Chapter Overview

INTRODUCE THE CHAPTER
This chapter introduces advertising and its purposes, and explains the different types of media. It also gives an overview of how advertising rates are determined for newspaper, magazine, and online advertising. Reasons for selecting promotional media are also explored.

BUILD BACKGROUND
Post several print ads around the classroom. Include a mix of promotional and institutional ads with different target markets. Have students look at the ads, then close their eyes and say which ads they remember best. Tell students to identify the purpose of advertising: to attract buyers.

EXPLORE THE PHOTO
Market Talk Lead a discussion about the type of advertising visible in this photograph. Ask: Is it promotional or institutional? Then have students identify the type of media used in this photograph. Students should identify the type of advertising as promotional. The type of media might be considered transit.
Quick Think Students should recognize they need to compare their advertising campaign against the competition’s campaign.
Follow Up Ask students to name two businesses that have similar products but different advertising campaigns.

REVIEW THE OBJECTIVES
Explain the concept and purpose of advertising in the promotional mix. Promotional advertising is used when the goal is to increase sales. It can introduce a new business, change a company image, promote a new product, advertise an existing one, or encourage the use of a particular service.
Identify the different types of advertising media. Print, broadcast, online and specialty

Chapter Objectives
After reading this chapter, you should be able to:
- Explain the concept and purpose of advertising in the promotional mix
- Identify the different types of advertising media
- Discuss the planning and selection of media
- Identify media measurement techniques
- Explain techniques used to evaluate media
- Summarize how media costs are determined
- Explain promotional budget methods

EXPLORE THE PHOTO
Market Talk There are many forms of advertising to fit all kinds of budgets. A large company such as Procter & Gamble typically spends 25 to 30 percent of its revenues on advertising, while a small firm might consider spending 2 percent. Types of ads vary greatly, from carefully crafted television national ad campaigns, to print ads in newspapers and magazines, to sponsor’s logos on race cars, to simple leaflet distribution.
Quick Think When planning an advertising budget and strategy, do you think it is important to study how and where the competition is advertising?

Discuss the planning and selection of media. To establish the media plan and select the right medium to use, advertisers address three basic questions: 1. Can the medium present the product and the appropriate business image? 2. Can the desired customers be targeted with the media? 3. Will the medium get the desired response rate?
Identify media measurement techniques. For print media measurement, surveys and circulation estimation are used. Television audience measurement is based on meter data. Online audiences are measured through surveys and software tracking systems.

Explain techniques used to evaluate media. Cost per thousand (CPM) is the media cost of exposing 1,000 readers to an advertising impression. Cost per thousand is the comparison tool used to determine the effectiveness of different types of media.
Summarize how media costs are determined. Advertising uses a set format that is defined in terms of time. Media costs vary with type of media, and geographical location and audience.
Explain promotional budget methods. The promotional budget considers the cost for developing and placing or airing advertising, and the cost of staffing the department or campaign.
Discuss the performance indicators for the DECA events listed, so that students understand how to demonstrate their understanding.

The event acronyms stand for:

- **AAM**: Apparel and Accessories Marketing Series
- **ADC**: Advertising Campaign Event
- **ASM**: Automotive Services Marketing Series
- **BSM**: Business Services Marketing Series
- **EMDM**: E-Commerce Management Team Decision Making Event
- **FMAL**: Food Marketing Series, AL
- **FMDM**: Financial Analysis Management Team Decision Making Event
- **FMML**: Food Marketing Series, ML
- **FSRM**: Full Service Restaurant Management Series
- **HMDM**: Hospitality Services Management Team Decision Making Event
- **HRR**: Hospitality and Recreation Marketing Research Event
- **MMS**: Marketing Management Series
- **QSRM**: Quick Serve Restaurant Management Series
- **RFSM**: Restaurant and Food Service Management Series
- **RMS**: Retail Merchandising Series
- **SEM**: Sports and Entertainment Marketing Series
- **SMDM**: Sports and Entertainment Marketing Management Team Decision Making Event
- **TMDM**: Travel and Tourism Marketing Management Team Decision Making Event
- **TSE**: Technical Sales Event

**DECA Prep**

**ROLE PLAY** Check your understanding of DECA performance indicators with the DECA activity in this chapter’s review. For more information and DECA Prep practice, go to the Marketing Essentials OLC through glencoe.com.

