



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 buses fight to get your attention and your brand loyalty. Undoubtedly, you don't take the time to read and consider all of the ads that come your way. You, like most of us, have learned to tune out most of them. On a personal basis, tuning out the “clutter” that ads create is often a good thing. But, 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



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.



Newspapers are frequently divided into sections that are useful in promoting different kinds of products. For example, movie theaters place display ads in the entertainment section, while fitness centers place them in the sports section. Sunday editions tend to be thicker, partly because they contain colorful pre-printed inserts for stores such as Target, Macy's, and Best Buy. Also, the Sunday paper is full of classified ads for virtually everything.

There are thousands of different newspapers in print across the United States. They vary based on:

- **How often they are published**

Perhaps someone at your home subscribes to a daily newspaper. If so, it arrives at your doorstep every day. If you live in a suburb or rural area, you might also receive a weekly **community newspaper**. Imagine the benefits of spreading the word about your business on such a frequent basis!

- **Their size**

Did you know that newspapers come in different sizes? Most daily newspapers are *broadsheet* size (the size most of us associate with newspapers), but newspapers come in *tabloid* size, too. If you've ever read the *National Enquirer*, then you're familiar with tabloid-sized newspapers.



- **What geographic areas they cover**

Two popular national newspapers are *The Wall Street Journal* and *USA Today*, which are circulated across the country. The mix of advertisements in national newspapers varies according to where they are printed. You might find a snowblower ad in a *USA Today* printed in Minneapolis, but not in a *USA Today* printed in Dallas. However, both copies might feature the same full-page computer ad.

Unlike national newspapers, most newspapers focus on a smaller geographic area and are distributed locally. For example, the *Columbus Dispatch* is delivered to people who live in Columbus, Ohio, and its surrounding communities. This geographic area also benefits from several suburban newspapers, such as the *Hilliard Northwest News*. Suburban newspapers cover local events such as high school football games and community festivals. This makes them attractive to people in your area and your business's advertising dollars.

- **Whom they are intended to target**

Newspapers usually try to reach a particular **target market** of readers. Your local newspaper probably covers a variety of topics that appeal to a general population. *The Wall Street Journal* focuses on business issues. The Spanish-language newspaper *El Nuevo Herald* is geared toward Hispanics, while *The Atlanta Voice* targets Atlanta's African-American market. There are even **alternative-press newspapers** that serve younger, trendier crowds interested in the arts and entertainment.

Magazines. Full-page, glossy magazine ads can make quite an impression with consumers. In addition, magazines appeal to very specific target groups. As a result, magazines are a powerful way to advertise.

Magazines are similar to newspapers in several ways. Like newspapers, magazines are published periodically and distributed in different geographic areas. For instance, *Teen Vogue* is distributed to a national audience. Other magazines, like *Alabama Golfer*, serve a regional area. Still other magazines such as *Candid* (targeted at college-bound teenagers in Austin, Texas) are distributed within a relatively small geographic area.



The Target insert is the second most widely read part of the Sunday newspaper. What's the only section that's more popular? You guessed it—the comics.





Perhaps the most significant way to classify magazines is according to the audiences they reach:

- **Consumer magazines**

What magazines do you read “just for fun”? Perhaps *People*, *Sports Illustrated*, or *GamePro*? These are all **consumer magazines** that people read for personal enjoyment. Consumer magazines often target a very specific audience, including people who enjoy reading about celebrities, sports, or computer games, for example.

- **Business magazines**

Business magazines appeal to individuals in all different industries. *Business Week* and *Fortune* are aimed at a general population of workers, while trade magazines are aimed at specific areas of business or occupations. *Brandweek*, *Independent Agent*, and *HR Magazine* are examples of trade magazines.



FOX

Broadcast Media

Television and radio are the two **broadcast media**. They are considered “time” media, as opposed to “space” media, because their advertisements last only as long as they are on the air.

Television. By now, you’ve likely spent one or more years of your life watching television. You may even know some commercials by heart. The experience of color, sound, and action makes them easy to remember—and quite believable. As a result, television is the most influential, best-selling type of advertising media.

Making the decision to advertise on TV isn’t easy. There are a vast number of channels to choose from, each with its own type of audience and cost. Network TV advertising (think ABC, CBS, NBC, Fox, etc.) can reach a very broad audience, but it can also be extremely expensive. Advertising on cable and satellite TV, on the other hand, allows you to target a more specific audience, and it’s less expensive than network TV. If you need an even cheaper method to get your ads on the air, consider local TV advertising. Because it is relatively inexpensive and targets a small, highly specific audience, local TV advertising is popular among small businesses.

