

Intro to Marketing
Mrs. Anastasio
Distance Learning Assignment #4
Due Friday, May 15, 2020

1. Vocabulary Chapter 19: Write definition and one sentence for each word in Word document or notebook.
2. Take notes and fill in graphic organizers from PowerPoint in notebook.
3. Complete Chapter 19 worksheet packet.
4. Complete Chapter 19 Study Guide.

Chapter 19 Vocabulary

Write definition and one sentence for each word in a Word document or notebook.

1. Advertising
2. Promotional Advertising
3. Institutional Advertising
4. Media
5. Print Media
6. Transit Advertising
7. Broadcast Media
8. Internet Advertising
9. Podcast
10. Blogs
11. Specialty Media
12. Media Planning
13. Audience
14. Frequency
15. Impression
16. Cost Per Thousand (CPM)

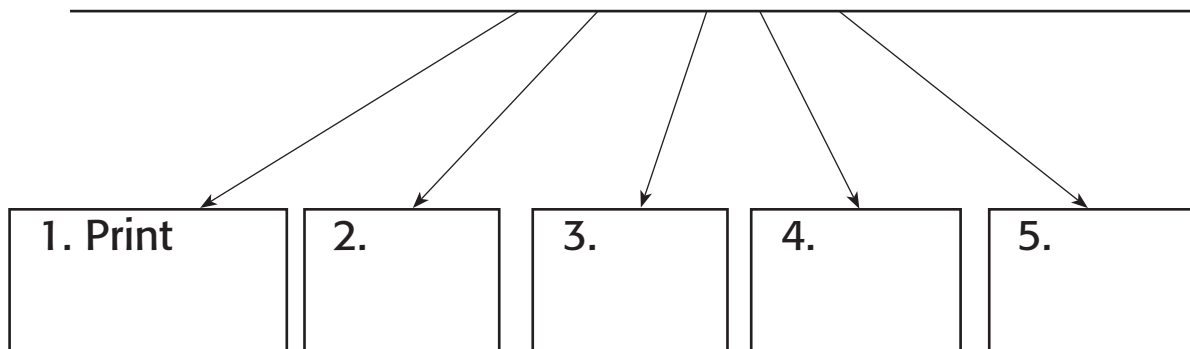
Chapter 19 Advertising

Section 19.1 Advertising Media

Section Graphic Organizer

Directions Use this process chart to organize your notes about the types of media used for advertising.

Types of Media



Chapter 19 Advertising

Newspaper Advertising

Directions Use this graphic organizer to list advantages and disadvantages of newspaper advertising.

Newspaper Advertising	
Advantages	Disadvantages

Chapter 19 Advertising

Types of Media

Directions Use this graphic organizer to list examples of different types of media.

Types of Media	
Type	Examples
Print	Newspaper;
Broadcast	Television;
Internet	Opt-in e-mail;
Specialty	Giveaways;
Other	In-store;

Chapter 19 Advertising

Print Media

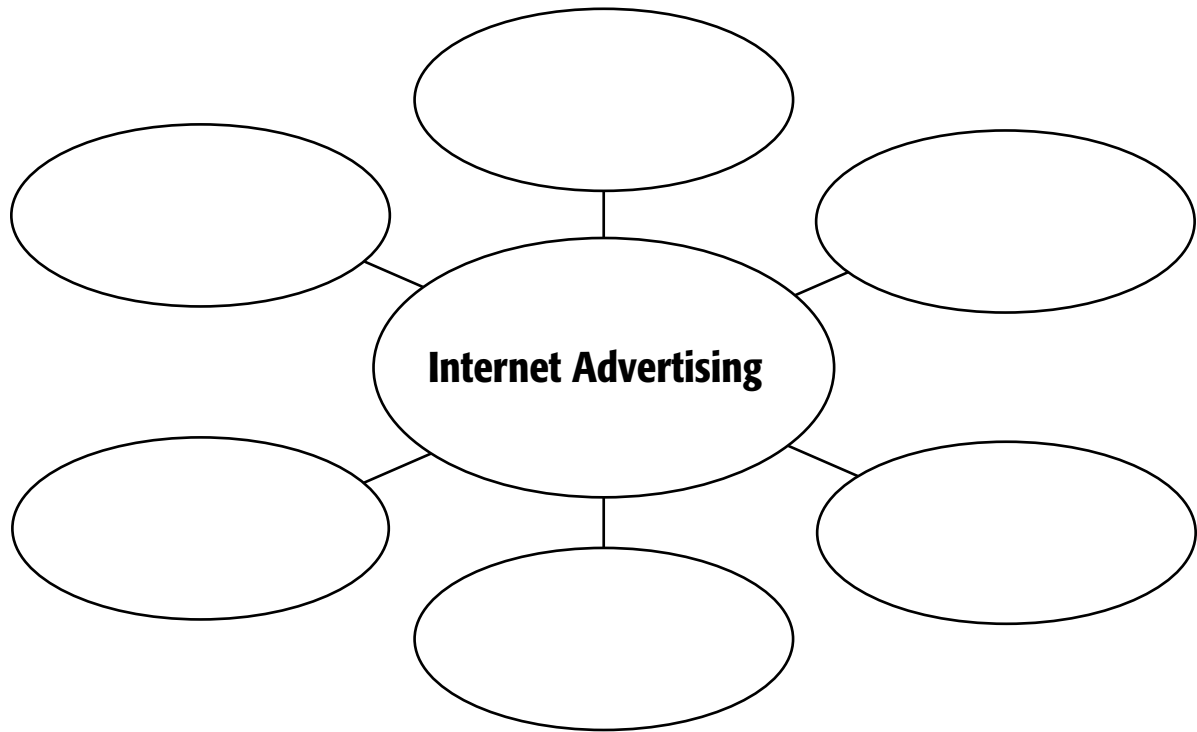
Directions Use this graphic organizer to list advantages and disadvantages of different types of print media.

