

for technology performance and class. It is one of the first and is still the foremost.
Televisa—Only the best carry our name.

Sponsor Manufacturer of 'Televisa' TVs or its' agent.

B Reviewer says that the film 'Aaina' is a well made film within the formula format. It is also stated that the dialogue is well worded, fine music by Naushad and the lead role is played by **Mumtaz** rather poignantly. On the whole, the review may have some positive influence on the reader.

C 1 Similarity: In both these cases there is no face-to-face communication with the target audience. Both of them are presented through non-personal mass medium like radio, television, newspaper, magazine, etc.

Differences: There is an identifiable sponsor for advertisement whereas in the case of publicity there is no identifiable sponsor.

In the case of advertisement the company pays money to the media which present the message. The company does not pay anything to the media in the case of publicity.

Advertisement messages are mainly intended to create favourable influence about the company or its product. Publicity may give a favourable or unfavourable impression about the company or its product.

- 2 i) Presented by a sales representative which is a personal communication. Therefore it is neither advertisement nor publicity.
- ii) This is presented by an individual which does not come under mass media. So, it is neither advertisement nor publicity.
- iii) Newspaper, a non-personal media, presented the information voluntarily. Company did not pay any money to the newspaper. It comes under publicity (unfavourable publicity).

3 Item 1 is an advertisement. It is sponsored by Indira Gandhi National Open University (Registrar) calling for tenders for residential accommodation.

Item 2 is publicity. It is written by the staff reporter and published by the newspaper voluntarily for the information of its readers.

- D4 i) False ii) True iii) False iv) False
v) True vi) False

8.11 TERMINAL QUESTIONS

- 1 What is the main purpose of advertising? What are the various objectives served by advertisements?
- 2 Explain the usefulness of advertising from the consumers' point of view.
- 3 In what respects can advertisements be harmful to society?
- 4 What are the characteristics of a good advertisement? Suggest guidelines for designing an effective advertisement.
- 5 'Advertisement is a waste'. Do you agree with this view? Give reasons for your argument.

Note : These questions will help you to understand the unit better. Try to write answers for them. But do not submit your answers to the university. These are for your practice only.

UNIT 9 ADVERTISING MEDIA

Structure

- 9.0 Objectives
- 9.1 Introduction
- 9.2 Meaning and Importance of Media
- 9.3 Types of Media and Their Characteristics
 - 9.3.1 Press Media
 - 9.3.2 Radio
 - 9.3.3 Television
 - 9.3.4 Outdoor Media
 - 9.3.5 Direct Mail
 - 9.3.6 Miscellaneous
- 9.4 Requisites of an Ideal Medium
- 9.5 Evaluation of Media
- 9.6 Choice of Media
- 9.7 Role of Advertising Agencies
- 9.8 Let Us Sum Up
- 9.9 Key Words
- 9.10 Some Useful Books
- 9.11 Answers to Check Your Progress
- 9.12 Terminal Questions

9.0 OBJECTIVES

After studying this unit, you should be able to:

- analyse the importance of media in advertising
- outline the characteristics of each medium of advertising
- state the features of an ideal medium
- describe the factors influencing choice of media
- explain the role of advertising agencies

9.1 INTRODUCTION

In Unit 8 you have learnt what is advertising, how it is different from publicity, the objectives of advertising, the role of advertising in the society and the features of an effective advertisement. As you know, for business firms advertising is a very important means of communicating with the consumers about products or services, their usefulness, quality, place where they are available, etc. The basic objective of all this is to promote sales. This objective is fulfilled only when the advertisement message reaches the intended customers. In this regard the media used i.e., the means which carry the message, is very important. In this unit we shall discuss the importance of media in advertising, characteristics of various advertising media, features of an ideal medium, and the factors influencing the choice of media.

9.2 MEANING AND IMPORTANCE OF MEDIA

The method or means adopted to communicate the message of an advertisement is known, as the medium of advertising. In other words, medium is the vehicle or carrier of advertising message to the target customers or prospects. Thus, newspaper is a **medium** of advertising because it carries messages in print about products and services. Similarly, radio is another medium of advertising to broadcast and communicate advertisements to the listeners. Advertisements through television carry the message about Products and services to viewers. Posters, handbills, cinema slides, outdoor display of goods, etc., are **also** used for advertising purposes. These are all media of advertising. The basic purpose of **using** the media is to bring products and services to the notice of potential **customers**.

