

out of the above Advertising media must be an appropriate media mix

Selected in terms of the Advertising objective or goal. The following are some of the considerations which are relevant in media selection.

- (1) The Budget! - Obviously the advertising appropriation will determine the extent of and the choice in, the media to be selected. Certain media are expensive.
- (2) The Nature of Competition! - Where competition is stiff, naturally more careful media selection and a larger advertising budget would be required. Here the objective may be to direct the advertising at the same audience as that of the competitor or at an audience not reached by the competitor.
- (3) The Extent of Coverage Required! - The larger the coverage required the larger would be the budget. Media must be selected in such way that it gives the maximum coverage at a maximum cost. The cost is generally calculated in terms of cost per thousand. The formula being:

$$\text{Cost per thousand} = \frac{\text{price of the medium to the advertiser}}{\text{Delivered audience (no omitted)}}$$
- (4) The Nature of prospects! - The most important aspect of the media decision naturally depends on the type of prospects, which constitutes the audience selected for the advertising. This involves considerations such as geographic concentration, purchasing power, sex, age, etc. The media selected must reach the market segment at whom the advertising is aimed. The several forms of publicity will now be discussed.

FEB 2013

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Unless, the proper Advertising media is selected, the power of the

Advertisement may be lost or decreased in spite of the

10:00 advertisement being strong in text illustration and

10:30 typographical display as well as the effective appeal

made in the advertisement. Before the copy is prepared,

the appropriate media must be selected. Any medium

11:00 that is selected is no doubt likely to bring the

Advertisement to the attention of a few possible purchasers.

11:30 but an ideal medium would be the one that causes

no waste. Thus, however, efficiently the Advertisement

12:00 is constructed, it must be judiciously distributed through

media widely circulating among possible customers.

12:30

01:00

01:30

02:00

02:30

03:00

03:30