Print Media	Advantages	Disadvantages
Newspapers		
Magazines		
Direct-mail		
Directory		
Outdoor		
Transit		

Chapter 19 Advertising

Internet Advertising

Directions Use this graphic organizer to list types of Internet advertising.



Chapter 19 Advertising

Section 19.2 Media Rates

Section Graphic Organizer

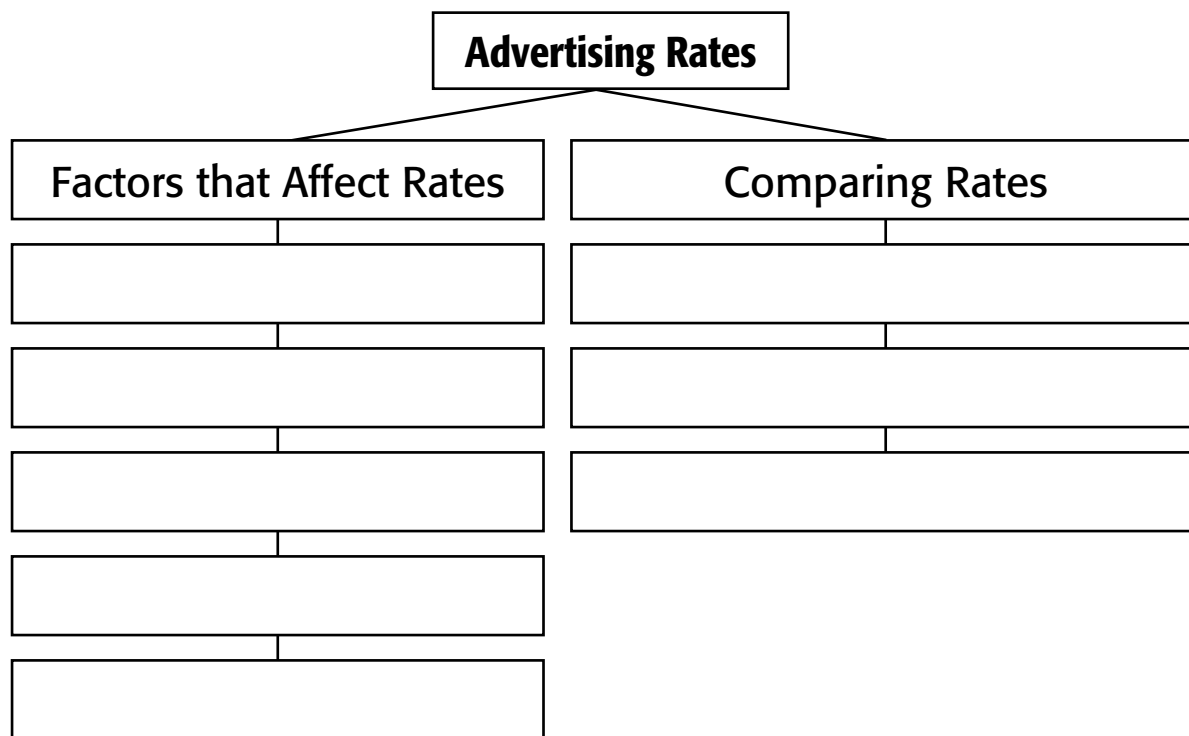
Directions Use the process chart to take notes about media measurement and rates.

MEDIA RATES	
<p>Newspaper How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Magazine How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Internet How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Radio & Television How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Chapter 19 Advertising

Advertising Rates

Directions Use this graphic organizer to list and compare factors affecting advertising rates.