Advertising consists of preparing visual or oral message and their communication for making people aware of and favourably inclined towards a product or service or a point of view. The underlying objective of all advertising is to promote sales. With the mass production of goods in modern times, sales promotion inevitably requires services of mass media which can carry the advertising message to the largest possible number of potential consumers. The media of advertising thus play a vital role in the sale of goods and services. Without the use of suitable media it is impossible to think of promoting sales in markets with hundreds and thousands of potential buyers. This is because salesmen can personally contact only a limited number of individuals or retail shops. Likewise, producers and traders cannot contact many people personally to pass on information relating to their products or services. Small producers and small traders may be able to sell their articles through personal approach. This method of sales promotion cannot be used in the case of mass production industries of to-day. Indeed growth of large scale industries and development of new methods of communication have added to the importance of advertising through different media of mass appeal like radio, television, film, etc.

The use of media not only facilitates communication of the sponsored message to the largest possible number of consumers but also enables repetition of the message as often as may be necessary. This helps to reinforce the effect of advertising as well as to remind and sustain the customers interest in a product or service.

Use of particular types of media makes it possible to convey information in as much detail as required by adjusting the size of the message to space or time. For example, press media (newspapers and magazines) may be used on payment of charges for as much space as needed, or radio and television may be used for advertising a product on the basis of time to be devoted. Of course, the cost of using larger space or longer time, is naturally more.

Mass media (which are used for reaching the public in distant parts of a country or abroad) may thus be regarded as one of the best means of creating demand and promoting sales. Even in the case of small business firms, use of certain types of media like handbills, posters and signboards, serves the purpose of reaching many more people than is possible through personal contacts. The media used for local purposes are relatively less expensive than personal selling.

Above all, media advertising provides useful support to personal selling. Salesmen and traders find it easier to impress potential customers about the usefulness or quality of products when the prospective buyers are already informed about the same through advertisements. Thus media advertising may be regarded as complimentary to personal selling.

9.3 TYPES OF MEDIA AND THEIR CHARACTERISTICS

A variety of media are used for advertising purpose. Different types of media, however, differ as regards geographical coverage, the type of customers that media can reach, nature of appeal to customers, cost involved, etc. On the basis of their distinguished features, the media may be divided into the following broad categories:

- i) Press (Newspapers and Magazines)
- ii) Radio
- iii) Television
- iv) Outdoor media
- v) Direct mail
- vi) Miscellaneous

Let us discuss the characteristic features of each of these media and their suitability for different purposes.

9.3.1 Press Media

Press medium is a print medium which comprises of newspapers and magazines. The main difference between newspapers and magazines is the periodicity of their publication. Newspapers are published daily, whereas magazines are published periodically i.e., weekly, fortnightly, monthly, quarterly or biannually. In both cases, however, the message is conveyed through words in print, sometimes along with pictures or photographs. Words in print can be made as attractive, appealing and informative as possible, so also the

accompanying picture. But newspapers and magazines have certain distinct features of their own, which are outlined below.

Newspapers : Published in different languages, newspapers are widely and regularly read by the educated public. Reading newspaper is the daily habit of many people in cities and towns and some literate people in the villages. Many have also become accustomed to advertisements in newspapers and look for them as sources of information. The circulation of some of the national dailies in India runs into several millions. Newspapers published in regional languages have also wide circulation, sometimes in more than one state. Thus, as a medium of advertising, newspapers reach a very large number of people. Secondly, newspaper advertising is relatively cheaper than other media like radio and television. The space to be used can be decided in accordance with the need and cost involved. Thirdly, newspapers provide the facility of repeating the message every day, if necessary. Besides, in case of urgency, there is scope for inserting an advertisement without much loss of time. Finally, it is possible to select a particular newspaper suitable for the audience in view. For national coverage, a newspaper which has nationwide circulation can be selected. For regional coverage, a newspaper published in that regional language can be selected. Since newspapers are read by the general public, they may be used as suitable media for goods of mass consumption. Many people read the newspapers in the morning and put them aside afterwards. So, the life of the advertisement in a newspaper is short.

