity
- Long life span
- Format
- Visual quality
- Sales promotions



8-18

---

---

---

---

---

---

---

---

## Magazine Advertising Disadvantages

- Limited flexibility
- High cost
- Lack of immediacy
- Distribution



8-19

---

---

---

---

---

---

---

---

---

---

---

---

## Packaging

- Both a container and a communication vehicle
- The last ad a customer sees
- Constant brand reminder once on the shelf



8-20

---

---

---

---

---

---

---

---

---

---

---

---

## Aspen Packaging and Media: Designing the Right Package



8-21

---

---

---

---

---

---

---

---

---

---

---

---

## Out-of-Home Advertising

- Size and format
  - Printed posters
  - Painted bulletin
- Buying Outdoor
  - Showings
  - Traffic count

Year	Revenue (in billions)
1998	4.4
1999	4.8
2000	5.2
2001	5.2
2002	5.2

Figure 8.3 - Total Outdoor Ad Revenue (in billions)

8-22

---

---

---

---

---

---

---

---

---

---

## Out-of-Home Advertising

- On-Premise Signs
- Posters
- Kiosks
- Transit Advertising

8-23

---

---

---

---

---

---

---

---

---

---

## Out-of-Home Advertising Advantages

- High impact medium
- Larger-than-life visuals
- Hard to ignore structure
- Least expensive

8-24

---

---

---

---

---

---

---

---

---

---



## Out-of-Home Advertising Disadvantages

- Message could fail to be seen or have impact
- Passive medium
- Extensive regulation




8-25

---

---

---

---

---

---

---

---

---

---

## Lamar Outdoor: The Nation's Leader in Highway Logo Signs



8-26

---

---

---

---

---

---

---


---

---

---

## Directory Advertising

- Books that list names, phone numbers, and addresses of people or companies
- Tell people where to go to get the product or service they want
- Reach an audience already in need of something



8-27

---

---

---

---

---

---

---

---

---

---

## Directory Advertising Advantages

- Consumers initiate the search process
- Inexpensive (1:15 ROI)
- Flexibility
- Long life




8-28

---

---

---

---

---

---

---

---

---

---

---

---

## Directory Advertising Disadvantages

- Competitive clutter
- Consumers who cannot easily use directories




8-29

---

---

---

---

---

---

---

---

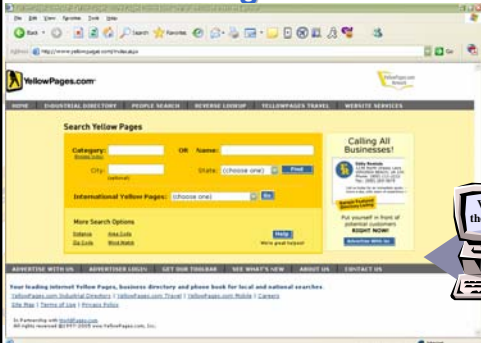


---

---

---

---

## The Yellow Pages: Let Your Fingers Do The Walking

8-30

---

---

---

---

---

---

---

---

---

---

---

---

# Broadcast, Interactive and Alternative Media

M. Larry Litwin, APR

8-31

---

---

---

---

---

---

---

---

## The Media Industry

- Advertising media is a huge industry with almost \$200 billion in spending
- Is this ad clutter?