**DECA Events**

These acronyms represent DECA competitive events that involve concepts in this chapter:

- **AAM**
- **EMDM**
- **MMS**
- **SMDM**
- **ADC**
- **FMAL**
- **QSRM**
- **TMDM**
- **ASM**
- **FMM**
- **RFSM**
- **FMML**
- **HLM**
- **SMDM**
- **BSM**
- **HMDM**
- **RMS**
- **EMDM**
- **FMAL**
- **FMML**
- **HMDM**
- **MMS**
- **QSRM**
- **RFSM**
- **RMS**
- **SEM**
- **SMDM**
- **TMDM**

**Performance Indicators**

The performance indicators represent key skills and knowledge. Relating them to the concepts explained in this chapter is your key to success in DECA competitive events. Keep this in mind as you read, and write notes when you find material that helps you master a key skill. In these DECA competitive events, you should follow these performance indicators:

- Explain the types of advertising media
- Explain the nature of direct advertising strategies
- Describe considerations in using databases in advertising

The event with an asterisk also includes:

- Select advertising media
- Select placement of advertisements
- Use past advertisements to aid in promotional planning
- Prepare promotional budget

Some events include these performance indicators:

**ADC**: Explain the nature of online advertisements
- Prepare advertising budget
- Explain the nature of online advertisements
- Select strategies for online advertising

**EMDM**: Calculate media costs
- Select advertising media
- Choose appropriate media vehicles for sport/event
- Buy ad space/time
- Prepare promotional budget

**SEMM/SMDM**: Calculate media costs
- Select advertising media
- Choose appropriate media vehicles for sport/event
- Buy ad space/time
- Prepare promotional budget

Find timed DECA Prep activities correlated to the Competitive Events Workbook for students and DECA tips for teachers at the Marketing Essentials OLC through glencoe.com.
SECTION 19.1

Advertising Media

**BEFORE YOU READ**

**Predict** If a business does not advertise, how do potential customers learn about its products?

**THE MAIN IDEA**

Advertising is an important element of promotion. Businesses use different types of advertising media to promote their images, goods, and services.

**GRAPHIC ORGANIZER**

Draw this chart to organize your notes about the types of media used for advertising.

- Types of Media
  1. Print
  2. Online
  3. Transit
  4. Broadcast

**ACADEMIC VOCABULARY**

You will find these words in your reading and on your tests. Make sure you know their meanings.

- region
- network

**ACADEMIC STANDARDS**

- **English Language Arts**
  - NCTE 1 Read texts to acquire new information.

- **Science**
  - NSTA Content Standard E Science and Technology: Understanding about science and technology

**Advertising and Its Purpose**

Advertising is everywhere—television, radio, magazines, newspapers, stores, the World Wide Web, billboards, theaters, sports arenas, and even on highway road signs. The average person is exposed to more than 2,000 advertisements every week.

In advertising, advertisers control the message, where it will be seen or heard, and how often it will be repeated.

**AS YOU READ**

**Connect** Think about the many types of advertisements you have seen. How would you classify the different types?

**Develop Concepts**

**THE MAIN IDEA**

Ask a student to consider what the word *promotion* means to him or her, then state it in his or her own words.

**Model for students how they can use their own experience as consumers when learning about the different types of advertisements.**
Promotional and Institutional Advertising

There are two main types of advertising: promotional and institutional. **Promotional advertising** is when the goal is to increase sales. The targets of promotional advertising are consumers or business-to-business customers. Promotional advertising can introduce a new business, change a company image, promote a new product, advertise an existing one, or encourage the use of a particular service. Sometimes, the goal of promotional advertising is to encourage potential customers to ask for information, call for an appointment, go online, or enter a store. This is called generating leads or developing prospects.

