



ADVERTISING NOTES

Advertising

A form of marketing communications used to encourage or persuade an audience to purchase products and services or participate in events.

PROPOSAL

A formal written plan for a client which includes: goals, budget, media strategy and examples

GOAL

- 1. MAKE CLIENT HAPPY** (GOOD CUSTOMER SERVICE)
- 2. SELL PRODUCT OR SERVICE**
- 3. CREATE AN IMAGE OR LOOK** (BRANDING)

BUDGET

A financial plan between agency and client that establishes the amount of money it will cost for a specific campaign

CAMPAIGN

An organized course of action to promote a product, service or event for a particular time period, using different advertising mediums.

ADVERTISING MEDIUMS

TELEVISION

RADIO

PRINT

INTERNET

OUTDOOR

TELEVISION & RADIO

- **BUY AIR TIME**
- **ALSO CALLED A SPOT**
- **30 SECONDS**
- **60 SECONDS**
- **DEADLINES**

PRINT

- **NEWSLETTERS**
- **ADS**
- **BROCHURES**
- **DIRECT MAIL**
- **STATIONARY**
- **POSTERS**
- **PACKAGING**
- **FLYERS**
- **MAGAZINES**
- **NEWSPAPERS**
- **SPECIALTY PRODUCTS**

INTERNET

- **WEBSITES**
- **E-MAIL**
- **POP-UPS**
- **BANNERS**
- **SOCIAL MEDIA**
- **RADIO** (Pandora, Spotify)
- **YOU TUBE**

OUTDOOR

- **BILLBOARDS**
- **BUS ADS**
- **BLIMP**
- **CAR WRAPS**
- **GAS STATION ADS**
- **FLAGS**
- **BANNERS**
- **AIRPLANE ADS**
- **SIGN TWIRLERS**

TARGET MARKET