8-32

---

---

---

---

---

---

---

---

**Ad Spending by Medium (Table 8.1)**

Media	2002 (in million \$)	2003 (in million \$)	% Change	% of Media
<b>Newspapers</b>	<b>\$45,341</b>	<b>\$46,256</b>	<b>2.0</b>	<b>23.8</b>
Local newspaper	20,994	21,341	1.7	
National newspapers	7,210	7,797	8.1	
Free-standing inserts	1,239	1,317	6.3	
Classifieds	15,898	15,801	-0.6	
<b>Magazines</b>	<b>26,047</b>	<b>27,280</b>	<b>4.7</b>	<b>14.0</b>
Consumer magazines	17,254	18,347	6.3	
B-to-B magazines	7,227	7,227	0.7	
Sunday magazines	1,264	1,331	5.3	
Local magazines	311	325	4.6	
<b>Directories</b>	<b>13,776</b>	<b>14,370</b>	<b>4.1</b>	<b>7.3</b>
<b>Television</b>	<b>52,666</b>	<b>54,462</b>	<b>3.4</b>	<b>28.0</b>
Network TV	20,016	20,375	1.8	
Spot TV	17,165	16,244	-5.4	
Cable TV	10,593	12,251	15.6	
National syndication	2,946	3,296	15.3	
Spanish-language network TV	1,946	2,196	12.8	
<b>Radio</b>	<b>9,993</b>	<b>10,368</b>	<b>3.8</b>	<b>5.3</b>
Local radio	6,575	6,732	2.4	
Network radio	966	1,001	3.6	
National spot radio	2,452	2,635	7.5	
<b>Outdoor</b>	<b>2,475</b>	<b>2,673</b>	<b>8.0</b>	<b>1.3</b>
<b>Internet</b>	<b>5,613</b>	<b>6,495</b>	<b>15.7</b>	<b>3.3</b>
<b>Other</b>	<b>30,730</b>	<b>32,320</b>	<b>4.9</b>	<b>16.6</b>
<b>Total:</b>	<b>\$165,144</b>	<b>\$175,048</b>	<b>6.0</b>	

8-33

---

---

---

---

---

---

---

---

## Basic Media Concepts

- **Media mix**
  - The way various types of media are strategically combined in an advertising plan
- **Media vehicle**
  - A specific TV program, newspaper, magazine, or radio station or program



8-34

---

---

---

---

---

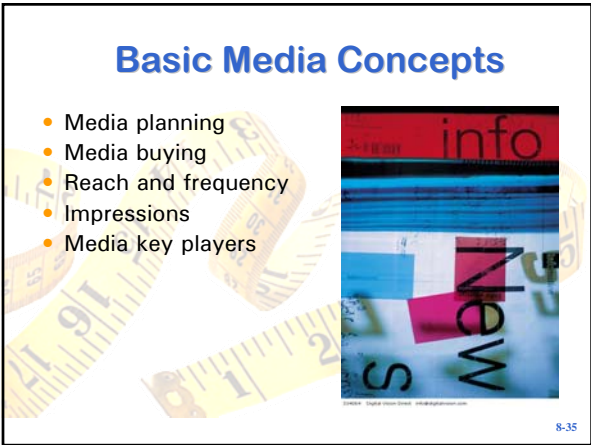
---

---

---

## Basic Media Concepts

- Media planning
- Media buying
- Reach and frequency
- Impressions
- Media key players



8-35

---

---

---

---

---

---

---

---

## Broadcast Media

- Transmit sounds or images electronically
- Include radio and television
- Broadcast engages more senses than reading



8-36

---

---

---

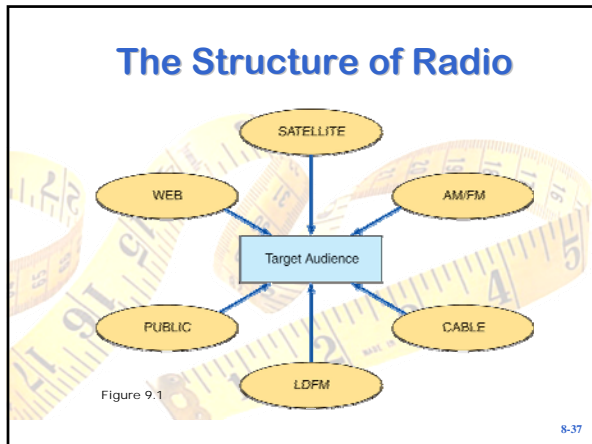
---

---

---

---

---




---

---

---

---

---

---

---

---

### Radio Advertising

- Relies on the listener's mind to fill in the visual element
- Delivers a high level of frequency
- Radio commercials lend themselves to repetition

8-38

---

---

---

---

---

---

---

---

### Revenue Categories

- Network Radio Advertising
- Spot Radio Advertising
- Syndicated Radio Advertising

