



SYLLABUS

Class - B.Com. II Year (Management)

Subject - Advertising-II

UNIT - I	Advertising agencies, role & importance in advertising organization patterns, functions, selection of agency, agency commission & fees advertising department, functions & organization.
UNIT - II	Advertising types of media - Print media (news paper & magazine, pamphlets, posters & broader), electronic media (radio, television audio visuals, cassettes), other media (direct mail, outdoor media). Their characteristics, merits & limitations.
	in India, problems, exhibitions, media selection of media, other factors influencing advertising, the
	Regulation of advertising agencies, the
	aim. in previous lectures, & difference, effectiveness, product, sales off



UNIT – I

"The process of choosing the vehicle of mass communication in which to place an advertiser's message, purchasing that time or space, and insuring that the advertising message runs as purchased."

It is also a series of decisions made to answer the question, "What are the best means of delivering advertisements to prospective purchasers of a brand or service?"

Every media plan begins with the market analysis or environmental analysis. Complete review of internal and external factors is required to be done. At this stage media planner try to identify answers of the following questions:

- Who is the target audience?
- What internal and external factors may influence the media plan?
- Where and when to focus the advertising efforts?

The target audience can be classified in terms of age, sex, income, occupation, and other variables. The classification of target audience helps media planner to understand the media consumption habit, and accordingly choose the most appropriate media or media mix.

2. Establishing Media Objective

Media objectives describes what you want the media plan to accomplish. There are five key media objectives that a advertiser or media planner has to consider - reach, frequency, continuity, cost, and weight.

1. **Reach** - Reach refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.
2. **Frequency** - Frequency refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.
3. **Continuity** - It refers to the pattern of advertisements in a media schedule. Continuity alternatives are as follows:
 - **Continuous:** Strategy of running campaign evenly over a period of time.
 - **Pulsing:** Strategy of running campaign steadily over a period of time with intermittent increase in advertising at certain intervals, as during festivals or special occasions like Olympics or World-Cup.
 - **Discontinuous:** Strategy of advertising heavily only at certain intervals, and no advertising in the interim period, as in case of seasonal products.
4. **Cost** - It refers to the cost of different media
5. **Weight** - Weight refers to total advertising required during a particular period.

3. Determining Media Strategies

Media strategy is determined considering the following:

1. **Media Mix** - From the wide variety of media vehicles, the advertiser can employ one vehicle or a mix suitable vehicles.
2. **Target Market**
3. **Scheduling** - It shows the number of advertisements, size of advertisements, and time on which advertisements to appear.
 - **Seasonal Pulse:** Seasonal products like cold creams follows this scheduling.
 - **Steady Pulse:** According to this scheduling one ad is shown over a period of time, say one ad per week or one ad per month.
 - **Periodic Pulse:** A regular pattern is followed in such scheduling, as in case of consumer durable, and non durable.
 - **Erratic Pulse:** No regular pattern is followed in such scheduling.
 - **Start-up Pulse:** Such scheduling is followed during a new campaign or a launch of a new product.
 - **Promotional Pulse:** It is for short time, only for a promotional period.
4. **Reach and frequency**



5. **Creative Aspects** - Creativity in ad campaigns decides the success of the product, but to implement this creativity firm must employ a media that supports such a strategy.
6. **Flexibility** - An effective media strategy requires a degree of flexibility.
7. **Budget Considerations** - In determining media strategy cost must be estimated and budget must be considered.
8. **Media Selection** - It covers two broad decisions - selection of media class, and selection of media vehicle within media class.

4. Implementation of Media Plan

The implementation of media plan requires media buying. Media Buying refers to buying time and space in the selected media. Following are the steps in media buying:

- Collection of information: Media buying requires sufficient information regarding nature of target audience, nature of target market, etc.
- Selection of Media/Media Mix: Considering the collected information and ad-budget, media or media mix is selected which suits the requirements of both - target audience and advertiser.
- Negotiation: Price of media is negotiated to procure media at the lowest possible price.
- Issuing Ad - copy to media: Ad-copy is issued to the media for broadcast or telecast
- Monitoring performance of Media: Advertiser has to monitor whether the telecast or broadcast of ad is done properly as decided.
- Payment - Finally, it is the responsibility of advertiser to make payment of media bills on time.

5. Evaluation and Follow-up

Evaluation is essential to assess the performance of any activity. Two factors are important in evaluation of media plan:

- How successful were the strategies in achieving media objectives?
- Was the media plan successful in accomplishing advertising objective?