If money isn’t an issue, you have several other options. You might consider an infomercial, which is essentially a 30-minute commercial instead of a 30-second one. You might advertise your products on a home shopping network such as QVC. You could sponsor a specific television program, much like the *Hallmark Hall of Fame* presentations, or you could even create your own television channel, again following in the footsteps of Hallmark.

Radio. Another effective (and affordable) way to reach your target market is through radio advertising. Because each radio station specializes in a certain type of music or talk format, it’s possible to target a very specific group of consumers in your area. Simply select a radio station with listeners who fit your market demographics, and choose the time slot that makes the most sense to you, financially and otherwise.

Keep in mind that the world of radio is changing, though. Some radio networks now reach consumers across the country. ABC Radio Networks, for example, broadcasts Radio Disney and ESPN Radio nationwide. In addition, many traditionally local radio stations now broadcast their programming over the Internet as well as over the radio waves, which means that they can reach a much broader audience. So, if you want to reach out to consumers beyond your local area, consider radio stations that broadcast nationwide.

Direct Mail

Many potential customers now have two mailboxes—one outside their home at the curb and another on a computer network somewhere. The basic difference between the mailboxes is whether they receive printed or electronic **direct mail**.

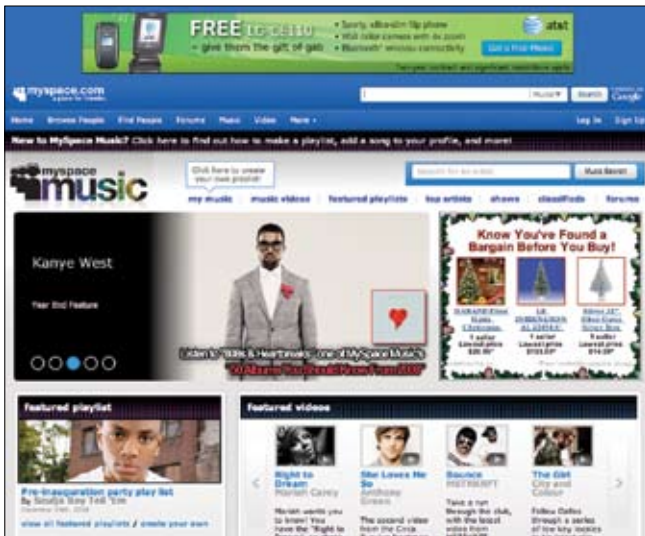
Printed mail. How many sales letters, catalogs, flyers, and postcards do you receive each day? Many small businesses have found that printed mail is good for advertising. It’s relatively inexpensive, but you run the risk of someone throwing your ad away with the junk mail. The trick is sending your printed mail to the right people. You wouldn’t want to send advertisements for your home improvement company to apartment dwellers, for example. Instead, you’d want to get your direct mail into the hands of homeowners.

Electronic mail. Electronic mail is delivered over computer networks to an e-mail address. Electronic-mail advertising is popular among businesses because it’s quick, easy, and inexpensive. Just as with printed mail, though, recipients may not want the mail that





you send them. Your e-mail could land in a **spam** folder or, worse yet, be deleted. To avoid this fate, ask your customers to sign up to receive your electronic newsletters and advertisements. That way, you know that you have permission to send e-mails to them, and you know that they want to hear from you. This form of direct mail is sometimes referred to as **opt-in e-mail marketing**.



The Web

The number of people on the Web continues to grow. As a result, the Web has become the fastest growing media outlet. On the Web, you can target a very specific audience, and you can track user response (find out who is responding to your ads online). The Web also helps you to build brand awareness and extend advertising reach beyond your local market. To advertise online, you can create a company web site where consumers could learn about your business, find your contact information and locations, and place orders online. You also might place business ads on other people's web sites or on a **portal** such as Google or AOL—popular starting points for surfing the Web. By clicking on your online ad, people would be directed to your web site, where they might become your latest customers.

Out-of-Home Media

Several forms of **out-of-home media** exist to reach people when they are away from home. **Poster panels**, or **billboards**, are panels or boards to which advertising posters are adhered. A variation on billboards is a sign painted on the side of a building, often in downtown business districts. Such advertisements are large-scale—several stories tall—and designed for long-term use. Visit New York City, and you'll see plenty of them. While you're there, check out the large, elaborate electrical signs (a.k.a. **spectaculars**). Every bus and bus shelter is covered with **transit posters**, and the subway and office buildings are filled with **indoor billboards**. You'll also find **human directionals**, people wearing or holding signs to advertise a business or product, and the sky may be littered with advertising on blimps, hot air balloons, and other airborne displays. New York City isn't just the city that never sleeps; it's the city that never stops advertising!