Chapter 19 Advertising

Radio Air Time

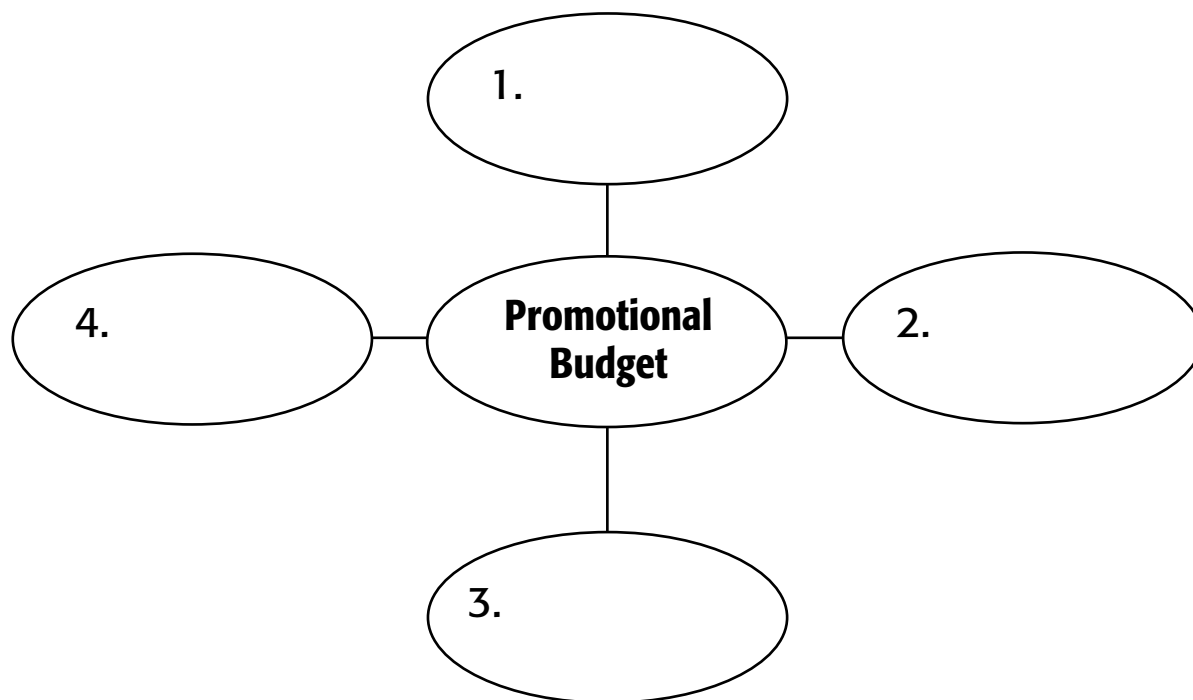
Directions Use this graphic organizer to analyze radio advertisements and the air times when they were broadcast.

Air Time	Product	Description
Class A		
Class B		
Class C		
Class D		

Chapter 19 Advertising

Promotional Budget

Directions Use this graphic organizer to list ways of setting a promotional budget.



Glencoe

Marketing Essentials



Mc
Graw
Hill
Education

Chapter 19

advertising

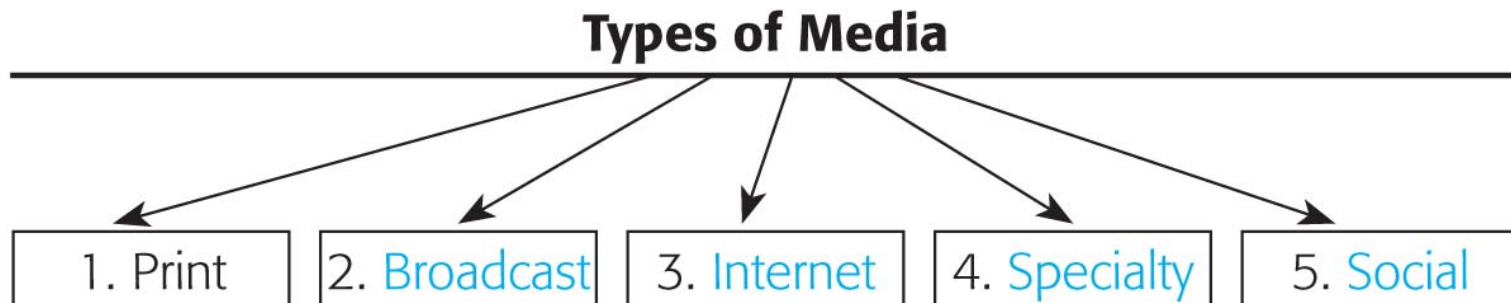
Section 19.1 Advertising Media

Section 19.2 Media Rates

Advertising Media

Graphic Organizer

Types of Media Used for Advertising



Getting Ready to Sell

The average city dweller is exposed to more than 3,000 advertising messages every day.



advertising

A form of nonpersonal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets.

Getting Ready to Sell

Promotional Advertising



promotional advertising

Advertising designed to increase sales.

Institutional Advertising



institutional advertising

Advertising designed to create a favorable image for a company and foster goodwill in the marketplace.

Getting Ready to Sell

Mass advertising enables companies to reach large numbers of people with their messages.

Types of Media

What is media?

**media**

The agencies, means, or instruments used to convey messages to the public.

Types of Media

Print Media

Newspaper
Advertising

Magazine
Advertising

Direct-Mail
Advertising

Directory
Advertising

Outdoor
Advertising

Transit
Advertising



print media

Advertising in newspapers, magazines, direct mail, signs, and billboards.



transit advertising

Advertisement seen on public transportation.

Advertising Media

Types of Media

Graphic Organizer

Advantages and Disadvantages of Newspaper Advertising

Newspaper Advertising

Advantages	Disadvantages
<ul style="list-style-type: none">• Distribution is known.• Targets people living in certain areas.• Responses to ads and coupons are easily tracked.• Cost is relatively low.	<ul style="list-style-type: none">• Some sold to subscribers outside target market zone.• Limited shelf life.• Limited color availability.• Ads are less appealing than those found in magazines or direct mail.• Circulation and readership continues to decline.