Promotional advertising is an effective way to support direct selling efforts, sales promotion activities, visual merchandising, and display efforts. **Institutional advertising** tries to create a favorable image for a company and foster goodwill in the marketplace. There are many institutional advertising techniques used today. Connecting its name to a worthy cause helps a company make a good impression on customers.

**Reading Check** Recall What are the two types of advertising?

**Mass Advertising**

Mass advertising enables companies to reach large numbers of people with their messages. Certain media, such as television and radio, lend themselves to mass advertising. Thanks to today’s sophisticated technology, advertisers can also carefully target their messages to select audiences. This is known as targeted advertising. Advertising demonstrates the features and benefits of a product or service. As a result, business customers and general consumers are encouraged to buy the product or service.

**Types of Media**

Media are the agencies, means, or instruments used to convey advertising messages to a target audience. There are many types of media, including print, broadcast, and digital media. Print media includes newspapers, magazines, and books, while broadcast media includes television, radio, and streaming services. Digital media includes social media, email, and websites.

**AD GUIDE** • A SPECIAL PLACE

**Discussion** Lead a discussion with students about how this ad advertises a vacation spot. Have students discuss how likely they would be to visit Wyoming after seeing this ad.

**Caption Answer** Students might point out the retro design, lettering style, and slogan.

**Follow Up** Ask students to list three other products or services that can be advertised in a similar way.
Print Media
Print media includes advertising in newspapers, magazines, direct mail, signs, and billboards. This is one of the oldest and most effective types of advertising.

Newspaper Advertising
Newspapers continue to be an important advertising outlet for many consumer-oriented products and services. In 2004, there were 1,456 daily newspapers in the United States. These local papers provide a timely way for companies to reach their target audiences. Many retailers and local companies rely on daily newspapers to advertise their products and services. These papers also offer a variety of options for the size, location, and frequency of insertion of ads. This flexibility enables companies to select the options that best suit their budgets and advertising goals.

Another type of local paper is called a shopper. Shoppers contain little editorial content, but they are delivered free to residents who live in specific areas.

National newspapers, such as USA Today and the Wall Street Journal, are distributed throughout the country. Advertisers can purchase ad space in the newspaper to reach the entire circulation or buy less expensive space targeted only to specific regions or cities.

Local and national papers often have online editions and sell advertising space for both formats. What are the advantages of newspaper advertising? It is estimated that 55 percent of adults in the United States read a newspaper every day. Advertisers want their ads to be seen, and this high number of readers is very important. Since a newspaper’s reach is known, advertisers can target their advertising to people living in certain areas or with certain interests. A newspaper may even offer different neighborhood sections within the same city.

Magazine Advertising
Magazines are distributed locally, regionally, or nationally. They can be published as weeklies, monthlies, and quarterlies. U.S. News & World Report, Time, and Newsweek are examples of national weekly magazines. Regional magazines are often developed to serve the needs of a metropolitan area or region. Southern Living is an example of a regional magazine. Some national magazines have regional, state, and city editions.

Magazines can also be classified as consumer or business-to-business. More than 3,000 consumer magazines such as Reader’s Digest, TV Guide, Seventeen, Forbes, and Sports Illustrated are read for personal pleasure or interest. Advertisers can target their audiences through the characteristics of a magazine’s subscribers.

Business-to-business magazines, also known as trade publications, interest professionals in specific fields. Examples include Mass Market Retailers, Advertising Age, and Women’s Wear Daily. These publications are cost effective for advertisers who want to reach a target audience with little wasted circulation.

Both consumer and business-to-business magazines have a longer life span than newspapers. People tend to keep magazines for a more extended period of time. This increases the chance that they, and the ads in
Develop Concepts

Drawing Conclusions

Direct Mail  To explain the concept of direct mail, ask students to list types of direct mail they have received, either in printed or electronic form.