Magazines : Magazines are also called periodicals as they are published at periodical intervals — weekly, fortnightly, monthly and so on. Different types of magazines are published for different categories of readers. For example, there are popular general magazines containing feature articles, news and stories e.g. India Today, Illustrated Weekly, Dharm Yug, etc.

There are magazines for children (e.g. Target, Chandamama, etc.) which include stories of their interest. There are magazines like Business India, Fortune, Commerce, etc., for businessmen and executives. Similarly, there are sports magazines (e.g. Sports Week, Sports Star, etc.), women's magazines (e.g. Femina, Women's Era), professional magazines (e.g. Indian Journal of Marketing, Indian Medical Journal, etc.), film magazines (e.g. Star & Style, Filmfare, etc.) and so on.

From the point of view of circulation, magazines are not as widely read as newspapers. On the other hand each magazine has a distinct category of readers. Since magazines are generally read over a period of time, they have longer life than newspapers. Thus, advertisers use magazines as media selectively according to the audience to be reached. For example, medical books, drugs, surgical equipment, medical instruments, etc., are generally advertised in medical journals. Manufacturers of office equipment, computers, etc., advertise their products in business magazines, trade journals, and so on. On the whole, the cost of advertising in magazines is relatively cheaper compared to other media like radio and T.V.

However, magazines have certain limitations. One relates to the timing of publication which is periodical. Although the published advertisement has a longer life, they are published periodically and not daily like newspapers. The other limitation is the lack of flexibility in the choice of size and design of the advertisement. The design cannot be changed as quickly as in the case of a newspaper. Moreover, the circulation of a magazine does not always indicate the number of readers or the time devoted by the readers in reading it. A magazine having limited circulation may be read more thoroughly or it may be read by many more persons than another magazine with a large circulation.

9.3.2 Radio

Broadcasting as a medium of advertising has become increasingly popular in India due to the availability of radio sets at prices which people of low income can also afford. In India radio sets are owned by a large number of population. Thus, advertisement appeals can reach the general public in different parts of the country very conveniently through radio broadcasts. In India advertisements are broadcast by the All India Radio (Vividh Bharati Programme) in specified channels. Radio Pakistan and Radio Ceylon also broadcast the advertisements for Indian population. As a mass medium, radio broadcasting is well suited for various consumer goods having a mass appeal such as movies, electric fans, refrigerators, sewing machines, leather goods, travelling bags, etc. The advantage of radio advertising is that, being an audio medium, it does not require education to receive the

message. The listeners need not be literates. Besides, the message which is orally communicated may be more impressive than the message in print. The limitations of radio advertising are: 1) it is more expensive than press advertising, 2) the life of the advertisement is very short, and 3) it is difficult to remember the message in detail.

9.3.3 Television

The importance of television as a medium of mass communication has significantly increased in **India** over the last 15 years. But its importance as a medium of advertising has grown with the use of satellite transmission and establishment of more relay stations to cover the remote parts of the country.

Individuals who cannot afford to buy TV sets are able to watch TV Programmes in community centres and public places. Use of television for advertising is increasing in recent times due to its extensive coverage and the impact of visual communication on the viewers. Its combination of sound, vision and movement permits the use of advertisement to demonstrate the product and its advantages. For this reason this medium is more effective than the press **and** radio. The major limitation of this medium is the heavy cost of advertising, particularly for advertisement before or after popular programme, known as prime time. Hence, only the large enterprises are in a position to make use of this medium. Another limitation is that the duration of a commercial advertisement is only for a few seconds. Also viewers often find it difficult to assimilate a large number of advertisements within a short span of time.

9.3.4 Outdoor Media

Outdoor media of advertising refer to the media used to reach people when they are out of doors or travelling rather than at home or in the office. Pamphlets, posters, hoardings (bill boards), neon signs, and electric displays come under this category of media. Pamphlets (printed handbills) are quite often used as a medium of advertising for sales promotion in a local area. Pamphlets are distributed among passers by at street crossings, railway stations or bus terminals, roadside market places, etc. Posters (message printed on Paper) are generally fixed on walls, roadside pillars lamp posts, etc. Posters are also fixed inside public transport vehicles like trams, buses and railway coaches. In these cases space is provided on payment.