Types of Media

Broadcast Media

Television Advertising

Companies can advertise nationally on network television or on local television stations.

Radio Advertising

Radio advertisers can carefully target their audiences when they select the station on which to broadcast their ads.



broadcast media

Radio and television.

Types of Media

Internet Advertising

**Opt-In
E-Mail Ads**

**Banner and Search
Engine Ads**

**Rich-Media and
Video Ads**

**Social-Media
Advertising**

Podcasts

Blogs



Internet advertising

The form of advertising that uses either e-mail or the World Wide Web.



podcast

Any brief digital broadcast that includes audio, images, and video delivered separately or in combination.



blog

Personal Web site where an individual shares thoughts, pictures, and comments with visitors.

Types of Media

Specialty Media

Books

Calendars

Magnets

Pens

Pencils

Shirts

Caps

Bags



specialty media

Relatively inexpensive useful items featuring an advertiser's name or logo; also called giveaways or advertising specialties.

Types of Media

Other Advertising Media

**Digital
Billboards**

**On-Screen Movie
Theater Ads**

**Bathroom
Stalls**

iPods®

Cell Phones

Laptops

Video Games

Vlogs

Web Logs

RSS News Feeds

Twitter®

Facebook®

Advertising Media

Types of Media

Graphic Organizer

Examples of Each Type of Media

Types of Media	
Type	Examples
Print	Newspaper; Magazine, Direct-mail, Directory, Outdoor, Transit
Broadcast	Television; Radio
Internet	Opt-in e-mail; Banner and search engine, Rich-media and video, Social-media
Specialty	Giveaways; Appointment books, Calendars, Magnets, Pens, Pencils
Other	In-store; New media, iPods®, Cell phones, Laptops, Video games

Advertising Media

Types of Media

Graphic Organizer

Advantages and Disadvantages of Print Media

Print Media	Advantages	Disadvantages
Newspapers	Distribution is known; Target people living in certain areas; Coupons easily tracked; Cost is relatively low	Some sold to subscribers outside target market; Limited shelf life; Limited color availability; Ads are less appealing than those found in magazines or direct mail;
Magazines	Longer life span than newspapers; Better quality graphics; Variety	Cost; Deadline limits flexibility to make change based on market
Direct-mail	Can send to select population; Can purchase mailing lists; Wide choice of printed advertisement formats; Flexibility	Yields low level of response; Image problems—"junk mail"; Cost

continued

Advertising Media

Types of Media

Graphic Organizer

Advantages and Disadvantages of Print Media

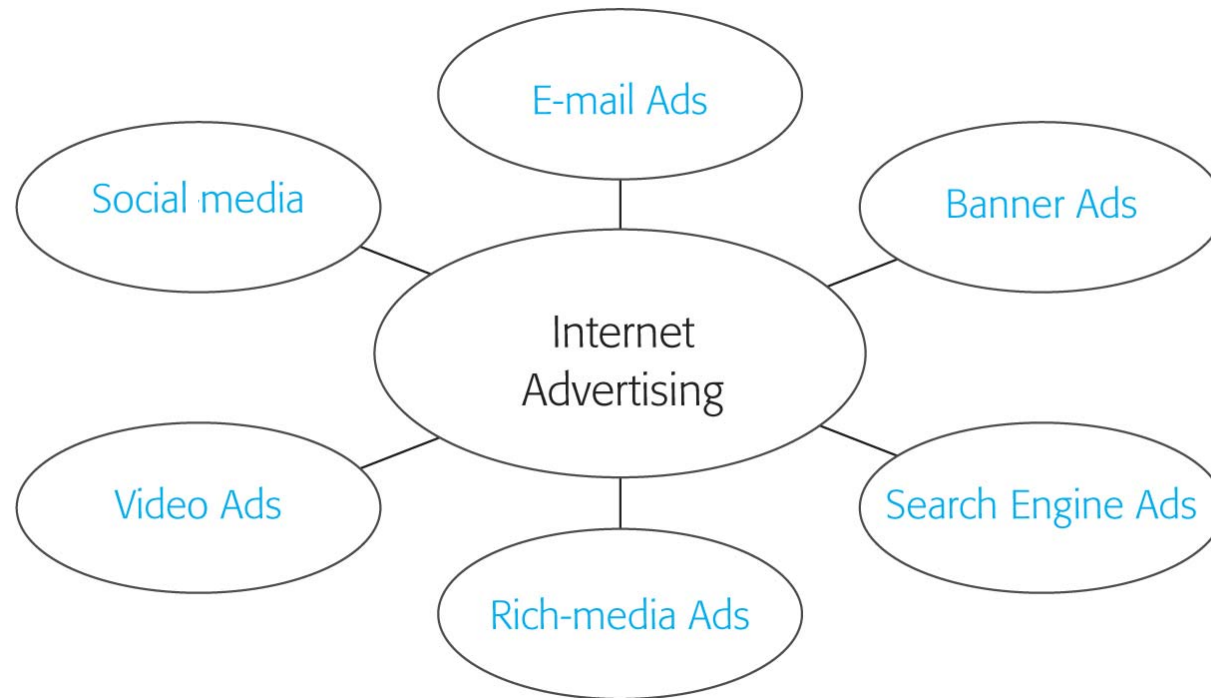
Print Media	Advantages	Disadvantages
Directory	Relatively inexpensive; Can target all demographic groups; Printed directories kept for a year	Printed version can only be changed when reprinted
Outdoor	Highly visible; Relatively inexpensive; Provides messages 24/7; Can be located in specific geographic area	Limited viewing time; Increasing government regulations; Restricted to highways, secondary roads, commercial/industrial zones
Transit	Reaches a wide and captive audience; Economical; Defined market of travelers	Difficult to target specific markets