Answers will include catalogs, spam (unsolicited e-mail), newsletters, invitations to special events, etc.

Have a student record these types of direct mail on the board. Ask students to discuss the purpose of each type of advertisement.

Explain  Customer response is when customers see or hear an advertisement and they are prompted to seek out the product or service.

Demonstrate  Pile a large stack of direct mail on a desk in the room. Ask students to discuss their perceptions of this stack of direct mail. Is the term junk mail appropriate? Have students explain their answers.

AD GUIDE  • DIRECT MAIL and ETHICS

Discussion  Lead a discussion asking students how they feel about receiving direct mail advertising. Ask: What ethical considerations might apply to direct mail?

Caption Answer  Operation Hope promotes individual financial literacy.

Follow Up  Ask students if a direct-mail campaign has ever convinced them to buy a product or use a service.
**Skill Practice**

**Independent Practice**

**L1** Provide students with photocopies of two directory advertisements for similar services, such as dentists. On a two-column chart, have students compare the advertisements using these four categories: size, content, format, illustration/art.

**L2** Tell students the following scenario: An advertising firm has asked students to suggest a design for a spectacular promoting a wildlife theme park. Have them come up with three options to propose to the firm, in both sketch form and accompanying paragraph outline. Ask the class to pick their favorite spectacular.

**L3** Present students with a specific type of business, such as plumbing. In a one-page essay, have students analyze which type of print advertising would best suit the business’s needs and why.

**Critical Thinking**

**Demonstrate** Ask students: What qualities do magazines possess that make consumers keep them longer and read them more thoroughly than newspapers? Have students share their answers in class. Encourage students to bring in examples from magazines to illustrate their answers.

**Develop Concepts**

**Drawing Conclusions**

**Choosing Print Media** Have students share their responses to the following question in class. Ask students: In which print media would you advertise the following products?

- Fashion dolls for children aged 7–12 (children’s magazines)
- New line of rain jackets magazines related to outdoor sports (sports section of a newspaper)
- Legal services (directory advertising, billboard and transit advertising)

**MAGAZINES AND NEWSPAPERS**

Magazines offer a high level of reader involvement and messages that can be seen repeatedly. Online magazines represent a new advertising opportunity for marketers. Newspapers are a convenient way for a local advertiser to present a message in selected geographic areas.

**DIRECT MAIL**

Direct-mail advertising sends a message directly to your home or computer. It encourages customers to try new products and usually offers them an incentive for doing so.

**TRANSIT ADVERTISING**

Transit advertising uses public transportation facilities and vehicles to bring messages to people.

Go to the [Marketing Essentials OLC through glencoe.com](http://www.glencoe.com) to find a project on advertising media.
marketing specialty firms sell lists of people’s mailing addresses, phone numbers, and e-mail addresses. Names can be sorted according to many different demographic criteria to match the profile of existing customers.

Direct-mail advertising enables advertisers to be highly selective about who will receive the mailing and when the person receives it.

Direct-mail advertisers have a wide choice of printed advertisement formats, such as letters, catalogs, and postcards—limited only by postal regulations. Direct mail also includes electronic advertising campaigns. This flexibility enables direct mailers to test various creative approaches providing valuable input for perfecting future campaigns.

There are disadvantages to direct mail. It can yield a low level of response in relation to the number of items sent. A return of 10 percent for printed direct mail is usually considered excellent. Poorly planned and executed direct mail campaigns usually yield less than a one-half percent response.

Direct mail also has an image problem. Many people think of printed or electronic direct-mail advertising as junk mail.

The cost of printed direct mailing can be high because it includes producing and printing each piece of the mailing, collating it, buying mailing lists, and paying for postage to send it.

Directory Advertising

The best example of a directory that accepts advertising is the telephone directory. In the White Pages, businesses and residents receive a free alphabetical listing of their phone numbers and addresses. In the Yellow Pages, businesses pay for an alphabetical listing and, if desired, a display ad. The listings and ads appear under general category headings.

