

Chapter 14: Advertising: The Art of Attracting an Audience

I-Summary: This chapter discusses the purpose and functions of advertising.

Advertising is the public promotion of a product, service, business or event in the hope of increasing consumer interest. Advertisements are seen and heard through mass media such as television, newspapers, magazines, radio, and the Internet. Newspapers are the main medium for advertising in the United States. Television advertising combines sounds and images to produce entertaining, informative ads. While radio ads can reach a large audience, they are not as effective as television ads because they cannot use images. Online advertising includes such things as pop ads and banner ads. Businesses will hire advertising agencies to develop effective advertising. The process of selecting which advertising medium to use is known as media planning. When deciding which medium to use planners look at such things as impressions, frequency, and cost per thousand. The amount of money it costs to display an ad is known as the advertising, or media, rate. The rate for newspaper ads is based on the size of the audience and the size of the ad. The advertising rate for broadcast media is based on the length of the ad and the time it is broadcast. The size and format of an ad is what affects the advertising rate on the Internet.

I-Quiz

Quiz yourself to check your understanding. For each question, you will hear four answer choices. After you hear all four answer choices, choose your answer during the pause.

Then you will hear the correct answer. Let's begin.

Question 1

Which term refers to a channel of communication?

- a. advertising
- b. information
- c. promotion
- d. medium

Question 2

Which is a way for advertisers to reach a target market on a large scale?

- a. infomercial
- b. special interest magazine
- c. newspaper
- d. radio

Question 3

Which is NOT an example of print media?

- a. Internet
- b. newspapers
- c. billboards
- d. signs

Question 4

Which term refers to the number of times an audience sees an ad?

- a. impression
- b. frequency
- c. rating
- d. cost per thousand

Question 5

Which is the period when a TV audience is the largest?

- a. daytime
- b. nighttime
- c. mid-day
- d. primetime

Answer Key

1. The correct answer is D, medium. A medium is a channel or system of communication. Advertisements are delivered to consumers through mass media.

- 2.** The correct answer is B, special interest magazine. Special interest magazines make it possible to reach target markets on a large scale. Advertisements on television and radio are not meant for a target market and newspapers do not reach a large audience.
- 3.** The correct answer is A, Internet. The Internet is considered online media. Print media include magazines, newspapers, billboards, and signs.
- 4.** The correct answer is B, frequency. Frequency is the number of times an audience sees or hears an advertisement.
- 5.** The correct answer is D, primetime. Primetime is the time period when the network TV and radio audience is the largest.