8-39

---

---

---

---

---

---

---

---

## The Radio Audience

- Radio fans
- Station fans
- Music fans
- News fans
- Sports fans
- Talk fans



8-40

---

---

---

---

---

---

---

---

## Clear Channel Radio Makes it All About The Fans

Visit the Site

8-41

---

---

---

---

---

---

---

---

## Measuring the Radio Audience

- Dayparts
- Coverage
- Ratings



8-42

---

---

---

---

---

---

---

---

## Radio Dayparts

### Standard Radio Dayparts

Morning Drive	M-F 6 a.m. – 10 a.m.; 5 a.m. – 9 a.m.; 5 a.m. – 10 a.m.
Mid-Day	M-F 10 a.m. – 2 p.m. or 10 a.m. – 3 p.m.
Afternoon Drive	M-F 3 – 7 p.m. or 3 – 8 p.m.
Evenings	M-F 6 – 11 p.m. or 6 – Midnight
Overnights	11 p.m. or Midnight – 5 a.m. or 6 a.m.
Saturday	8 a.m. – Midnight
Sunday	8 a.m. – Midnight

Table 9.3

8-43

---

---

---

---

---

---

---

---

---

---

## Advantages of Radio

- Target audience
- Affordability
- Frequency
- Flexibility
- Mental imagery
- High level of acceptance



8-44

---

---

---

---

---

---

---

---

---

---

## Disadvantages of Radio

- Listener inattentiveness
- Lack of visuals
- Clutter
- Scheduling and buying difficulties
- Lack of control



8-45

---

---

---

---

---

---

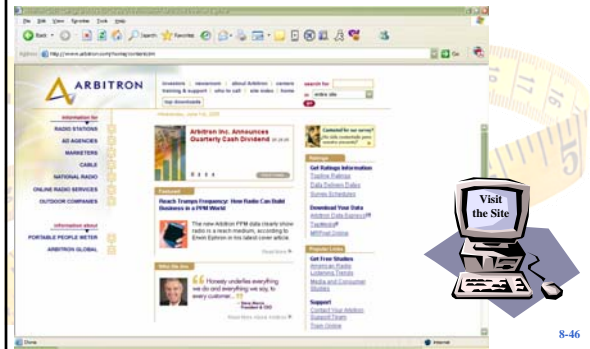
---

---

---

---

## Arbitron Radio Ratings and Media Research Information



8-46

---

---

---

---

---

---

---

---

## Television

- Television advertising is embedded in television programming
- Most of the attention in media buying, and in measuring effectiveness, focuses on the performance of various shows and how they engage their audiences

8-47

---

---

---

---

---

---

---

---

## The Structure of the TV Industry

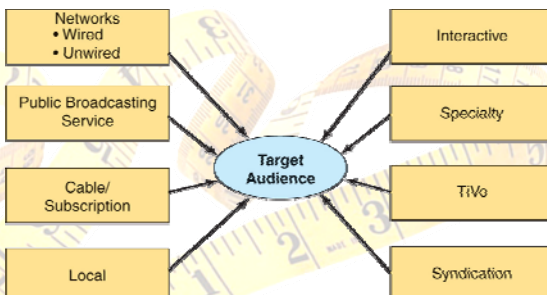


Figure 9.2

8-48

---

---

---

---

---

---

---

---



## Programming Options

- Specialty television
- Pay-per-view
- Program syndication
- Interactive television
- High-Definition TV
- Digital Video Recorders



8-49

---

---

---

---

---

---

---

---

## Forms of Television Advertising

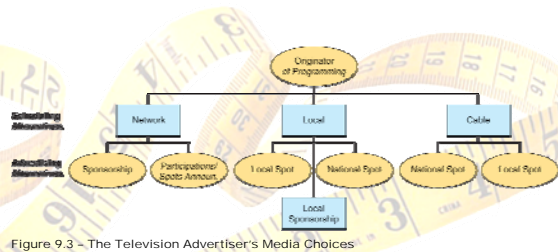


Figure 9.3 - The Television Advertiser's Media Choices

8-50

---

---

---

---

---

---

---

---

## Sponsorships

- Advertiser assumes total financial responsibility for producing the program and providing the commercials



8-51

---

---

---

---

---

---

---

---

## Participations

- Where advertisers pay for 10, 15, 20, 30, or 60 seconds of commercial time during a program



8-52

---

---

---

---

---

---

---

---

## Spot Announcements

- Commercials that appear in the breaks between programs
- Price is based on program rating and daypart

### Standard Television Dayparts

Early morning	M-F 7:00am-9:00am
Daytime	M-F 9:00am-4:30pm
Early fringe	M-F 4:30pm-7:00pm
Prime access	M-F 7:30pm-8:00pm
Prime time	M-Sa 8:00pm-11:00pm Su 7:00pm-11:00pm
Late news	M-Su 11:00pm-11:30pm
Late night	M-Su 11:30pm-1:00am
Saturday morning	Sa 8:00am-1:00pm
Weekend afternoon	Sa-Su 1:00pm-7:00pm

Note: All Times are Eastern Standard Time (EST).

