

Name \_\_\_\_\_

Period \_\_\_\_\_

## Types of Advertising Media

● **Advertising** is any \_\_\_\_\_ form of \_\_\_\_\_ promotion of ideas, goods, or services by an \_\_\_\_\_

● Advertising is \_\_\_\_\_

Two main types of advertising

• \_\_\_\_\_ advertising

—Introduces \_\_\_\_\_ and businesses

—Encourages an \_\_\_\_\_ in products

— \_\_\_\_\_ product and service features

• \_\_\_\_\_ advertising

—Attempts to create a \_\_\_\_\_ and \_\_\_\_\_

for a business or an organization.

## Types of Media

Media are the agencies, \_\_\_\_\_, or instruments used to \_\_\_\_\_ advertising \_\_\_\_\_ to the public.

- Print Media
- Broadcast Media
- Online Advertising
- Specialty Media

## Print Media

\_\_\_\_\_ advertising that may be included in everything from newspaper and magazines to direct mail, signs and billboards. They are among the \_\_\_\_\_ and \_\_\_\_\_ types of advertising.

## Newspaper Advertising

• \_\_\_\_\_ (Salt Lake Tribune) or \_\_\_\_\_ (USA Today)

• \_\_\_\_\_ or weekly

• Shopper

\_\_\_\_\_ content

Delivered \_\_\_\_\_

**• Advantages**

– Large readership and a \_\_\_\_\_ of reader \_\_\_\_\_

– Advertisers \_\_\_\_\_ certain people

– The \_\_\_\_\_

– Ads are \_\_\_\_\_

**• Disadvantages**

– \_\_\_\_\_ circulation

– \_\_\_\_\_

– Black and white (although many papers are changing to color format)

**Magazine Advertising**

• Classified as

– \_\_\_\_\_

– Weeklies, \_\_\_\_\_, and quarterlies

– Consumer or business \_\_\_\_\_

**• Advantages**

– Can target audiences

– \_\_\_\_\_

– \_\_\_\_\_ is good

– People \_\_\_\_\_ magazines \_\_\_\_\_ than newspapers

– Offer a \_\_\_\_\_ of presentation \_\_\_\_\_

**• Disadvantages**

– \_\_\_\_\_ within a geographical area

– More \_\_\_\_\_

– Deadlines make them \_\_\_\_\_

## Direct-Mail Advertising

- Sent by businesses directly through the \_\_\_\_\_
- \_\_\_\_\_ mail
- Includes newsletters, \_\_\_\_\_, coupons, \_\_\_\_\_, price lists, circulars, \_\_\_\_\_, postage-paid reply cards, and \_\_\_\_\_.
- Mailing \_\_\_\_\_ from current customer records or they may be \_\_\_\_\_.

### • Advantages

- Can be \_\_\_\_\_
- \_\_\_\_\_
- Can be used to actually make the sale

### • Disadvantages

- \_\_\_\_\_ level
- People think of it as \_\_\_\_\_
- \_\_\_\_\_ lists
- Cost is \_\_\_\_\_

## Directory Advertising

- An alphabetical \_\_\_\_\_ of households and businesses.
- The best known are \_\_\_\_\_ directories.

### • Advantages

- Relatively \_\_\_\_\_
- Can be used with all demographic groups
- Are found \_\_\_\_\_ of American households
- Usually \_\_\_\_\_

### • Disadvantage

- Only printed \_\_\_\_\_

–Some service business' are used infrequently; therefore, directory advertising must be combined with another type.

### **Outdoor Advertising**

- Standardized \_\_\_\_\_ are available to local, regional, or national advertisers.
- Purchased from outdoor \_\_\_\_\_ in standard sizes.
- Are placed in \_\_\_\_\_ roads, and freeways where there is high \_\_\_\_\_
- \_\_\_\_\_ – pre-printed sheets put up like wallpaper on outdoor billboards.
- \_\_\_\_\_ – painted billboards that are changed about every six months to a year.
- \_\_\_\_\_ – use lights or moving parts and are in high traffic areas.

#### **•Advantages**

- Highly \_\_\_\_\_ and relatively \_\_\_\_\_
- \_\_\_\_\_ message and located to reach specific target markets

#### **•Disadvantages**

- Becoming more \_\_\_\_\_ – increasingly regulated
- \_\_\_\_\_

### **Transit Advertising**

- Uses \_\_\_\_\_ facilities
- Commuter \_\_\_\_\_, taxis and \_\_\_\_\_, station posters near or in \_\_\_\_\_ and in railroad, bus, and airline \_\_\_\_\_

#### **•Advantages**

- Reaches a wide \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_ market

#### **•Disadvantages**

- Not available in \_\_\_\_\_ towns and cities

—Subject to \_\_\_\_\_

## **Broadcast Media**

- Includes \_\_\_\_\_
- The average person will spend nearly ten years watching TV and almost six years listening to the radio over a 70 year lifetime.

## **Television Advertising**

- Communicates with \_\_\_\_\_
- \_\_\_\_\_ is between 8 and 11 p.m.
- Is appealing to \_\_\_\_\_ companies with widespread distribution.
- Advantages**
  - Can be \_\_\_\_\_ to an audience with a specific interest
  - Message can be \_\_\_\_\_ to take advantages of holidays and special events
- Disadvantages**
  - Highest \_\_\_\_\_ of any media type
  - \_\_\_\_\_ for the \_\_\_\_\_ used
  - Actual \_\_\_\_\_ — people leave the room or channel surf — effect of TIVO

## **Radio Advertising**

- Radio \_\_\_\_\_ of people over 12 yrs which makes it very effective
- \_\_\_\_\_ — morning and late afternoon/early evening
- Advantages**
  - Can \_\_\_\_\_, such as teens by choosing the right station
  - More \_\_\_\_\_ than print — messages can be easily \_\_\_\_\_
  - It's a \_\_\_\_\_ — can be taken just about anywhere
- Disadvantages**
  - \_\_\_\_\_ — when broadcast, it is over
  - \_\_\_\_\_ involvement

## Online Advertising

- Placing advertising messages on the \_\_\_\_\_
- \_\_\_\_\_ – created with rich media \_\_\_\_\_ that use the strategy of popping up and \_\_\_\_\_ the readers search

## Specialty Media

- Relatively inexpensive, \_\_\_\_\_ with an advertiser's name printed on them
- \_\_\_\_\_ with no obligation attached
- \_\_\_\_\_, magnets, \_\_\_\_\_, pencils, memo pads, and \_\_\_\_\_

## Other Advertising Media

- Businesses are constantly creating innovative means of transmitting their messages
- \_\_\_\_\_ billboards, ads in \_\_\_\_\_, hot air balloons and \_\_\_\_\_, skywriting, etc.

## Media Planning and Selection

- The process of \_\_\_\_\_ and deciding the \_\_\_\_\_ in which the ads should appear to accomplish a marketing objective