# Intro to Advertising

## November 19, 2012

* **Out-of-home Media**
  + **To reach those people in the target audience that primary media (TV, print, etc) may not have effectively reached and to reinforce, or support, their messages**
* **Outdoor Advertising**
  + **Standardized Outdoor Advertising**
    - Bulleting Structures
      * Largest standard-size and located in highly visible locations like expressways
      * Offers exposure during heavy traffic
    - Posters
      * Smaller than bulletins
      * They can be used for specific target segments
      * Can be used in point of purchase locations
      * New product campaigns, seasonable events, and time sensitive promotions
    - Junior Posters
      * Smaller posters positioned close to street level
      * Targets pedestrian traffic
      * Found in places where bulletins and posters are not permitted
      * Helps to reach hard-to-get audiences
    - Spectaculars
      * Characterized by tremendous size, technology, special effects/applications, and/or locations
* **Buying Outdoor Advertising**
  + **Basic unit of sale is GRP**
    - 100 showing or 100 gross rating points (GRP)
      * 1 GRP = 1% of the total market population
      * 100 GRP = Ad will appear on as many billboards to provide a daily exposure equal to the total population
        + 100 GRP = reach of 88.1% of the population in 30 days
        + Formula: Total circulation (impressions) within a campaign period / base population x 100
  + **Daily-Estimated Circulation (DEC)**
    - Number of people that pass by a billboard
* **Regulation of Outdoor Advertising**
  + **Highway Beautification Act (1965)**
    - To protect natural and scenic beauty along federal-aid highways by, among other things, controlling billboards in rural, scenic and agricultural areas
  + **Scenic Byways Amendment (1995)**
    - Prohibits the erection of new billboards on state designated scenic byways, which are part of the interstate or primary system
* **Transit Advertising**
  + **Transit Ad Types**
    - Terminal Posters
      * Found in bus or airplane terminals
    - Transit Shelters
      * Found in the area where you wait for a bus
    - Inside Cards
      * Placed above the seats and luggage areas of buses or trains
    - Outside Posters
      * May appear on the sides, backs, and/or roofs of buses, taxis, trains, subways, and trolley cars
  + **Buying Transit Advertising**
    - Full (100) Showing
      * 1 Ad in each vehicle in the system
    - Special Transit Buys
      * Basis Bus
        + One advertiser buys the entire space throughout the bus
      * Take Ones
        + Take a envelope to take one and mail in your donation
      * Bus-O-Rama Signs
        + On roof but on the sides, old school
      * Total Bus/Bus Wrap
      * Brain Trains
        + Same as total bus but for a train
      * Interior Brand Train / Train Wrap
* **Pros of Outdoor Advertising**
  + **Wide local coverage, high frequency, geographic flexibility, creativity, creation of awareness, cost efficiency, increases sales, and production capability**
* **Cons of Outdoor Advertising**
  + **Waste coverage, limited message capability, high cost, measurement problems, and wearout->boredom**
* **Supplementary Media**
  + **Directional Medium**
    - Yellow Pages is a directional media. It tells you how to make the sale
  + **Specialized Directories**
  + **Internet Yellow Pages**
  + **Other Services like Coupons and Inserts**