Successful strategies help build confidence and serve as reference for developing media strategies in future, and failure is thoroughly analysed to avoid mistakes in future.

MEDIA SCHEDULING

This is the final step in the media process (media plan). It refers to the timing of the media insertions. A media schedule is usually prepared for the entire campaign period, which is usually for a period of 6 months or 1 year.

The following factors are taken into consideration in preparing a media schedule:

- Seasonal patterns of the products (Monte Carlo advertises more in winters)
- Repurchase cycles (FMCG's require more advertising)
- Product life cycle (a product in introductory stage requires more advertising)
- Competitor's media schedule (Coca-Cola and Pepsi)

DIFFERENT PATTERNS OF MEDIA SCHEDULING

- Continuous Advertising: this refers to advertising without breaks. Products with short repurchase cycle that are purchased frequently are the examples. E.g. HLL, Coca-Cola, Pepsi etc.
- Flighting: this is an intermittent pattern with gaps where no advertising is done. This is a case for seasonal products, where funding is limited and the products with a long repurchase cycle. E.g. CRY (Child Relief and You) cards and Monte Carlo woolen wears.
- Pulsing: this is continuous advertising, which gets heavy during certain periods. Seasonal items follow this pattern of advertising. E.g. Rasna (Rozana and Utsav)
- Blinkering: this is strong advertising during periods with short gaps in between. E.g. Eagle Diaries start advertising from September and stops advertising in October and again go for strong advertising (bursts) in November and December

Thus the media planning is very complicated and involves a lot of expertise. Media planners play a very crucial role in media budget decisions.



UNIT II

ADVERTISING MEDIA , TYPES OF MEDIA

Media

- The plural of medium, are means of communication.
- Derived from the Latin word “medius” middle(“between”), the term refers to anything that carries information between a source and a receiver.
- Is a mean of transmitting the message, thought opinion and view point.
- Its purpose is to facilitate communication and learning.

Advertising media means a media where advertisements can be placed. Media can be in print, broadcast, or in electronic format (Internet). Real life media examples would be television, radio, magazines, newspapers, web sites, etc.

VARIOUS TYPES OF MEDIA

PRINT MEDIA -

The print media have their own charm and effectiveness. It provides ailed advertising information. They reach quality audience in terms of)ine, occupation and education. The print media use printed letters and rds, typed letters, cyclostyled circulars. They are also known as publication edia. The degree of readers' interest in the advertising content depends the vehicle. The print media charge for advertising space, depending on column required and the page number. The advertiser performs the job cliecking, processing, printing and distributing. The print media have en divided into:

1. **Newspapers,**
2. **Magazines and**
3. **Direct mail advertising.**

NEWSPAPER

Newspapers are generally published on a daily basis. According to ^{the} recent readership survey (NRS and IRS 1999 figures lift-r, hence both are mentioned), the total number of major national and gional/local dailies in 12 Indian languages and English is 117 (IRS), 96 (NK^s). Maximum number of dailies is in English 22 (IRS), 18 (NRS). Secondary figure of dailies is in Hindi, numbering 26 (IRS), 23 (NRS). In the regional languages, Marathi and Gujarati dailies: have the largest number —(I RS), 15 (NRS), and 14 (IRS), 11 (NRS) respectively.

CLASSIFICATION OF NEWSPAPERS ON THE BASIS OF FREQUENCY

The newspapers are classified into two broad categories on the basis of frequency, *viz.* dailies and weeklies. The *dailies* are published every day While the weeklies are published once in a week. The frequency is decided On the basis of circulation. The *weeklies* publish concise figures and news for *the* whole of the week, while the dailies publish all sorts of news daily divvied from different sources.

Physical Size - The size may be the standard size or the tabloid size. The standard size has 8 columns to the page, i.e. 300 lines in depth, while the tabloid has 6 columns, i.e. 200 lines in depth. The standard size is that of The Hindustan times and The Times of India, while the tabloid is about half the standard %ize-The Illustrated Weekly, Blitz, etc. Advertisers have to bear in mind the question of size. Newspaper charge for advertising on the basis of columns and formats. There are two basic newspaper formats, standard size and tabloid. The Standard-size newspaper is about 22 inches deep and 143 inches wide and is divided into six colunins. The tabloid newspaper is generally about 14 inches deep and 11 inches wide.

Specialised Audience -Some dailies and weeklies serve special-interest audiences, a fact lost on



advertisers. They generally contain advertising oriented to their audiences, and they may have unique advertising regulations.