Advertising Media

Types of Media

Graphic
Organizer

Types of Internet Advertising



Media Planning and Selection

Media Planning and Selection Tips

Accomplish a marketing objective

Use media-planning software

Use media-cost data

Use audience information



media planning

The process of selecting the appropriate advertising media and deciding the time or space in which ads should appear to accomplish a marketing objective.

Media Rates

Graphic Organizer

Media Measurement and Rates

MEDIA RATES	
Newspaper How Are Rates Determined? Classified ad or display ad Amount of space Timing Location of ad	Magazine How Are Rates Determined? Circulation Type of readership Production techniques
Internet How Are Rates Determined? Display format CPM rate based on views Paid listings at portal sites Per-click rates Pay-for-sale advertising	Radio & Television How Are Rates Determined? Network radio, national spot-radio, or local radio Time of day

Media Measurement

Key Terms in Media Measurement

Audience

Frequency

Impression

Cost per Thousand (CPM)



audience

The number of homes or people exposed to an ad.



frequency

The number of times an audience sees or hears an advertisement.



impression

A single exposure to an advertising message.



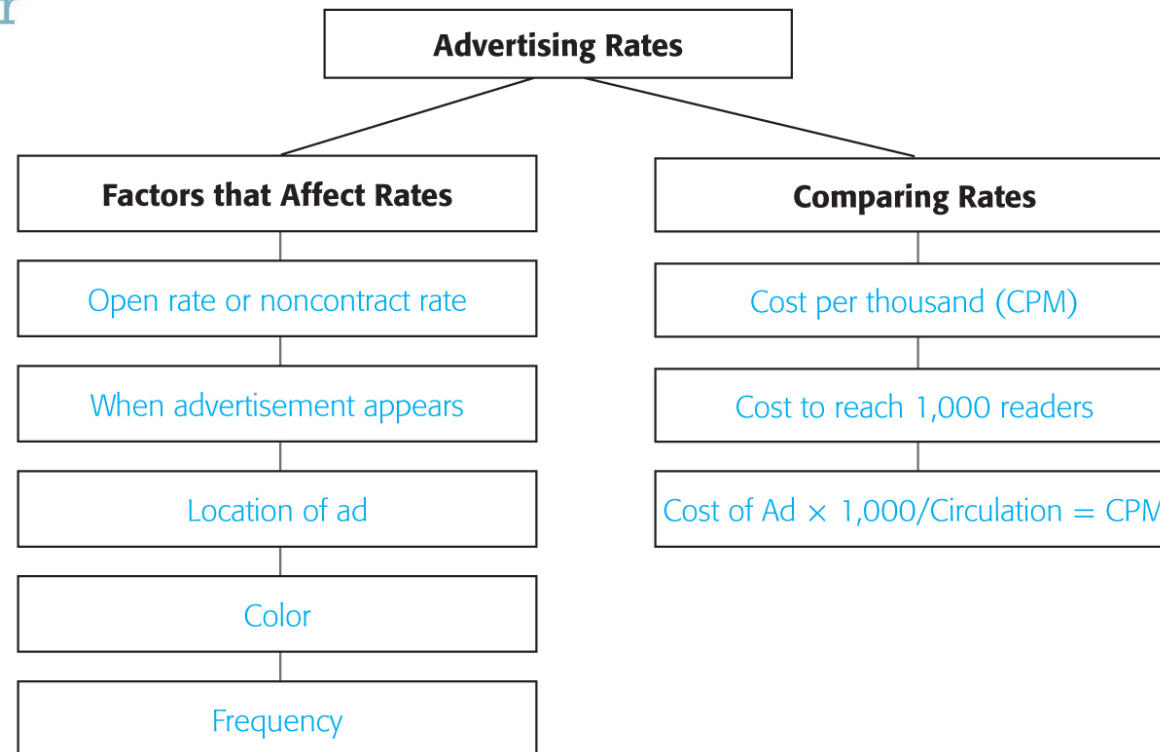
cost per thousand (CPM)

The media-measurement cost of exposing 1,000 readers or viewers to an advertising impression.