Directory advertising has some unique advantages. It is relatively inexpensive and can be used to target all demographic groups. For example, telephone directories are found in 98 percent of American households. Directories are usually kept for at least a year or until another is provided. This advantage, however, can also be a disadvantage. Advertisers cannot adjust their information, offers, or message until a new directory is distributed.

Outdoor Advertising

Both local, regional, and national businesses use outdoor signs for advertising. There are two types of outdoor signs: nonstandardized and standardized. Nonstandardized outdoor signs are used by companies at their places of business or in other locations throughout the community. An example is a sign displaying the company's logo at the entrance to its office building.

Standardized outdoor signs are purchased from advertising companies and are provided only in standard sizes. Examples are advertisements to be placed on billboards.

Other types of standardized outdoor signs are posters, painted bulletins, and specturals. The building. They are changed three to four times each year. Painted bulletins are painted signs that are changed every six months to a year. Specturals are outdoor signs purchased or rented from an advertising company. They use lights or moving parts to attract attention. They are common in densely populated metropolitan areas.

Outdoor advertising is highly visible and relatively inexpensive. It provides a 24-hours-a-day, 7-days-a-week message, and can be located to reach specific target markets. Drawbacks of outdoor advertising include limited viewing time, inability to target a specific audience, and increasing government regulations. Outdoor advertising is often restricted to roadways and areas zoned for commercial and industrial uses.

Transit Advertising

Transit advertising can be found on public transportation. It includes printed posters inside trains, taxis, and buses; ads on public benches, bus stop shelters, kiosks, newstands, and trash cans; and station advertising located near or in subways and in railroad, bus, and airline terminals.

Extended Activity

Reasons for using a certain type of advertisement vary, depending on the merchandise featured and the target audience. For example, children’s shows are advertised on TV because promoters want to make use of the visual nature of TV. A newsprint or magazine ad for a children’s show would be much less effective. Have students suggest other items that are primarily advertised on TV and the reasons behind this.
Transit advertising reaches a wide, and sometimes captive, audience. This type of advertising is economical and has a defined market, usually in urban areas.

Broadcast Media

Broadcast media encompass radio and television. Over a lifetime of 70 years, the average person will spend nearly ten years watching television and almost six years listening to the radio. You can see why advertising through broadcast media is popular. Most of the 1,200 commercial television stations are affiliated with one of the major networks—ABC, CBS, NBC, or Fox. There are about 11,600 local cable systems. More than 85 percent of the estimated 111.4 million households with a television set are cable television subscribers.

Television Advertising

Television is the ultimate advertising medium for many businesses because it can combine all the creative elements necessary—sight, sound, action, and color—to produce a compelling advertising message. As a result, television is a very effective medium for demonstrating a product’s features and benefits.

Television advertising allows companies to direct their advertising messages to audiences with a specific interest such as news, movies, or sports.

Most television advertisements are 30- or 60-second spots. An exception is the infomercial, which is a 30- or 60-minute advertisement. Infomercials promote products such as cookware, exercise equipment, and appliances, using a talk-show type setting. Viewers can order the advertised merchandise by calling a phone number, visiting a Web site, or writing to an address.

There are disadvantages to television advertising. Television has the highest production costs of any type of media and a high dollar cost for the TV time purchased. Prime-time and special event costs can be prohibitive. For example, a 30-second network TV ad for Super Bowl XLI cost $2.5 million, while ABC charged $1.7 million for a 30-second ad during the 2007 Academy Awards.

Smaller companies cannot usually afford network television advertising, or may buy time in less desirable time slots.

In 2007, Apple introduced the iPhone, a multimedia/internet-enabled phone with a multi-touch screen. Months before it went on sale, the iPhone generated an unprecedented $400 million in free advertising through news stories.

Radio Advertising

More than 10,000 AM and FM radio stations reach 96 percent of all people age 12 and over in a given week. This ability to reach a wide audience makes radio an extremely efficient and cost-effective advertising medium.