Supplements - Many newspapers issue Supplements. The dailies issue Saturday Sunday supplements. Some dailies issue only Sunday magazines. Re supplements are issued tw dailies. Sometimes, the dailies issue some special! supplements, Such as Independence Day supplement, Supplements on **the**, progress of a particular State or public enterprise or trade or industry.

OTHER TYPES OF NEWSPAPERS

Most Sunday newspapers also feature a Sunday supplement **magazine.** Some publish their own supplement, such as Los Angeles Magazine of **the**: Los Angeles Times. Another type of newspaper, the independent shopping guide or **free** community newspaper, offers advertisers local saturation. Sometimes **called** pennysavers, these shoppers offer free distribution and extensive advertising pages targeted at essentially the same audience as weekly newspapers— urban and suburban community readers. Readership is often high, and **the** publisher uses hand delivery or direct mail to achieve maximum saturation-

OTHER CLASSIFICATION OF NEWSPAPERS

The primary role of newspapers is to deliver promptly detailed coverage of news and other information, and incorporate interesting features for readers. Newspapers can be classified in different ways. The following classification of newspapers is convenient.

National Newspapers - Newspapers with national circulation in India are either in English **or** Hindi. *Times of India*, *The Hindzi*, *Hindustan Times* and others are national English dailies. *Hindustan*, *Nav Bharat Times* and *Rashtriya Sahara* are Hindi national dailies. These newspapers have editorial content with a nationwide appeal. This mainly attracts national and regional advertisers. Among the general national level English newspapers, *Times of India* has no equal. Its readership figure is 44.23 lakhs. NRS indicates that 95.75% **TOI** readers are urban and only 4.25% are rural.

Daily Newspapers (Regional/Local) - These newspapers are published daily and in some cases the circulation figures of these regional newspapers are much higher than national newspapers.

Special Audience Newspapers - These newspapers are published daily and in some cases the circulation figures of these regional newspapers are much higher than national newspapers. For example, circulatory figure of Punjab Kesari is 57.09 lakhs, which is more than any English national daily. They provide only brief coverage of important national news and events.

TYPES OF NEWSPAPER ADVERTISING

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content.

Classified advertising - is a form of advertising which is particularly common in newspapers, online and other periodicals, e.g. free ads papers or Penny savers. Classified advertising differs from standard advertising or business models in that it allows private individuals (not simply companies or corporate entities) to solicit sales for products and services.

Special Advertising - Some special commodities and products are advertised under special advertisement columns. Sometimes, a few pages are devoted **only** advertisements. They are well planned and are in special color to draw the attention of readers.

Public Notices - A public notice or **notice of intent** is information directed to citizens of a governmental entity regarding government-related activities. Public notices have traditionally been published in specified governmental publications and in local newspapers, a common source for community information. A public notice typically possesses four major characteristics:



1. A public notice is published in a broadly available forum, such as a local newspaper.
2. A public notice is capable of being archived in a secure and publicly available format.
3. A public notice is capable of being accessed by all segments of society.
4. The public and the source of the notice must be able to verify that the notice was published, and its information disseminated to the public

Preprinted Inserts - Like magazines, newspapers carry preprinted inserts and delivers them to the newspaper plant for insertion into a specific edition. Inserts sizes range from a typical newspaper page to a double postcard; formats include catalogue, brochures, mail-back devices, and perforated coupons.

General Advertising - National or general advertising refers to display advertising by marketers of branded products or services, who sell on a national or regional level. The objective of such ads is to help create and stimulate customer demand for the product or service, augment re-sellers' promotional efforts and encourage them to stock marketer's products

Local Advertising - Local advertising is often referred to as retail advertising and is used by local business establishments, individuals and other organisations to reach the consumers in the local market area served by the newspaper. Supermarkets, departmental stores, retailers, banks, schools, computer education centres, and others use local display advertising.

Some Advantages in Newspaper Advertising –

1- We can reach certain types of people by placing your ad in different sections of the paper. People expect advertising in the newspaper. In fact, many people buy the paper just to read the ads from the supermarket, movies or department stores.

2- Unlike advertising on TV and radio, advertising in the newspaper can be examined at your leisure. A newspaper ad can contain details, such as prices and telephone numbers or coupons.

3 - From the advertiser's point-of-view, newspaper advertising can be convenient because production changes can be made quickly, if necessary, and you can often insert a new advertisement on short notice.

4 - Another advantage is the large variety of ad sizes newspaper advertising offers. Even though you may not have a lot of money in your budget, you can still place a series of small ads, without making a sacrifice.

