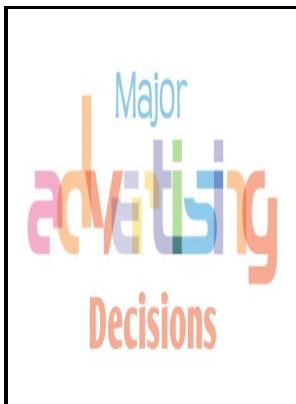


# Advertising media decisions

**U.S. Small Business Administration, Office of Business Development - Media and Advertising  
— Global Issues**



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## Choice of Advertising Media (9 Factors)

The more the reach, frequency, and impact the advertiser wants, the higher the advertising budget will have to be. In India, very high frequency channels and very low frequency channels have started relaying advertisement programmes.

### Babbel

For example, radio is the best media for reaching the rural population. Repeat message is quite common. The marketing strategy plays a definitive role to achieve marketing objectives, while the media strategy spells out what role and how the media plan will assist in the accomplishment of marketing strategies.

## How to Choose Right Advertising Media Decision (15 Key Factors)

Younger minds are more malleable and impressionable, so even when it may be known that these images are manipulated, the constant message everywhere a young person turns says the same thing: this is how you should look and behave and something must be wrong if you are not achieving these unrealistic expectations of perfection. If the timeliness is the greater concern, one should go in for news-paper, radio, posters. Advertising Media Selection — 4 Elements to Consider In selecting media, advertisers should consider four elements: i The advertising objectives; ii The circulation of the media; iii The cost of the media; iv The nature of the message.

## Major Advertising Decisions

These four steps can be stated elaborately as under: Deciding on reach, frequency, and impact For media selection, the advertiser must decide on the reach and frequency needed to accomplish advertising objectives. Credibility and Image of Media : In case of newspapers and magazines, the factor is critical. The Audience also as the Consumer Ben Bagdikian, a prominent media critic, and author of the well-acclaimed book The Media Monopoly, provides more detail and examples.

## **Top 10 WHAT IS THE FIRST DECISION ADVERTISERS NEED TO MAKE WHEN DEVELOPING AN ADVERTISING PROGRAM? Resources**

Colour can enhance appetite appeal or useful for products that depend on colour such as paints, colour cosmetics etc.

### **Media Decisions In Advertising**

Certainly, the movie was thoroughly entertaining I remember enjoying the cartoons and a transformer toy as a child. The objective is to select vehicles that have an image and a mood that enhances, or at least is compatible with, the product or service that is to be advertised.

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## Related Books

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