Neon signs and electric displays are usually installed on roof tops or at busy street crossings so as to draw the attention of people. These are visible only in the night. Hoardings (bill boards) refer to large boards carrying the message, sometimes with life size pictures, and installed at public places. Hoardings are specially designed to draw the attention of the public. As the size of the hoardings is normally large, advertisement is visible from a distance.

Outdoor media like pamphlets, posters, neon signs, electric displays and hoardings have different degrees of attention value. Pamphlets have temporary impact on the people who receive them when they are passing by and often have other matters in their mind. Posters have the disadvantage that only those who look at them may notice their existence. Besides, posters in public places are likely to have a short existence **either due** to superimposition of other posters or their removal by other postening agents. Neon signs and electrical displays normally attract more public attention but these are effective only during the night time. Hoardings have the maximum attention value due to the big size and installation at prominent locations.

The cost of hoardings is quite high due to the heavy initial expenditure required for its preparation and installation. **The** rent to be paid for locating it at a public place is also quite high. Neon signs and electric displays involve fairly high initial costs for preparation and installation. It also involves considerable recurring expenditure for use of neon gas or electrical energy besides rent to be paid for location at public places. Posters fixed on walls or pillars may be initially less expensive. Posters fixed on the space provided in public transport (buses and railway coaches) involve payment of periodic charges. However all outdoor media are by and large less expensive than radio and television advertising.

9.3.5 Direct Mail

Sending personalised letters by post to the prospective customers is a method of advertising which often pays. These communications are mostly in **the form** of circulars

and sometimes **accompanied** by catalogues or price lists. The idea behind **mailing circular** letters is to approach the customers directly with the advertising message and to arouse his interest in the product or service with detailed explanation in a convincing manner. A mailing list is thus prepared and the **letter** is carefully **drafted** with personalised wordings.

The message having a personal touch is expected to be more effective. The **in** may be elaborated and hence likely to be more convincing. Addressed to individual, name, the message can draw the attention of the customer without distraction from competing advertisements.

Direct mail cannot be a suitable medium for advertising products meant for public use on a mass-scale. It is best suited for products where the people to be contacted can be easily identified. For example, a company manufacturing or distributing pharmaceutical products (medicines) may easily identify the doctors or chemists for direct communication of information relating to the products. Similarly, a book publishing company may conveniently identify university teachers and send circular letters to promote the sale of its publications. But, for promoting the sale of (say) toilet soap or wrist watches, or pen direct mail is not a suitable **means** of advertising. It would be expensive and time consuming to undertake direct **mailing** of circular letters to innumerable consumers of such products who are widely scattered. Booklets, pamphlets, catalogues, etc., sent by post to prospective customers also come under direct mail. These are also suitable only in the case of a selective group of customers.

9.3.6 Miscellaneous

Apart from **the** media discussed above, there are several other types of media used for advertising. Some such media are slide projection in cinema houses, films, exhibitions, display in show-cases, etc. Calendars, diaries, key-rings, purses, paper weights, etc., imprinted with a message along with the advertiser's name and address are also considered as advertising media. Projection of slides in the cinema theatre before and during the film show is one of the cheaper means of advertising. Projection of short-films before the commencement of feature film is a relatively more expensive medium of advertising. But it has the advantages similar to that of television advertising. Moreover these short films are usually of longer duration (about 5 minutes) than TV commercials. However, slides **or** films are viewed only by local people present in the theatre during the show time.

Exhibitions also provide opportunities for advertising goods. Consumer goods can be displayed and the use of industrial goods like machinery, can be demonstrated in the exhibition. The limitation of exhibitions is that **their** duration is restricted to a specified period.

Show cases displaying goods are located in public places like railway stations, **airports**, bus **terminals**, etc., to attract the attention of the public. Rent is payable for the space. Attractiveness of the products and the manner they are displayed are **the** main features of this advertising medium.