Disadvantages with Newspaper Advertising –

1. Newspapers usually are read once and stay in the house for just a day.

2. The print quality of newspapers isn't always the best, especially for photographs. So use simple artwork and line drawings for best results.

3. The page size of a newspaper is fairly large and small ads can look minuscule.

4. Your ad has to compete with other ads for the reader's attention.

5. We're not assured that every person who gets the newspaper will read your ad. They may not read the section you advertised in, or they may simply have skipped the page because there wasn't any interesting news on it.

Rate Card - Like the magazine rate card, the newspaper rate card lists advertising rates, mechanical and copy requirements, deadlines, and other information. Because rates vary greatly, advertisers should calculate which papers deliver the most readers for their money, and weigh that information against that readership.

Local Versus National Rates - Most newspapers charge local and national advertisers different rates. The national rate averages 75 percent higher, but some papers charge as much as 254 percent more. Newspapers attribute higher rates to the added costs of serving national advertisers. For instance, an ad agency usually places national advertising and receives a 15 percent commission from the paper. If the advertising comes from another city or state, then additional costs, such as long-distance telephone calls, are involved.



Flat Rates and Discount Rates - Many national papers charge flat rates, which means they allow no discounts; a few newspapers offer a single flat rate to both national and local advertisers.

SOURCES OF PRINT MEDIA INFORMATION

Audit Bureau of Circulations (ABC) was formed in 1914 to verify circulation and other marketing data on magazines and newspapers. Each publication submits a semiannual statement, which is checked by specially trained ABC field auditors. The publisher supplies data on paid circulation (for a specified period) for its regional, metropolitan, and demographic editions, broken down by subscription, single-copy sales, and average paid circulation. The ABC also analyses new and renewal subscriptions by price, duration, sales channel, and type of promotion.

Classified Advertising Network of India (CANT) is a statewide affiliation of daily newspapers that reaches over 7.5 million Indians. It enables advertisers to place classified ads in daily newspapers throughout the state easily and inexpensively.

Magazine Publishers Association (MPA) has a total membership trade group provides the circulation figures of all ABC merry, magazines (general and farm) from 1914 to date, with annual fig related to population. It estimates the number of consumer mag copies sold by year from 1943, and it lists the 100 leading magazines according to circulation.

Mediamark Research Inc. (MRI) conducts personal interview determine readership patterns. In addition to reporting the audien and readership demographics for leading consumer magazines national newspapers, MRI publishes annual studies on the affl market, business-purchase decision makers, and the top 10 1 markets.

Newspaper Association of India (NAI) is the promotional arm` the Indian newspaper Publishers Association and the nati newspaper industry. The association provides its newspaper mein with market information by conducting field research and collect case histories. It also administers the National Newspaper Netw one-order, one-bill system.

Newspaper Space Bank (NSB) is an on-line database se through which advertisers can buy cancelled, unsold, or reran space in major market newspapers across the country at dee discounted rates after normal closings.

Simmons Market Research Bureau (SMRB) is a respect syndicated research organisation that publishes magazine readership studies. Its annual study of media and markets provides data o readers' purchase behaviour and demographics based on person interviews. In addition, SMRB publishes the National College S and the Simmons Teen-Age Research Study twice a year.

Standard Rate and Data Service (SRDS) publishes *Newspa Rates andData*, *ConsumerMagazine and Agri Media Rates and Data* and *Business Publication Rates and Data*, as well as other monthl directories so advertisers and their agencies don't have to obtai rate cards for every publication.

Audience studies provides by publications. Newspapers are also offer a magazines so o r media planners many other types of statistical reports, including reader income, demographic profiles, arid percentages of different kinds of advertising carried

----MAGAZINES ---

The second form of print media is the magazine. It offers specialised formation to a special audience. Newspapers appeal to people in a articular locality; but magazines reach special types of people in all qualities. Magazines are subscribed to by those people who have certain stern, they maybe interested in movies, households, sports, politics, etc.