Other Media

Think of "other" media as a catch-all term to include anything that has not been discussed previously. It consists of:

- **Specialty media**

Specialty media remind people about your business. An item must pass three criteria to qualify as specialty media: 1) It must have the business's name or logo on it; 2) It must be a useful item such as a pen or baseball cap; and 3) It must be given away.



- **Directory advertising**

Directory advertising informs people about how to contact a particular business, often with a telephone number, street address, or Web address. Some directories such as the *Yellow Pages* target a specific geographic area, while other directories target a specific group of people such as students at a university or college.

- **Movie theater advertising**

It seems like there are 20 minutes of cell phone, computer game, and soft drink advertising before every movie nowadays. Movie theater advertising—on and off the screen—is increasing in popularity. So, if you want to see the movie, you'll also see the on-screen advertising and the posters, stand-ups, and other advertisements in the lobby.



• 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 earned a place as the second-most-viewed television show ever.

With viewership numbers like that, many companies jump at the chance to advertise their businesses during the Super Bowl. Each 30-second time slot during a Super Bowl game can cost as much as \$3- to \$4-million to purchase, but some corporations—including Apple, Coca-Cola, and Nationwide Insurance—don't seem to mind. That type of expense is worth it to them, if it means exposure to 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?

Help Me, Hurt Me

Some new technology seems to hit the market daily. Technology that was once a fantasy is now a reality, and more new technology is around the corner. These advances in technology help *and* hinder advertisers. On one hand, new media outlets are emerging for advertisers' use, but on the other hand, new technology is helping consumers to avoid traditional advertising media.

A New Way to Talk

One form of technology that advertisers are learning to use is **short messaging service (SMS)**. SMS allows people (including advertisers) to send text messages over cell phones. Although still in the early stages in the U.S., text-message advertising is growing in popularity worldwide. It is an inexpensive, easy way to target a specific audience. Advertisers obtain the cell-phone numbers of people who might be interested in using their products and, *voilà!*—those consumers receive text-message advertisements for the businesses' upcoming events, updates, and specials.



This new advertising medium has its drawbacks, however. Unsolicited commercial text messages are a good way to anger consumers, since recipients may have to pay for each message they receive. In addition, some disreputable people have become good at **smishing**, similar to online phishing for information. Would-be thieves pose as banks and send text messages requesting victims' account numbers and passwords. To combat unwanted text messages and smishing, the federal government passed a law in 2005 to make sending unsolicited text messages illegal. So, if you want to send text messages to consumers, make sure that those individuals opt-in for your ads, first.



Escape to Another World

Another advertising medium predicted to grow in the near future is virtual worlds, such as Second Life. With over 14 million Second Life users worldwide, what business wouldn't want to make contact with this huge market? Advertisers have several options in Second Life. They may put up posters in Second Life malls, rent out advertising space at special Second Life businesses, or even create an avatar for the company. The Nestlé Nesquik Bunny, for example, has been to Second Life to advertise its products. The Bunny handed out bottles of Nesquik Drink and encouraged Second Life users to visit Nestlé's web site!

Are You Trying to Avoid Us?

While some new technology helps advertisers to reach consumers, other technology helps consumers stay away. Do-Not-Call registries, online pop-up ad blockers, spam e-mail filters, and podcasts allow consumers to go about their day without the bother of advertising.

Now, you might ask, why aren't DVRs (digital video recorders) on that list? After all, your DVR lets you fast-forward through the commercials. That's true, but those commercials may have influence on you even at fast speed. Don't you watch the screen pretty closely while fast-forwarding? You don't want to go too far and miss any of your show, right? You probably could even identify some brand names in the ads based on what you saw in fast-forward, couldn't you? Maybe DVRs aren't the death of television advertising, after all. Even at fast speed, commercials can still reach their target audience.



NATIONAL
DO NOT CALL
REGISTRY

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? Make a mental

list of the type(s) of advertising media to which you are most likely to pay attention. Why do you think that these advertising media are especially effective in reaching you?

Now, focus on your business for a while. Think carefully about your product(s) and market. What types of advertising media would be most useful in getting the word out

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

