# Intro to Advertising

## November 7, 2012

* **TV Ratings**
  + **Audience Measures**
    - TV Households (TVHH): No. of houses that own TV sets
    - Household Using TV (HUT): Percentage of houses in a given area that have one or more TV sets turned on at any particular time
    - Program Rating: Percentage of houses that are tuned to a particular program
    - Audience Share: Percentage of homes with TV sets in use (HUT) tuned to a specific program
  + Buying TV Time
    - Requests avails from media rep -> select most efficient programs -> negotiate prices and contracts
* **Radio** 
  + **Pros and Cons**
    - Pro
      * Reach and frequency
      * Selectivity
      * Cost efficiency
      * Timeliness and immediacy
      * Local relevance
      * Creative flexibility
    - Cons
      * Limitations of sound
      * Segmented audiences
      * Short-lived, half heard
      * Clutter
  + **Buying Radio Time**
    - Network
      * Lack of flexibility in choosing stations
      * No. of stations in a network’s roster
      * Longer lead times
    - Spot
      * Greater choice of markets, stations, airtime, and copy
      * Shorter lead times (20 minutes or less)
      * Use local personalities to gain local acceptance
    - Local
      * Radio spots purchased by local advertisers
  + **Key Radio Terms**
    - Cumes
      * Total no. of unique individuals who tune to a radio station during the course of a daypart for at least five minutes
    - Average Quarter-Hour Audiences
      * The average number of persons listening to a particular station for at least five minutes during a 15 minute period
    - Dayparts
      * Morning Drive
      * Daytime
      * Afternoon Drive
      * Nighttime
      * All night