CLASSIFICATIONS OF MAGAZINE



Content - One of the most dramatic developments in publishing has been the emergence of magazines with special content, which has given many books goods prospects for long-term growth. The broadest classifications Content are consumer magazines, farm magazines, and business magazines. Each may be broken down into hundreds of categories.viz -

a) Consumer magazines - Consumer magazines serve the interests of consumer-men, women, children. There are specific magazines serving the interests of all types of consumers. The Manorama, Grahsobha, Women's Era, etc. are consumer magazines.

b) Farm Publications - are directed to farmers and their families or to companies that manufacture or sell agriculture equipment, supplies, and services: Farm Journal, Progressive Farmer, Prairie Farmer, Successful Farming. Farm Magazines in India are not very popular in spite of the expansion of agricultural techniques and inputs, the though agricultural production has increased considerably.

c) Business magazines, by far the largest category, target business readers. They include trade publications for retailers, wholesalers, and other distributors; business and industrial magazines for business people involved in manufacturing; and professional journals for lawyers, physicians, architects, and other professionals.

d) Audience. Magazines may be classified on the basis of editorial appeal or audience or readers. They may be consumer magazines, farm magazines or business magazines.

Geography - On the basis of regional publications, magazines maybe divided into *national* magazines, regional magazines and local magazines. Many specialised magazines have nationwide circulation. **They serve** the interests of specialized people living in any part of the country. Some magazines, such as Commerce and Industrial Times, are in demand in foreign countries as well. **The circulation** of some magazines is restricted to a particular region, community or religion. Bengali magazines have circulation only in the eastern part of the country, while Grihsobha is popular in Northern India.

Size

It does not take a genius to figure out that magazines come in different shapes and sizes, but it might take one to figure out how to get one ad to run in different-size magazines and still look the same. Magazine sizes run the gamut, which makes production standardisation an occasional nightmare. The most common magazine sizes follow :

Size classification	Magazine	Approximate size of full-page ad
Large		Life 4 col. x 170 lines (9.375 x 12.125 inches)
Flat	Time, newsweek	3 col. x 140 lines (7 x 10 inches)
Standard	National Geographic	2 col. x 119 lines (6 x 8.5 inches)
Small or Reader's Digest,	2 col.x 91 lines	

Advantages of Magazines

- It offers selectivity, reproductively, Long life, possible prestige and other services.
- The advertiser can select any one specialised magazine according to his product.
- They are cheap and intensive medium of advertising.
- They reach the actual prospects who are willing to purchase the advertised goods.
- Necessary duplication and waste are avoided by the proper selection of a magazine.
- Magazine advertising can be reproduced at a later stage because the advertised content and photo can be used at any time.
- Some magazines pay special attention to colour and printing impressions.
- Magazines **are** kept for a longer period and maybe used as references.
- **Many** magazines offer prestige advertisements. The advertisement in The' illustrated Weekly, India Today, etc- enjoy some prestige. Magazines **may**. offer research possibilities, test marketing, split-run testing and many other extra services.

Disadvantages of Magazines - Magazines are not as flexible as television and radio. They may not be



suitable for local conditions because they have a nation wide appeal Very few magazines offer regional editions in regional languages., Magazines do not have a wide reach as the other media.

LEAFLET AND PAMPHLETS

Pamphlets and leaflets are two common types of print publications used in advertising. The core difference between a leaflet and a pamphlet is based on size. A pamphlet typically has five or more pages of company or production information, whereas a leaflet is one single page, similar to a flyer.

Size and Scope - Leaflets, pamphlets and similar types of print collateral are used to launch new companies or products, promote special events or attract attention from new customers. A leaflet is a quick-hitter, one-page piece that typically includes one or two key messages and often an image. It is printed on better quality paper than a flyer. A pamphlet is longer and provides a more thorough overview of your company and product or service benefits.

Placement - Leaflets offer a bit more flexibility in placement. Because they are on one page, you can post or hang a leaflet in a public place just as you would a flyer. You can also hand leaflets out to prospects or customers or send them in the mail. Posting pamphlets isn't practical since you need target customers to dig into the material. It is also more costly to mail the larger-sized pamphlet.

Attention or Education - Because of the message limitations, leaflets serve the purpose of getting attention or promoting a singular product or event. Pamphlets typically have a broader purpose of educating customers. An insurance company might use a pamphlet to provide prospects of an overview of various insurance products. Banks provide pamphlets that cover various types of checking and savings accounts or loan products. You can also provide a complete overview of your company, its mission and your philosophies.

Costs - The costs of print collateral are typically based on the volume and quality of the paper and use of color. Therefore, you could have an exceptionally high-quality leaflet with a higher cost than a small, lower quality pamphlet. Typically, though, a pamphlet is more expensive because of the size and amount of paper used. You also pay an employee or designer for development. It costs more to design a pamphlet than a leaflet because of the complexity and content.