Radio is a mobile medium that can be heard just about anywhere. It is also a timely medium—radio advertisers can update their messages, ads, and offers daily, even hourly. Radio has the immediacy of newspapers without the high production costs of television.

Radio advertisers can carefully target their audience when they select the station on which to broadcast their ads. Most radio station programming targets a specific segment of the radio listening market.

Radio advertisements are presented in 10-, 20-, 30-, or 60-second time periods. These messages are effective in encouraging people to buy because the announcer or actors—along with background music, jingles, slogans, and sound effects—add excitement, drama, or humor.

However, products and services can only be described, not seen. Advertisers cannot rely on visual involvement to hold a listener’s attention. That is why a catchy jingle is important. Radio advertisements also have a short life span.

Online Advertising

Online advertising is a form of advertising that uses either e-mail or the World Wide Web. It is still a small part of overall advertising spending, but it is growing steadily. Online advertising sales totaled $9.7 billion in 2006, generating more than 1 trillion impressions.
Rich Media Comes to PC Ads

Rich media ads—ones that combine animation, video, and sound with interactive features—are growing in popularity. Jupiter Research predicts that by 2009, advertisers will spend about 56 percent of their online advertising budgets on rich media. Rich media captured only 11 percent of online ad spending in 2003.

What Rich Media Can Do
Rich media ads provide instant, detailed feedback about how long PC users spend viewing an ad and what ad the user viewed next. The ads entice users to make an online purchase or submit demographic data in real time. DoubleClick, a company that distributes online ads, found that rich media ads generate better brand recognition and higher sales activity than static online ads.

AOL and Yahoo! work with the Interactive Advertising Bureau to set standards for file size and load time to protect Web surfers with slower Internet connections.

An impression is a single appearance of an ad on a computer user’s screen.

Electronic direct-mail advertising is sent via e-mail. Today, much advertising of this type is sent to pre-qualified groups of people. This is known as opt-in e-mail because recipients requested it or authorized it. Many of these e-mails enable the recipient to click through to a company’s Web site. This enables most companies to track exactly how many people visited their site by clicking on a link in the e-mail. It is also cost-effective, and it is easy to update and personalize the message for each recipient.

Banner and Pop-Up Ads
Most online advertising appears as banner ads. A banner ad comes in various shapes and sizes, but it is usually a rectangle seen at the top, bottom, or side of a Web page.

Similar to banner ads but smaller in size, button ads are placed in a strategic position on a Web page. Some advertisers use pop-up interstitial ads, which are TV-like spots that pop up between Web pages and are inserted in audio or video streams, either live or on-demand. A viewer must click on the ad to get to the advertiser’s Web site or close the ad window to resume surfing.

Online advertisers have found that bold colors, top-of-page placement, animation, calls to action, and limited frequency of exposures help increase the number of click-throughs. Even using these techniques, online advertisers report response rates as low as 1 percent. In other words, for every 100 banner ads, only one in 100 users clicks on the online ad to visit the advertiser’s Web site.

Specialty Media
Specialty media, which are sometimes called giveaways or advertising specialties, are relatively inexpensive, useful items featuring an advertiser’s name or logo.

To be successful as advertising tools, specialty items must be practical, used
An image of a page from a textbook, containing text about advertising media and planning.

### CULMINATING ACTIVITIES

1. Have students complete these statements:
   - The choice of advertising media depends upon ________. the type of product being advertised
   - In radio advertisements, there is no visual involvement to ________. hold a listener’s attention

2. Have students identify products and services that could be promoted in these broadcast media:
   - FM radio—rock ‘n’ roll TV shows, radio shows, concerts, movies, etc.
   - cable TV TV shows, consumer products, department store sales, etc.
   - online all of the above and more

### Key Terms and Concepts

1. Describe the two main types of advertising.
2. List the six different kinds of print media.
3. What is media planning?

### Mathematical Problems

4. In 2003, total advertising expenditures for TV (network, local, and cable) were $48.9 billion. What percentage was spent in each category if network TV totaled $20.4 billion, local TV $16.2 billion, and cable TV $12.3 billion?

