

Chapter 14 Advertising

Section 14.2 Media Measurement and Rates

Section Summary with Key Terms and Academic Vocabulary

Media Measurement and Rates Media planning is the process of selecting advertising media and deciding when and where ads should appear to meet the marketing objective. A media plan helps advertisers present an interesting message and project the desired business image to the target market. It is important to calculate costs and measure media effectiveness to best reach an audience. Ad rates vary according to the medium in which the ad appears and how long it runs. Other factors include size, length of time, and the type of ad used.

Key Terms _____

media planning The process of selecting advertising media and deciding the time and space in which the ads should appear

advertising agency A business that specializes in developing ad campaigns and ads for its clients

ad campaign A series of ad messages that share a single idea and theme

audience The number of homes or people exposed to an ad

impression A single exposure to an advertising message

frequency The number of times an audience sees or hears an ad

cost per thousand (CPM) The media cost of exposing 1,000 readers or viewers to an advertising impression

prime time The time period when the TV or radio audience is the largest

Academic Vocabulary _____

medium Intermediate in quantity, quality, position, size, or degree

display To put or spread before the viewer

prime Having the highest quality or value

network A group of radio or television stations linked by wire or radio relay