

Chapter 8

Print and Out-of-Home Media

❖ WEB REVIEW QUESTIONS

1. When do you use the word medium and when do you use media?

Medium is a single form of communication such as newspaper or television. Media is a combination of all mediums.

2. What is the difference between reach and frequency?

Reach is the percentage of the media audience exposed at least once to the advertiser's message during a specific time frame. **Frequency** refers to the number of times a person is exposed to the advertisement. Different media have different patterns of frequency, as well as of reach.

3. Explain the roles of media salespersons, media planners, media buyers, and media researchers.

Media sales people work for a medium, such as a magazine or local television station, and their objective is to build the best possible argument to convince media planners to use the medium they represent. Media planners make the strategic decisions outlined in the media plan. Media buyers implement the media plan. Media researchers compile audience measurement data, media costs, and availability data for the various media options being considered by the planners.

4. What is a free-standing insert?

A free-standing insert (FSI) is the set of advertisements, such as the grocery ads, that are inserted into the newspaper. The material is printed elsewhere and then delivered to the newspapers. Newspapers charge the advertiser a fee for inserting the supplement into the newspapers.

5. Explain how newspapers vary based on frequency of publication, format and size, and circulation.

Most newspapers are published either daily or weekly. Daily newspapers usually are found in cities and larger towns and have morning editions, evening editions, or all-day editions.

Newspapers typically are available in two sizes. The first, called the tabloid, consists of five or six columns, each of which is about 2 inches wide and has a length of approximately 14 inches. The standard size, or broadsheet newspaper, is twice as large as the tabloid size, usually eight columns wide and 300 lines deep or 22 inches deep by 14 inches wide. More than 90 percent of all newspapers use standard size.

The word *circulation* refers to the number of copies a newspaper sells and is the primary way newspapers' reach is measured and compared with the reach of other media. A few newspapers have a national circulation. Some newspapers try to reach certain target audiences by publishing Spanish-language editions or editions aimed at African Americans, Chinese, Russians, and so forth. Special newspapers also exist for special interest groups, religious denominations, political affiliations, labor unions, and professional and fraternal organizations.

6. Explain how newspaper readership is determined.

Newspapers measure their audiences to assess their performance and spot growth opportunities. They also use readership data to attract advertisers who want to reach their readers. Newspapers obtain objective measures of newspaper circulation and readership by subscribing to one or both of the following auditing companies:

- The Auditing Bureau of Circulation (ABC)
- Simmons-Scarborough

7. Are magazines primarily a medium to reach broad, general audiences or narrow, specialized target markets?

There are a few magazines that reach a general audience, but most today are special-interest publications aimed at more narrow target markets.

8. What are the three main types of magazine audiences?

- Consumer
- Business
- Farm

9. What are the six ways magazines are classified?

- Audience Focus
- Geography
- Demographics
- Editorial Content
- Physical Characteristics
- Ownership

10. How is magazine readership measured?

For the media planner and buyer it is critical to know whether magazine readers have unique characteristics and, if so, whether there is a way to verify these facts.

Several companies attempt to verify the paid circulation of magazines, along with the demographic and psychographic characteristics of specific readers.

Magazine rates are based on the circulation that a publisher promises to provide, or the guaranteed circulation. Magazine circulation is the number of copies of an issue sold, not the readership of the publication. As with newspapers, the ABC is responsible for verifying circulation numbers.

Mediamark, which provides a service called MRI, is the industry leader in readership measurement. The Simmons Market Research Bureau (SMRB) provides psychographic data on who reads which magazines and which products these readers buy and consume.

11. What is a major advantage of out-of-home media?

Out-of-home advertising is situational. It can target specific people with specific messages at a time when they are most interested.

12. What are the two primary uses for billboards?

First it would supplement a mass-media strategy by providing reminders to the target audience. A second use for billboards is to act as primary medium when the board is in close proximity to the product.

13. Explain how advertising impact is measured for outdoor advertising?

The industry uses a system based on showings, which refers to a standard unit for space sales based on the opportunity a person has to see a particular outdoor board. This is typically based on traffic count. If an advertiser purchases a 100 showing, the

basic standard unit is the number of poster boards in each market that will expose the message to 100 percent of the market population every day.

14. What is the poster's greatest strength?

The impact of a poster is derived primarily from its striking design and location.

15. What is the primary use of transit advertising?

Transit advertising is used primarily as a reminder or supplement to other media.

16. What is the greatest advantage of directory advertising?

Because people have taken the initiative to look for a business or service, the listing is reaching an audience already in need of something. It doesn't have to create a need because it is the number one shopping medium.

17. What does directional advertising mean?

Directory advertising is described as directional advertising because it tells people where to go to get the product or service they want.

18. What are the three types of directory advertising?

- *Yellow Pages*
- Directories that cover professional areas and interest groups
- Directories for trades and professions