Check Your Progress A

1 What is an advertising medium?

.....

2 Which of the following statements are True and which are False?

- i) Newspaper advertising is relatively cheaper **than** television advertising."
- ii) As advertising media, specialised magazines are: most **suitable** for consumer goods of daily use.
- iii) Radio advertising is not as effective as television advertising.
- iv) Many more consumers can be reached through newspapers than through radio broadcasts.
- v) Hoardings have greater attention value than posters.
- vi) Direct mail is most suitable for advertising consumer goods.

3 Match the items in Column A with the items in Column B.

Column A	Column B
i) Radio	a) Print medium
ii) Television	b) Visual medium
iii) Newspaper	c) Audio-visual medium
iv) Neonsign	d) Audio medium

9.4 REQUISITES OF AN IDEAL MEDIUM

You have learnt about the characteristic features of different media. Now let us learn what are the requisites of an ideal medium of advertising. Broadly speaking, the ideal medium should have the following characteristics:

- 1) **Reach:** The medium should be such as to reach the largest possible number of the target audience.
- 2) **Message:** It should be possible to convey the message adequately through the medium.
- 3) **Economy:** The medium must be economical from the point of view of cost.
- 4) **Flexible:** It should provide flexibility of size, design, layout, colour, etc.
- 5) **Scope of repetition:** The medium should provide adequate scope for repeating the message, if necessary, at frequent intervals.
- 6) **Effective:** The use of the medium should result in achieving the goal of sales promotion.

9.5 EVALUATION OF MEDIA

You have learnt about various media and the requisites of an ideal medium of advertising. Now the question is which **can** be regarded as the best medium. As a matter of **fact**, no single medium can be considered suitable in all situations. For this, let us **evaluate each** media in the light of the characteristics of an ideal medium. Look at Table 9.1 for comparative study of various media.

Table 9.1
Features of Advertising Media

	Newspaper	Magazine	Radio	Television	Outdoor	Direct Mail
Circulation or reach	Maximum circulation among educated people	Restricted circulation among educated people	Reaches large number of people	Viewers are less than the listeners of radio	Mostly by local people	Limited to the members on the mailing list
Duration of attention	Very Short period of one or two hours	Extended over a week or more	For a few seconds	For a few seconds	Brief attention , uncertain	Brief attention, certain
Cost	Variable according to space	Less expensive than newspaper	More expensive than newspapers & magazines	Most expensive	Less expensive than newspapers except for bill boards	Moderately expensive. Depend on the size of mailing list.
Flexibility of size, design, etc.	Highly flexible	Less flexible than newspapers	Restricted flexibility depending on available time	Restricted flexibility due to high cost & depending on available time	Moderately flexible depending on cost	Highly flexible
Suitability	Goods for mass consumption	Industrial and specialised goods	Goods for mass consumption	Mass consumption goods	Goods with brand names	Goods having well defined markets

Degree of audience	Possible for regional and linguistic selectivity	Greater degree of selectivity	Limited. Possible for regional and linguistic selectivity	Limited. Possible for regional and linguistic selectivity	Regional selectivity	Greater degree of selectivity
Repetitive value	Possible to repeat every day	Restricted to frequency of publication	Quick repetition possible	Quick repetition possible	Seen every time the prospect passed by it	Depends on frequency of mailing

If you **analyse** the table carefully, you will **realise** that no single **medium** is **having** all the requisites of an ideal medium. Each medium is ideal in some aspects and not ideal in others. For instance, newspaper and **magazines** have wide circulation, flexibility, scope for audience selectivity, etc., but they are not suitable for communicating to illiterate people. Television is a visual media which is very effective, but it is the **most expensive** medium. Radio does not have visual impact. Outdoor media **suits** local advertising only. Direct mail is not suitable when the prospective customers are very large. Thus, a particular medium may be suitable in one **situation** but not suitable in others. Hence, you have to be careful in the selection of the medium and make your **choice** according to the requirements of a given situation.