Media Rates

Graphic Organizer

Factors That Affect Newspaper Advertising Rates



Media Rates

Magazine Rates

- § Circulation
- § Type of readership
- § Production techniques
- § Frequency discounts

Internet Rates

- § Banner ads
- § Rich media ads
- § Popup ad
- § Pop-under ads
- § Pay-for-sale

Radio Rates

- § Network ads
- § National spot-radio
- § Local radio
- § Time of day

Television Rates

- § National
- § Local
- § Time of day

Media Rates

Graphic Organizer

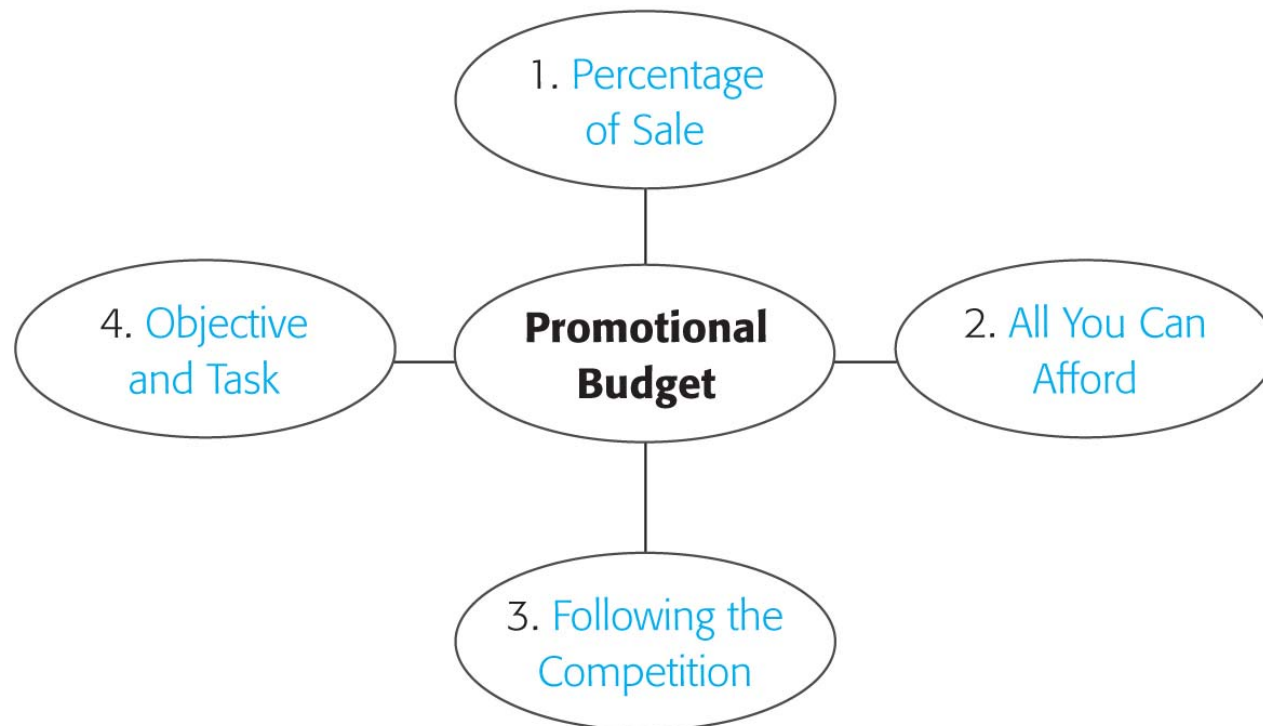
Acquire recordings of radio advertisements for four radio airtimes. After students have listened to all advertisements, conduct a class discussion. Ask questions such as:

Air Time	Product	Description
Class A		
Class B		
Class C		
Class D		

Promotional Budget

Graphic
Organizer

Promotional Budgeting Methods



Marketing Essentials



End of Chapter 19

advertising

Section 19.1 Advertising Media

Section 19.2 Media Rates

Chapter 19 Advertising

Section 19.1 Advertising Media



Real-World Application Advertising Approach

Directions Read the case study below. Then answer the questions.

Changing an Advertising Approach After years of relying on television to advertise its products, Procter & Gamble (P&G) changed its strategy to focus more on direct mail, the Internet, and staged events. Not long ago, P&G reduced its advertising costs, which included decreasing the total amount spent on television advertising to \$1.18 billion, a 7 percent drop. The company pulled back significantly from local TV, decreasing expenses by 30 percent, but increased magazine advertising expenditures by 17 percent and tripled its newspaper advertising. The company hopes to more accurately reach its target market this way.

P&G also changed the way it handles its advertising agencies and campaigns. Company personnel are involved in advertising campaigns from the beginning. P&G now consults with its advertising, public relations, Internet, and direct marketing staff before launching any campaign. In addition, P&G no longer reimburses advertising agencies based on a straight 15 percent of advertising dollars spent. Under the new policy, agencies will be rewarded based on the success of their assigned products in the marketplace. Sales growth, rather than advertising expenditures, will be an incentive to spend more wisely.

The changed policies have already resulted in different advertising campaigns. The launch of Physique, a hair-care line, depended heavily on direct mail rather than television. P&G spent 60 to 80 percent on direct mail teasers, product samples, and specialty advertising. Only then did television and print advertising begin. Finally, the company sent a mass distribution of Physique to more than 60,000 grocery, drug, and warehouse discount stores. The type of launch may not be successful with products such as laundry detergent, but P&G felt it was successful for Physique.