Table 9.3

8-53

---

---

---

---

---

---

---

---

## Measuring the Television Audience

- Rating points
- Share of audience
- Gross Rating Points
- People meters



8-54

---

---

---

---

---

---

---

---

## Advantages of Television

- Pervasiveness
- Cost-efficiency
- Impact



8-55

---

---

---

---

---

---

---

---

## Disadvantages of Television

- Production costs
- Clutter
- Wasted reach
- Inflexibility
- Intrusiveness



8-56

---

---

---

---

---

---

---

---

## A. C. Nielsen: Better Marketing Decisions

Visit the Site

8-57

---

---

---

---

---

---

---

---

## Film and Video

- Trailers
- Videocassette and DVD distributors also placing ads before movies
- Promotional video networks in stores, offices, truck stops, etc.

8-58

---

---

---

---

---

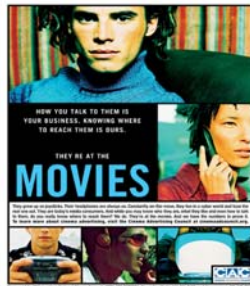
---

---

---

## Advantages of Film and Video

- Play to a captive audience
- Attention level is higher than for almost any other form of commercials



8-59

---

---

---

---

---

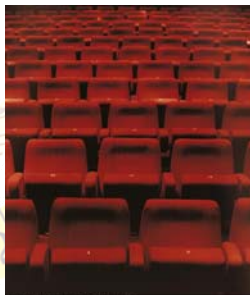
---

---

---

## Disadvantages of Film and Video

- Captive audience resents intrusion of ads



8-60

---

---

---

---

---

---

---

---

## Product Placement

- When a company pays to have verbal or visual brand exposure in a movie or TV program

8-61

---

---

---

---

---

---

---

---

## Advantages of Product Placement

- Demonstrates product usage in a natural setting by celebrities
- Catches audience when resistance to ads is low



8-62

---

---

---

---

---

---

---

---

## Disadvantages of Product Placement

- May not be noticed
- Not a match between product/movie/audience



8-63

---

---

---

---

---

---

---

---

## Alternative Media

- Radio
- Television
- Internet
- Ipod® (Podcasts, etc.)
- Vcasts
- Cell Phone
- Digital signage



8-64

---

---

---

---

---

---

---

---

## Alternative Media

- Cross Platform
- News Convergence



8-65

---

---

---

---

---

---

---

---

## Apple® Tops The Charts with Digital Music



8-66

---

---

---

---

---

---

---

---

## A Drugstore Goes Online



---

---

---

---

---

---

---

---

## Web Advantages

- Reaches the millions who have access to computers at home, work, in libraries, cyber cafes and other Wi-Fi locations
- Relative ease of using e-mail
- Rapidly expanding use of web pages
- Discussion groups, message boards and IMing
- Web pages that offer links to immediate information about your company or organization
- Blogs – Citizen created content. Bloggers use their expert knowledge based on categories.
- Podcasts
- Vodcasts, Vidcasts, Vcasts

8-68

---

---

---

---

---

---

---

---

## Web Disadvantages

- Outdated information
- Driving audiences to Web site
- Difficult to navigate
- Looks unprofessional
- Failure to include contact information
- Broken links
- Sometimes unexpectedly not available
- Security
- Available only to individuals who have computers

8-69

---

---

---

---

---

---

---

---

## Podcasts

- Internet-distributed audio programs
- Self-styled audio productions recorded in digital format and downloaded to computers, Ipods® or other digital music players.

8-70

---

---

---

---

---

---

---

---

## Vcast/Vidcast/Vodcasts

- Video podcast sometimes shortened to vidcast or vodcast.
- Online delivery of video on demand video clip content.
- Usually distributed as a file or as a stream
- Vlog

8-71

---

---

---

---

---

---

---

---