9.6 CHOICE OF MEDIA

You have learnt that these are different types of **media** available for **advertising** and each medium had certain **distinct** characteristics of its own. No single medium **has** all the ideal features. A particular medium which is suitable in one **situation** may not be suitable in other situations. So the manufacturer or distributor (trader) is required to select **one or more** media which will be most suitable for his purpose. The following factors influence the choice of media:

- 1) Character of the media
- 2) Nature of the product to be advertised
- 3) Type of audience
- 4) Coverage
- 5) Cost

1 Character of the medium: To judge the suitability of **any** medium, the characters of different types of media should be analysed on a factual basis. **The following** aspects of the media are to be considered before choosing any particular **medium**.

- a) The geographical coverage of the medium i.e. **national**, regional or local.
- b) **The frequency and** duration of exposure of the message to **the** audience.
- c) Method of **communication i.e.**, visual, oral, both visual and oral, etc.
- d) Power of the **medium** to reach special **categories** of audience e.g. children, ladies, business executives, etc. This is also called audience selectivity.
- e) Scheduling flexibility is another **factor**. **Producing** a TV advertisement takes **more** time than producing a newspaper advertisement. Similarly, withdrawal of advertisement with a short notice is not possible with **some media**.
- f) **Production** quality of the media.
- g) Degree of permanence or durability in the sense that how long **the** advertisement **can remain** before prospective customers' **eyes** or **within** their grasp. A TV advertisement disappears within a few seconds whereas an **hoarding** continues delivering the same message to the passing public for a year or more.

Thus for a large **manufacturer**, a medium with **the national coverage** will be more suitable. To build up brand image, frequency of exposure may be **more** important than duration of exposure. On the other **hand**, to provide very detailed information about the product, duration may be more important. Demonstrating the usefulness of Polaroid camera may require a medium to make oral and visual **presentation**. To advertise ladies garments it may be useful to select women's magazines like the Femina or **Women's Era**.

- 2 **Nature of the product:** Consumer goods need to be advertised with different types of appeal for effectiveness. Familiar goods of daily consumption do not require elaborate description, while industrial machinery may require technical details to be explained. The size of advertisement and the time of exposure required vary according to the nature of the products. Again, advertisement for consumer goods can reach the largest possible number of people through mass media like newspapers, radio and television. But industrial goods may be more effectively advertised through trade and technical magazines. Advertisement of garments is best done in multi-colour printing in magazines.
- 3 **Type of audience:** Media habits of the target audience to be reached is one of the important factors to be considered while selecting the medium. If the target audience are illiterate, press medium (newspapers and magazines) is ineffective. Similarly, if the target customers are in villages where there are no TV sets, advertising by TV is a waste. The most effective medium to reach housewives in the urban areas may be the radio or television, and for business executives it may be a professional magazine. Therefore, the characteristics of the target customers with respect to media are very important in selecting proper medium.
- 4 **Coverage:** How many and what percentage of the potential buyers can be approached through each possible medium are also determining factors in the choice of a medium. One medium may be able to reach more number of target customers than the other media. Therefore, a medium which can reach the maximum number of target customers should be preferred. For instance, if target audience are illiterate and do not have TV sets, short films in the cinema halls may be more effective. Similarly, the number of doctors who can be reached through direct mail is expected to be more than the number who can be reached through any other medium. To advertise sewing machines to the urban customers, women's magazines may be more appropriate as the appeal will reach many more ladies through this medium.
- 5 **Cost:** The most important factor determining the choice of a medium is the cost involved. Cost of a medium may be analysed in two ways: 1) absolute cost, and 2) cost related to audience size. Absolute cost is the actual charge for buying a certain amount of time or space in a medium. If the small firm had set aside a small amount for advertising, it cannot afford to use an expensive medium. For instance TV is a very expensive medium whereas newspaper advertising is relatively cheaper. However, what is important is not the absolute cost of using each medium but the size of the target audience reached in relation to the cost. Relative cost is a comparative cost. It is the absolute cost related to the size of the audience served by the chosen medium. For instance, charges for a full page advertisement in two different magazines may be exactly the same. But if one magazine has a circulation of 3 lakh and the other has a circulation of 4 lakh, advertisers choose the second magazine as it reaches more number of customers for the same money.