1. Speculate on why P&G has reduced TV spending in favor of increased spending for magazine and local newspapers.

2. Why did P&G change the way it reimburses advertising agencies? Will this newer approach lower its operating costs? Why or why not?

Chapter 19 Advertising

Section 19.1 Advertising Media



Study Skills

Reading for Different Purposes

Directions Use the tips to help improve your reading skills. Then review Chapter 19 using the tips as you complete the statements that follow. Write the correct term from Chapter 19 to complete each statement.

Varying Your Reading Strategy

Good readers know how to select and use different reading strategies for different purposes.

- **Study reading** is used when first encountering difficult material. You read slowly with focus to ensure high comprehension.
- **Skimming** is used to preview new material and other times when you want to get a general idea about an article. When you skim, you look for main ideas and key terms.
- **Scanning** is helpful when you are looking for the answer to a specific question you have. You move your eyes quickly over the text to spot key words or phrases and locate what you are looking for.

1. _____ is advertising that is designed to increase sales.
2. _____ tries to create a favorable image for a company and foster goodwill in the marketplace.
3. Newspapers, magazines, direct mail, and billboards are examples of _____.
4. Radio and television are both examples of _____.
5. _____ uses public transportation facilities to advertise.
6. Items with an advertiser's name printed on them are called _____.
7. The _____ is the cost of exposing 1,000 readers to an ad.
8. A banner ad or pop-up ad is a common form of _____.
9. _____ is the number of times an audience sees or hears an advertisement.
10. _____ are the agencies, means, or instruments used to convey messages.
11. A single exposure to an advertising message is called an _____.
12. The number of homes or people exposed to an ad is called the _____.

Chapter 19 Advertising

Section 19.2 Media Rates



Real-World Application Making Choices about Advertising

Directions Read each of the scenarios. Determine which type of advertising method would be best in each case.

1. A women's clothing designer is seeking a cost-effective way to market its newest line of dress shoes to women who dress professionally, yet seek comfort.

2. A new car dealership wishes to inform current customers about a sale on luxury sedans. It hopes to retain as many customers as possible when the new stock arrives.

3. A coffee and tea company has opened a café in a new city. With its advertising campaign it wishes to reach business professionals, blue collar workers, and students in an urban setting, who would be most likely to patronize the café on their morning commute to work or school.

4. A popular music venue in a large city is trying to attract a large audience to attend its five-year anniversary party. It has organized a full day of live music with prizes and contests. The venue's target audience consists of individuals over 12 years old who enjoy reggae and hip-hop music.

5. A soft drink company has changed the ingredients in their diet soda. The company feels that the new taste is a sure thing. It wishes to inform a wide audience on its new ingredients and fantastic new taste. Also, it is hoping that the increased exposure to its diet soda will boost sales for all of its drinks.

Chapter 19 Advertising

Section 19.2 Media Rates



Study Skills Memorization Techniques

Directions Read the tips for learning memorization techniques. Then answer the multiple-choice questions about the main ideas in Chapter 19.

Memorization Techniques

- Use repetition. Read aloud the word or phrase that you want to memorize. Close your eyes and repeat it. Then write it down.
- Make a connection. Associate an unfamiliar word with something you know.
- Develop and acronym. Create a word or phrase using the first letter of each word.
- Think of a catchy saying for the word that creates a mental picture in your mind.

1. Business-to-business magazines are also known as:
 - a. weeklies.
 - b. monthlies.
 - c. newspapers.
 - d. trade publications.
2. The two types of direct marketing are:
 - a. television and radio advertisements that focus on a specific customer.
 - b. direct mail sent to a home and electronic mail sent to an e-mail address.
 - c. newspapers and magazines available in a retail store.
 - d. telephone directories and direct mail sent to a home.
3. Most television advertisements are:
 - a. 5- or 10-minute spots.
 - b. 1- or 2-second spots.
 - c. 30- or 60-minute spots.
 - d. 30- or 60-second spots.
4. Magazine rates are based on circulation, the type of readership, and:
 - a. contracts.
 - b. popularity.
 - c. production techniques.
 - d. location.
5. To reach customers, advertising uses a set format that is defined in terms of:
 - a. time or space.
 - b. quality or quantity.
 - c. radio or television.
 - d. newspaper or magazine.
6. The three types of radio advertising are:
 - a. mass radio advertising, network radio advertising, and national radio advertising.
 - b. spot radio advertising, transit radio advertising, and national radio advertising.
 - c. network radio advertising, national spot radio advertising, and local radio advertising.
 - d. national radio advertising, direct radio advertising, and spot radio advertising.

Chapter 19 Advertising



Test-Taking

Directions Study the Test-Prep Tips and think about how you can use them to improve your test scores. Take the practice test. For each of the statements determine whether the information provided reflects an advantage or disadvantage for the type of advertising media identified.

Test-Prep Tips

Sometimes you know the answer, but you feel frustrated because you cannot remember it during a test. Try these techniques to help jog your memory.

- Relax and slowly reread the question.
- Put a mark next to the question, and go on to the next question. There may be a word in a later question that jogs your memory.
- Recall material that related to the question, and then revisit the question.

