# Advertising Final

## What are the different stages of the evolution of mass medium?

Novelty/Development (Solve a particular problem) -> Entrepreneurial (Marketable use for the device) -> Mass Medium (Market the device as a consumer product)

Micro-sites – Singular-focus supplement on a separate page

Landing page – Gateway to deeper areas of a website

Interstitial – Visible Download – Ads appear in a separate (‘pop up’) window while a webpage is loading or are inserted between pages

Supersitial – Invisible Download – Uses ‘polite download’ technology to download the ads when bandwidth is idle and the ad is displayed when the mouse is clicked

Plant – Out of home advertising companies

Plant Operators - Find Locations -> Buy Property -> Erect Building Structures -> Contract with Advertisers

Bulletin Structures – Largest standard-size and located in highly visible locations

Posters – Smaller than bulletins and are used to target specific segments. Usually used for new product campaigns, seasonal events, and time-sensitive promotions

Junior Posters – Smaller posters positioned close to street level. Targets pedestrian traffic and found in places where bulletins and posters are not permitted.

Spectaculars – Characterized by tremendous size, technology, special effects/applications, and/or locations

What is GRP? 100 Showings or 100 gross rating points

Daily-estimated circulation (DEC) – Number of people that pass by a billboard

Highway Beautification Act – 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 – Prohibits the erection of new billboards on state designated scenic byways, which are part of the interstate or primary system

# Transit Advertising 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, back, and/or roof of buses, taxis, trains, subways, and trolley cars.

What does a full (100) showing in transit advertising mean? 1 Ad in each vehicible within the system

What are four communication functions of sales representatives?

1. Gather information for the company
2. Provide information to the customer
3. Fulfill customer orders
4. Build client relationships

## What’s the difference between advertising and PR?

Advertising uses simple, fixed messages, transmitted directly to the public through the purchase of ads and part of the marketing communication

PR is complex messages that evolve over time, transmitted indirectly to the public often through external media (news) and part of corporate communication

## Research methods used for PR practitioners - Mail, telephone, internet surveys, focus groups, and interviews.

Publicity – The generation of news about a person, product, or service that appears in print or electronic media

Press Agentry – The planning and staging of events to generate publicity.

What are the three goals of corporate advertising?

1. Improve public relations
2. Establish corporate identity
3. Recruit new employees