9.7 ROLE OF ADVERTISING AGENCIES

In advertising, we find three major participants: 1) media owners, 2) sponsors, and 3) advertising agencies. The owners of different media may be regarded as the sellers of space or time for the respective media, while the buyers of the media space or time are the sponsors or advertisers. The advertisers and media owners in many cases directly deal with each other, The advertiser selects the medium and negotiates the terms and conditions with the media owners, who have prescribed rates depending on the size, design, duration, etc., of the advertisement. Large manufacturing companies often have expert staff of their own to design the advertisement and decide on the media according to budgetary allocation for advertising and sales promotion.

However, over the years, advertising agencies have developed to undertake the advertising function on behalf of the advertisers. The skill and expertise which characterise the advertising agencies enable large companies to take advantage of their services on payment of a 'fee' or 'commission' besides the cost of preparing the layout, design, etc., of the advertisement. Most of the agencies handle all aspects of advertising including media selection on behalf of their clients. These agencies perform an important role in providing expert services as media specialists which the advertisers would not be able to develop in their own organisation. Some of the agencies are also enlisted with the media owners as

recognised agencies for grant of discount on the contracts for space and time. A part of this discount is shared with the client advertisers of the agencies. Thus, the area of contact between the advertisers and media owners is reduced.

Check **Your** Progress B

1 List the features of an ideal medium of advertising?

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.....
.....

2 What is the main difference between TV medium and Radio medium?

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.....
.....

3 Which of the following statements are True and which are False?

- i) The life of the advertisement message is shorter in newspaper medium compared to magazine medium.
- ii) An ideal medium is always least expensive.
- iii) Advertising agencies take up the responsibility of distributing the goods.
- iv) If the target customers are illiterate, press is not a suitable medium for advertising.
- v) Direct mail is the best medium when the target customers are very few.
- vi) Outdoor media is suitable for advertising at national level.
- vii) TV medium is the most effective but also the most expensive medium.
- viii) Professional magazine is suitable for advertising sophisticated electronics equipment.

4 Match the items in Column A with the items in Column B.

Column A	Column B
i) Toys	a) TV
ii) Demonstration	b) Hoardings
iii) Few customers	c) Children's magazines
iv) Customers in small area	d) Women's magazines
v) Sarees	e) Mail order

9.8 LET US SUM UP

The method or means adopted to communicate the message of an advertisement is known as the medium of advertising. The growth of large scale industries and development of modern methods of communication have added to the importance of advertising through different media of mass appeal. The media not only facilitate communication of the sponsored message but also enable repetition of the message as often as necessary. Use of a particular medium also makes it possible to convey information in as much detail as required. Above all, media advertising provides useful support to personal selling.

The various types of media which advertisers can use may be divided into the following categories: (i) press (newspapers and magazines), (ii) radio, (iii) television, (iv) outdoor media, (v) direct mail, and (vi) miscellaneous.

Press medium consists of newspapers and magazines. The main difference between these two types is that the newspapers are published daily while magazines are published periodically i.e., weekly, fortnightly, monthly, etc. As a medium of advertising, newspapers serve the purpose of reaching a very large number of literate people. It is

relatively cheaper than radio or television. It provides scope for repeating the message every day, if necessary. The advertiser can also select newspapers with national or regional or local coverage as needed. This medium is suitable for advertising the products of mass consumption. But, newspapers have a temporary impact on the readers. Magazines are published periodically and reach different categories of literate people. Magazines are not as widely read as newspapers. On the other hand, each magazine has a distinct category of readers. Thus, magazines may be used selectively according to the audience to be reached. However, there is a time gap between the publication of magazines. Besides, it does not provide adequate flexibility in the choice of design, size, etc., of the advertisement. The circulation of magazines does not always indicate the number of readers.

As a mass medium, radio broadcasting is very suitable for consumption goods and products having mass appeal. The listeners include all categories of people who may or may not be literates. Oral communication is relatively more impressive than printed messages. But the message needs repetition as it is difficult for the listeners to remember what they have heard. Moreover, it is a more expensive medium than press advertising.

