

Chapter 19 Advertising

Section 19.2 Media Rates

Section Graphic Organizer

Directions Use the process chart to take notes about media measurement and rates.

MEDIA RATES	
<p style="text-align: center;">Newspaper How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p style="text-align: center;">Magazine How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p style="text-align: center;">Internet How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p style="text-align: center;">Radio & Television How Are Rates Determined?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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