**MEDIA PLANNING**

### Media Objectives

- **Reach**: The total # of people or households exposed to an ad schedule during a given time period (usually 4 weeks); expressed as a % of the total potentially exposed.

  Ex. A radio station has 60,000 potential listeners and 20,000 hear a commercial.
  
  20,000/60,000 = 33% or 33

### Frequency

- **Frequency**: # of exposures to the same message each HH supposedly receives.

- **Avg. Frequency**: Total exposures for all HH/ # people reached.

  Ex. 100,000 people are potentially exposed to an advertising message. If 30,000 HH see an ad 5X and 20,000 HH see an ad 6X, then:
  
  Avg FREQ = \( \frac{(30,000 \times 5) + (20,000 \times 6)}{50,000} \)
  
  = 5.4

### Impressions

- **Impressions**: Same as total exposures.

- **GRPs**: Gross Rating Points (the weight of the media schedule).

  \[ \text{GRP} = \text{Reach \times Frequency} \]

  (reach is expressed as a %)

  Ex. 100,000 people are potentially exposed to 10 ads and 50,000 people see the ads on the avg. of 5.4 times.
  
  50,000/100,000 \times 5.4
  
  = 50 \times 5.4 = 270 GRPs

### Greater Reach

- Message is simple and easily understood.
- Goal is to generate awareness.
- Goal is to target new consumers.
- New product aimed at large, broad audience.
- Product is newsworthy.
**GREATER FREQUENCY:**

- Goal is comprehension or retention
- Message is more complex
- Target audience is narrowly defined
- Competitor is using high frequency
- Direct response is needed
- Need action in a limited time
- Brand isn’t distinctive

**CONTINUITY:** Length of time a media schedule will run and whether it will be continuous or periodic

**Continuity Patterns:**
- **Continuous** – spreading your advertising out evenly throughout the campaign
- **Flighting** – alternating periods of advertising and then no advertising
- **Pulsing** – varying the intensity of advertising throughout the campaign (combines the two above)

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<th>Continuous</th>
<th>Flighting</th>
<th>Pulsing</th>
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<tr>
<td>Jan.</td>
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<td>$2</td>
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<tr>
<td>Feb.</td>
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<td>Mar.</td>
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<tr>
<td>Total</td>
<td>$6</td>
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**Consider Media Choices in Terms of:**

- Reach needed
- Selectivity – geographic and audience
- Flexibility – lead time needed
- Impact
- Frequency possibilities
- Efficiency – CPM, TCPM, CPRP
- Competitors’ Strategy

**Cost Considerations**

**GOAL:** Maximize exposure to the greatest number of the right people at the lowest possible cost

**CPM** (Magazines and Newspapers)
- evaluation of cost relative to the audience reached
  
  *Ex. Unit cost X 1000*  
  # of prospects reached

**Ex.** Cost of a full page ad is $5,000  
Circulation is 1,250,000
What is the CPM?

$$\frac{5,000 \times 1,000}{1,250,000} = 4 \text{ CPM}$$

**TCPM:** the relative cost of reaching one’s target audience (eg. Cost of reaching only males rather than the whole audience)
**CPRP** – Cost per rating point

\[
\text{CPRP} = \frac{\text{Cost of ad unit}}{\text{Rating}}
\]

Ex. Cost of ad unit (30 sec. Ad) = $5,000

Program’s ratings: 20

\[
\text{CPRP} = \frac{5,000}{20} = $250
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**Broadcast Media**

**Rating**: % of TV homes delivered to an advertiser (based on the # of homes with TVs)

Ex. 100,000 homes with TVs

20,000 sets tuned to Friends

Ratings = 20,000/100,000 = 20%

**GRPs**: # rating points for program in which the ad appears X Frequency the ad runs (10 X 4 = 40 GRPs)

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**Print Media**

**Circulation**: the # of copies of an average issue that will be distributed

**Readership**: the # of people who actually see a copy (includes pass along readers)

Ex. 100,000 circulation

3 readers per copy

Readership = 100,000 X 3 = 300,000

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**Share**: how well a program performs against other shows in the same time period on a certain day (based on the # of sets in use)

Ex. 20,000 sets are tuned to NBC at 8:00 on Thursday night, 50,000 sets are turned on at that time, and there are 100,000 homes with TVs in the market

Share = 20,000/50,000 = 40 (NBC)

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**HUT**: Homes using television at a particular time (expressed as a % of all TV homes)

HUT differs from RATINGS because it combines all viewing rather than specific program viewing

\[
\text{HUT} = \frac{50,000}{100,000} = 50
\]

\[
\text{HUT} \times \text{SHARE} = \text{RATINGS}
\]