

This advantage as problem as demerit as media selection.

- 11) The TV advertisement are expensive in terms of creative production and air time cost.
- 12) Pretested advertisement time are sold out best in advance.
- 13) More people are using technology to screen out unwanted adverts.
- 14) It can be extremely expensive if the telemarketing is out sourced to outside company.
- 15) Radio is a background medium most listeners are doing something while listening.
- 16) Radio listeners are spread over many stations be hard to advertise on general stations.
- 17) Targeting is low because of the diversity and breadth of audience.

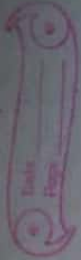
- Parents
  - Children
  - Drivers
  - Caterers
  - Bookers
  - Leaflets
- ↓
- Input

- ↓
- NonPrinted
- (a) Brood cast
    - Radio
    - Television
  - (b) Transit
    - Housings
    - Signboards
    - Transpats
    - Like buses.
  - (c) Speciality
    - Cinema
    - Fairs and exhibitions



# Advertising Management

## Unit - 1



Introduction of media and media mix

What is a media and types of media :-  
Media is a powerful communication tool in this democracy. The term media is plural for medium.

In advertising terms medium is a channel of communication such as news paper, magazines, radio and television.

A media is a vehicle for conveying the sales message to and advertising to the customer.

It is a vehicle by which advertisers convey their messages to a large group of customers.

Media is a medium in this medium in this medium communication or advertiser use some tools for passing the message to receiver or customer light, print, electronic, internet.

Advertising media refers to the various media channel through which advertisement is delivered.

\* Outdoor advertising :- It include  
different media by posters, playcards,  
electronic display or neon signs. The  
mean in of outdoor advertising is  
to catch the attention.



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Media Planning in General involve optimum benefit in the long run.

The media mix in terms of balance of usage for TV, Radio, and Print media as other types of media.

\* Step of media planning :-

- 1a) Decide target market
- 1b) Media objective
- 1c) Selection of media types
- 1d) Selecting specific media vehicle
- 1e) Allocation of fund

(b) Media Scheduling :- Media Scheduling could be used depending a point the requirements of the advertise



19) Long lead time are required for creative writing and mailing.

10) Advertising can be expensive depending on the target market quality of list and size of the campaign.

Television advertising is the best developing medium for advertising and is getting more popular these days. It is more effective because it has audio and video (sight).

It has pictorial representation it is more effective and impressive and have long lasting impression on the mind of the viewer. It can appeal through ear and eye.

Television reaches the audience face to face contact.

Television advertising create mass market.

## \* Factors

## media selection.

- (1) The financial situation of advertising.
- (2) The nature of the product and the demand for it.
- (3) The type of prospect, their location and other pictures.
- (4) The nature of competition and the coverage.
- (5) Write media of advertising will enable the advertising to deliver the message effectively.
- (6) Media choice is determined by a number of factors such as number of viewers, readers, education, income, family size.

## Example of media selection :-

- (1) Displays, Exhibitions, Trade fairs, Point of purchase.
- (2) Advertising specialties such as calendars, diaries, ballpoint pen, keyring.



The media mix is a combination of different advertising channels which are in such a way that it reaches a maximum number of people.

Media mix is divided as the channels are used for the purpose of advertising these goods and services so that maximum number of people can get aware of

(c) \* Media selection :- Effecting advertising by intermingling the public about the right product at the right time through the right medium.

Media selection involves the selection of a specific media for advertising such as the newspaper, magazine, the radio or television, the internet or outdoor advertising media selection is the process of choosing the most efficient media for advertising.

10) \* Media Planning :- The media planning is to determine the best combination of media to achieve the objective like how many of audience can be reach through the various media.

On which media should the advertisement be placed.

How budget should be spend in each medium.

Media Planning is a problem as to how media choices help to meet marketing objective.

It determine the used of time and space in selection of media and target audience media planning means reaching the right people and right time with right message.

Media planning is an exercise to find the best medium or combination of media that will produce the best overall effect related to the need of the advertising brand.



12) **Media objective** :- Here the media objective depends to the establishing the objective like, how much circulation of print media to the target market.

13) **Selection of media types** :- Every media plane requires that specific media type to be selected. There are a number of advertising media available to the advertiser best advertising the goods.

This may be grouped into

- 1) Best advertising media
- 2) outdoor advertising media
- 3) Direct mail advertising media
- 4) Broad cast advertising media

14) **Selecting specific media vehicle** :-

In this step selecting specific media vehicle has different types of advertisement.