For commercial advertising television has become increasingly popular. Its effectiveness as a medium is much greater than the radio due to the combination of sound, vision and movement. Consumer goods of all types are widely advertised through television. The limitations of this medium are: i) heavy cost involved, and ii) the duration of the message telecast is very short, hardly a couple of seconds. And it is difficult for viewers to assimilate a large number of advertisements within a short span of time.

Outdoor medium of advertising is the medium used to reach people when they are out of doors or travelling. Included in this category are: pamphlets, posters, hoardings, neon signs, and electric displays. These media have different degrees of attention value. There are differences in cost of using these outdoor media, the more expensive being the hoardings, neon signs, and electrical display. On the whole, however, outdoor medium is less expensive than radio and television advertising.

Direct mail includes sales letters, bulletins, booklets, catalogues, etc., mailed to individuals directly by the advertiser. Of these, the sales letters are expected to be more effective as they convey the message with a personal touch. Also it permits detailed explanation to be conveyed in a more convincing manner. Personalised communication can be more impressive. It can draw the customers attention without distraction from competing advertisements. The medium is more suitable for advertising products to a selected category of identifiable persons.

Several other types of media used by advertisers are: slide projections, films, exhibitions, display in show cases, and free distribution of calendars, diaries, key rings, purses, etc., imprinted with a short message.

The ideal medium of advertising should have the following characteristics. Widest reach or coverage, adequate communication of message, economical, flexible, scope of repetition, frequency of exposure, and effective from the point of view of results. No single medium is having all these ideal features. Each medium is ideal in some aspects and not ideal in other aspects. The choice of a suitable medium is influenced by the following factors: (1) character of the media, (2) nature of the product, (3) type of audience, (4) coverage, and (5) cost.

Advertising agencies perform the useful functions of providing expert services as media specialists to the large advertisers on payment of a fee or commission. They handle all aspects of advertising including media selection on behalf of their clients.

9.9 KEY WORDS

Audio Media: Communicating messages through sound i.e. words spoken or musical notes produced as in the case of radio.

Audio-visual Media: Communicating messages by means of sound as well as visuals as in the case of TV.

Media: The means of communicating advertising message, the vehicles of communication.

Personal Selling: Selling through salesmen.

9.10 SOME USEFUL BOOKS

- Bhushan, Y.K., 1987. *Fundamentals of Business Organisation & Management*, Sultan Chand & Sons: New Delhi. (Part Seven, Chapter 4).
- Kotler, Philip, 1986. *Marketing Management-Analysis, Planning and Control*, Prentice-Hall of India: New Delhi. (Chapter 20).
- Sing, B.P., and T.N. Chhabra, 1988. *Business Organisation and Management*, Kitab Mahal: Allahabad. (Part one, Chapter 25).
- Ramesh, M.S., 1985. *Principles and Practice of Business Organisation & Management*, Kitab Mahal: Allahabad. (Section Six, Chapter 25).
- Wright, John S., Willis L. Winter Jr., and Sherilyn K. Zeigler, 1984. *Advertising*, Tata McGraw-Hill: New Delhi. (Chapters 1, 2 & 4).

9.11 ANSWERS TO CHECK YOUR PROGRESS

- A 2 i) True ii) False iii) True iv) False v) True
 vi) False
- 3 i) d ii) c iii) a iv) b
- B 3 i) True ii) False iii) False iv) True v) True
 vi) False vii) True viii) True
- 4 i) c ii) a iii) e iv) b v) d

9.12 TERMINAL QUESTIONS

- 1 What do you understand by advertising media? Discuss the importance of media for advertising.
- 2 Analyse the features of the following media of advertising :
 - i) Radio
 - ii) Newspaper
 - iii) Television
- 3 What is meant by outdoor media of advertising? Mention at least three outdoor media and explain their features.
- 4 Discuss briefly the features of an ideal advertising medium. What are the factors to be taken into consideration while choosing a suitable medium?
- 5 Write short notes on the following:
 - i) Direct mail as a medium of advertising
 - ii) Role of advertising agencies
 - iii) Advertising through magazines
 - iv) Cost of advertising as a determinant of suitable medium.

Note: These questions will help you to understand the unit better. Try to write answers for them. But do not submit your answers to the university. These are for your practice only.