



Making Your Message Heard

The average person spends several hours every day being entertained by the media. S/He may watch television, surf the Internet, listen to the radio, or read magazines. If the person is a multi-tasker, s/he may even have contact with more than one medium at once! So, it's to your advantage to use these media to inform people about the products your business has to offer.



Smart advertisers select the **advertising media** that best suits their needs. Think of advertising media as channels of communication—information travels through them to consumers. Consumers might discover the “must-have” item for summer through their favorite web sites or the latest Mac computer via television. Make sense? Great! Now, let's take a look at several types of advertising media.

Publications

Publications are materials that are printed on a regular basis. Newspapers and magazines are good examples.

Newspapers. Newspapers are a great way to get in touch with customers, since they reach a large audience. When people want to know what's going on around them, they often pick up a newspaper. But, high readership isn't the only plus for newspapers. Just about anyone can place an ad in a newspaper, making this advertising medium popular among businesses.

Every day, you are exposed to hundreds—maybe even thousands—of advertisements. Television commercials, magazine advertisements, billboards, and even signs on highways might get your attention. Understanding how to read and cut through your way. You can tune out most of the noise by ignoring our. It is often a good thing. On a professional basis, quite the opposite is true. To be successful and stay afloat financially, your business's advertisements have got to get your market's attention.

So What

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So, how do you make your advertisements stand out and cut through the clutter? First of all, select copy and images that go together to create a quality advertisement. Secondly, and just as importantly, select the right advertising media for your product and market. You've got to determine the most effective ways to communicate with potential customers and, to do that, you've got to become knowledgeable about the variety of advertising media available to you.

Objectives

- A** Describe types of advertising media.
- B** Discuss trends affecting advertising media.



• Product placement

It's no coincidence that James Bond always flies British airways or that Bruce Wayne drives a Lamborghini. Those product manufacturers have paid millions of dollars for the right to use their brands as movie props. They hope that viewers will become just as loyal to their products as James Bond and Bruce Wayne. Keep your eyes open because the number of brands popping up in movies, on TV, and even in computer games (both online and offline) is only going to increase in the future.

• Telemarketing

Many people think of telemarketing as calling prospective customers on the telephone, but telemarketing also includes providing a number for people to call. Many companies purchase 800-numbers so that customers can call toll free, and most companies choose numbers that are easy for people to remember.

• DVD and CD-ROM advertising

One company that uses DVD advertising successfully is Disney. Upon request, customers can receive a free DVD that introduces them to the Disney theme parks and resort hotels. The hope is that customers will be so awestruck that they will call or go online immediately to purchase their Disney vacation package. CD-ROMs can be used similarly. Customers receive free computer software introducing them to a particular program or Internet service in the hopes that they will purchase the real thing.

Summary

Advertising media are channels of communication used by businesses to reach consumers with promotional messages. There are six general categories of advertising media—publications, broadcast media, direct mail, the Web, out-of-home media, and other media.



1. What are advertising media?
2. Describe four ways in which newspapers vary.
3. Describe how magazines are classified.
4. How does network TV advertising differ from cable, satellite, and local TV advertising?
5. What are three options for advertising on radio?
6. Describe a challenge in using direct mail advertising.
7. What are four ways in which advertising on the Web can help you?
8. Give three examples of out-of-home media.
9. Describe the six types of "other" media.

The Gray Zone



Practically every year, the Super Bowl football game attracts more viewers than any other show on television. As an example, in 2008, a record 97.5 million people tuned in to watch Super Bowl XLII between the New York Giants and the New England Patriots. In fact, that particular Super Bowl held a place as the second-most-viewed television show ever.

With viewership that high, many companies jump at the chance to advertise their business during the game. The most expensive second time slot during a Super Bowl game is the 30-second spot, which can cost up to \$3 million to purchase, but some corporations—including insurance companies—don't seem to mind. That's because the Super Bowl is the largest audience of the year. So, here's a question for you to ponder: In difficult economic times, is it ethical for a company to pay \$3 million for a 30-second time slot during the Super Bowl at the same time that the company is laying off workers and cutting their benefits?

Well, Did You Ever?

Due to the many new ways to avoid advertising, many companies are pushing the envelope to get consumers' attention. Ever hear of **human billboards**? Several companies hire individuals to wear tattoos—temporary or permanent—that advertise their companies and products. Advertisements have appeared on foreheads, bald heads, arms, chests, and even pregnant bellies in recent years.

Summary

Recent advances in technology have the potential to both help and hurt advertisers. Text messaging and online game advertising are two new ways to reach consumers, but other technology helps consumers to keep advertisers away. Some companies have begun advertising in very unconventional ways to reach their target markets.



1. Explain two advertising media that are the result of technological advances.
2. What are three forms of technology that help consumers to avoid advertising?
3. How can fast-forwarded commercials influence viewers?
4. What are human billboards?



In 2005, a Nebraska man, Andrew Fischer, auctioned off his forehead on eBay for temporary tattoo advertising. SnoreStop, a leading brand of anti-snore products, paid \$37,375 to advertise on Andrew's forehead for 30 days. That's using your head!

If that wasn't strange enough, a few companies have also purchased the right to name people's unborn children. In rare cases, adults have even been paid to change their names legally to that of the paying company. And, there are companies that purchase weird and unusual items on eBay, simply to make headlines! To what lengths would your business go to advertise?

Make It Pay!

Which advertising media are you exposed to on a regular basis? Do you have a mental list of the type(s) of advertising you are most likely to see? Do you have a mental list of the type(s) of advertising you are most likely to see? Do you have a mental list of the type(s) of advertising you are most likely to see?

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about your product(s)? Also, which advertising media would best catch and hold your potential customers' attention? Why?