ELECTRONIC MEDIA

Electronic media is enjoying broader use every day with an increase in electronic devices being made. The meaning of electronic media, as it is known in various spheres, has changed with the passage of time. Electronic media exists today in many forms: radio, television, videotape, audiotape, telephone, telegraph, computer file, etc.

History

- Telegraph, 1938
- Telephone, 1876
- Radio, 1895
- Television, 1927
- Early Computer, 1942
- Photocopy Machine, 1946
- Transistor, 1947
- Computer, between 1960's & 1980's

Lancaster and Naisbitt proposed that we are approaching a *paperless society*, where it is faster and less expensive to communicate through electronic channels: "It is becoming cheaper to handle words electronically than to handle them physically, to the point where the physical mode is becoming too expensive for ordinary use."

There are three traditional types of Electronic Media and a few Hybrids:

- 1) Television
- 2) Radio



3) Internet

4) Smart phones may have created a new media type.

5) Electronic display advertising, electronic streaming billboards may also be a new hybrid Internet, TV, Radio, arguably electronic Bill boards might qualify. Smart Phones are a play between Phone & internet so might pass for electronic media.

Advantage

- Immediacy
- Provides information and entertainment
- Creates awareness among people.
- It develops our thoughts and ideas.
- Keeps us n touch with what is happening in our society.
- Made communication increasingly easier.
- Connect diverse people from far and near geographical location.

Disadvantage

- Noise pollution
- Decision Making
- Common diseases and complications brought by electronic media.
 - Eyesight
 - Exposure to radiation which is lethally harmful to human body.

OUTDOOR MEDIA



Bulletin

Bulletin Billboard ads impact our increasingly mobile population. Bulletin Billboard signs are the perfect point-of-purchase media. Month-long presence and tremendous visibility allow Billboard advertisements to impact commuters. ☐ Size:14' x 48' (odd-sized Bulletins also exist in most markets)



Wallscape

Affixed to buildings and visible from a distance, Wallscape Billboard ads provide maximum impact, offering the high-impact advertising Billboards are known for in major metro areas. Wallscales vary in size, providing many creative options for your Billboard signs. ☐ Size Varies



Poster

Highly visible to vehicular traffic, these billboard ads bring your message to a more local audience. Achieve dramatic impact and frequency with multiple units strategically located to maximize your billboard advertising objectives. ☐ Size: 10'5" x 22'8"



8-Sheet

Located along primary and secondary roadways in urban areas, 8-Sheet Billboard signs are a great medium for local businesses to drive traffic to their stores. 8-Sheet Billboard advertisements can target neighborhoods, shops and ethnic areas. ☑ Size: 5' x 11'



Spectacular

CBS Outdoor's Spectacular consists of unique opportunities in the major downtown metro areas and the highest traffic choke points. With units located in the top markets, these overwhelming structures will turn your brand into a staple of the city's scenery.

☑ Size: Varies

DIRECT MAIL

Direct mail is a way of advertising in which advertisers mail printed ads, letters or other solicitations to large groups of consumers. Bulk-mail rates are used to lower the cost of the mailing, and targeted mailing lists are used to maximize potential response.

Direct mail is used in many different situations, limited primarily by the imagination of the advertiser. Stores typically use direct mail to advertise new products or to distribute coupons. Charities typically use it to raise money or recruit volunteers. Almost any sales pitch can be made by direct mail. There are four main types of direct mail. Each type of direct mail is used to sell different types of products or services.

CATALOGS - Catalogs are a type of direct mail. Catalogs are used to present a number of products to a single buyer. This direct mail type is often used by home-based business and mail-order marketers.

POSTCARDS - Postcards are the second type of direct mail. Postcards can be the most effective and the cheapest to produce. The front of the postcard has the customer's address while the back has the advertisement. Postcards are good for a new business or a business new to an area.

STANDARD LETTER MAILINGS - Standard Letter Mailings has the highest response rate among all direct mail formats. This type of direct mail is also known as a self mailer. These pieces are usually a page-length advertisement which can be folded and mailed. The promotional message is normally on one side and folded so that the message is on the inside facing sheet.

ALL-IN-ONE MAILERS - All-in-One Mailers are a combination of any of the above types of direct mail. These work as combination sales messages using postcard format with letter mailing length. These can be included in a catalog or booklet with a return card

FACTORS AFFECTING CHOICE OF MEDIA SELECTION -

1. The nature of the product
2. Potential market
3. The type of distribution strategy
4. The advertising objective
5. The type of selling message
6. The budget
7. Competitive advertising



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8. Media Availability.

9. Characteristics of media.

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