- | | |
|-------|--|
| _____ | 1. Newspapers have a high readership and a high level of reader involvement. |
| _____ | 2. Magazines are often read more slowly and thoroughly than newspapers. |
| _____ | 3. Many people think of direct-mail advertising as junk mail. |
| _____ | 4. Outdoor advertising is usually viewed very quickly. |
| _____ | 5. Telephone directories are in 98 percent of U.S. households. |
| _____ | 6. Transit advertising is restricted to certain travel routes. |
| _____ | 7. Radio advertising is a mobile medium. |
| _____ | 8. Television can use all of the necessary elements to produce a creative advertising message. |
| _____ | 9. Online advertising response rates are often as low as one percent. |
| _____ | 10. Radio advertising has a short life span. |
| _____ | 11. Transit advertising has a defined market. |
| _____ | 12. Yellow Pages directories are usually printed yearly. |
| _____ | 13. Outdoor advertising permits easy repetition of a message. |
| _____ | 14. Direct marketing can be flexible and keep competitors from seeing the advertisements. |
| _____ | 15. Magazines have less mass appeal when compared to newspapers within a geographical area. |

Marketing Chapter 19 Study Guide

Indicate whether the statement is true or false.

1. Newspapers can target advertising to people living in certain areas.
 - a. True
 - b. False
2. A 10-percent return or redemption rate for printed direct mail is high.
 - a. True
 - b. False
3. According to the text, less than half of adults in the United States read newspapers every day.
 - a. True
 - b. False
4. Advertising demonstrates the features and benefits of a good or service.
 - a. True
 - b. False
5. A business must pay for any listing of its name, address, and phone number in the White Pages telephone directory.
 - a. True
 - b. False

Indicate the answer choice that best completes the statement or answers the question.

6. What is one characteristic of advertising?
 - a. can promote a new or existing product
 - b. identifies the media used
 - c. targets media outlets
 - d. always encourages competition
7. Which printed medium is most familiar to 99 percent of American adults?
 - a. Yellow Pages directory b. monthly magazine
 - c. newspaper d. weekly magazine
8. With what group is direct-mail advertising most effective?
 - a. business-to-business customers
 - b. existing customers
 - c. potential customers
 - d. target consumers
9. What type of print medium provides the longest life span for an advertisement?
 - a. magazine b. poster
 - c. directory d. newspaper

Marketing Chapter 19 Study Guide

10. Businesses that advertise in newspapers can target their ads to people with particular interests or to those living in a particular region. Why can businesses do this targeting?

- a. newspapers have a variety of high-interest, reader-attracting features
- b. newspaper advertising costs are relatively low, so additional money can be spent on market research
- c. newspaper distribution is known
- d. newspaper ads can be adapted to the target market

Enter the appropriate word(s) to complete the statement.

11. Magazines that are read for personal pleasure or interest such as *Road and Track*, *People*, and *Seventeen* would be classified as _____ magazines.

12. Marni is researching rates for advertising her Web-design service in her local newspaper. The paper's rate is \$14 per column inch. Her ad measures 6 inches by 5 inches, so the ad will cost _____.

13. The rate that a magazine charges for its advertising space is based on the magazine's _____.

14. The advertising department of a company manufacturing fine china dinnerware contracted with *Excellent Homes* magazine to run a full-page, four-color ad for \$31,748. Included in the contract was the term 2/10 net 30. The magazine invoice was dated 2/1/00; the bill was paid on 2/12/00. The manufacturer paid _____ for the advertisement.

15. A newspaper advertisement that includes art, photos, copy, and a logo is called a(n) _____ advertisement.

16. A(n) _____ ad is an advertisement that appears as a rectangle or various shapes and sizes at the top, bottom, or side of a Web page.

17. Radio and television are both considered _____ media, but Web sites are not.

18. Advertising that presents information about a business's contributions to the community is called _____ advertising.

19. *The Breeze* newspaper has a circulation of 400,000, and an ad costs \$495. *The Herald* has a circulation of 350,000, and an ad costs \$425. _____ newspaper has the lowest cost per thousand.

Marketing Chapter 19 Study Guide

Match each item with the correct statement.

- a. shopper
 - b. media planning
 - c. specialty media
 - d. transit advertising
 - e. promotional advertising
 - f. Internet advertising
 - g. trade magazine
 - h. Standard Rate and Data Service
 - i. billboard
 - j. contract rate
20. a special newspaper containing no editorial content
21. ads combined with animation, video, sound, interactivity
22. fee paid to a newspaper that can guarantee advertising space during a specific period
23. printed posters on subways, buses, and trains
24. advertising designed to increase sales
25. provides information about advertising charges for most media
26. process of selecting appropriate advertising media
27. type of print media that can be restricted in certain locations
28. useful products imprinted with an advertiser's name
29. publication targeted for professionals with an interest in a particular field
30. You are the advertising director for a national chain of bookstores. Budgetary limitations have forced you to make a choice between advertising on radio or on television. Explain the advantages and limitations of both media, and then explain which media you would choose and why you would choose it.
31. Identify a small business in your area that you feel could benefit from increased advertising. Briefly describe the business's product or service and its target market. (If you are not sure of the target market, make an educated guess.) Then identify one type of print media advertising and one other type of advertising that the business should use. For each type, give two reasons it would increase the business's sales or profits.