5. Use the Internet or your local school or community library to research the history of print advertising over time. Prepare a two-page written report.

### Media Planning and Selection

**Media planning** is the process of selecting the advertising media and deciding the time or space in which the ads should appear to accomplish a marketing objective. To select and compare different types of media, companies use media-planning software, media-cost data, and audience information.

To establish the media plan and select the right medium to use, advertisers address three basic questions:

1. Can the medium present the product and the appropriate business image?
2. Can the desired customers be targeted with the medium?
3. Will the medium get the desired response rate?

The media plan provides the opportunity to present a compelling message and project the desired business image to the target market.

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Find answers at the Marketing Essentials OLC through glencoe.com.
**Media Measurement and Rates**

**Before You Read**

**Predict** How would you measure the response to a four-color ad placed in Newsweek three months ago?

**OBJECTIVES**

- Identify media measurement techniques
- Explain techniques used to evaluate media
- Summarize how media costs are determined
- Explain promotional budget methods

**KEY TERMS**

- audience
- impression
- frequency
- cost per thousand (CPM)

**ACADEMIC VOCABULARY**

You will find these words in your reading and on your tests. Make sure you know their meanings.

- crucial
- objective

**THE MAIN IDEA**

Businesses need to reach as many targeted customers as possible. It is important to calculate costs and measure media effectiveness to reach a potential audience.

**GRAPHIC ORGANIZER**

Draw this chart to take notes about media rates.

<table>
<thead>
<tr>
<th>Media</th>
<th>How Rates Are Determined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td></td>
</tr>
</tbody>
</table>

Go to the OLC through glencoe.com for printable graphic organizers, Academic Vocabulary definitions, and more.

**Media Measurement**

Media planners must concern themselves with the correct medium to use and its costs as well as how to measure overall advertising effectiveness.

To understand media measurement, you need to become familiar with several key terms. First, the number of homes or people exposed to an ad is called the **audience**. A single exposure to an advertising message is called an **impression**.

**Frequency** is the number of times an audience sees or hears an ad.

**Predict** If you were charged with selecting advertising media, what kinds of information would you need?

**Reading Guide**

Lead students in measuring a response to an ad of your selection. Have them work in small groups to measure this response using audience, impression, frequency, and CPM.

**Develop Concepts**

**THE MAIN IDEA**

Ask a volunteer to read the main idea aloud and ask another student to retell it in his or her own words.

Students may mention that costs, objectives, and measurement criteria would be important.

**As You Read**

Communicate effectively.

**English Language Arts**

NCTE 4 Use written language to communicate effectively.

**Social Studies**

NCSS 2 Study the ways human beings view themselves over time.

**Academic Standards**

**English Language Arts**

NCTE 4 Use written language to communicate effectively.

**Social Studies**

NCSS 2 Study the ways human beings view themselves over time.

**Focus**

Have students work in groups to list how they think print and broadcast media pay for their publication costs and programming. Then write two headings on the board: **Print** and **Broadcast**. Ask students to help you list the factors that would influence advertising rates for each.

**Vocabulary**

**Key Terms**

Read the key terms aloud. After reading each term, suggest a synonym. Ask students to use the synonyms as hints at word meanings.

**Academic Vocabulary**

Refer students to the OLC through glencoe.com for the Academic Vocabulary Glossary before they read the section.

**Graphic Organizer**

Model using the graphic organizer for students. Tell students to go to the OLC through glencoe.com for a printable graphic organizer.

**Critical Thinking**

**Understand Concepts**

Explain to students that advertising rates vary greatly. Therefore, it is difficult to quote exact rates for each type of media advertising. How might students find this type of information? Answers might include that they could gather a number of rates and develop an average rate from them.
**MEDIA MEASUREMENT**

Ask students which media measurement tool discussed in this section they understand the best. Ask: Which measurement tool do they feel they need to understand better? What course of action would best help them become familiar with the computations they need to understand better?

**Clarity** Explain that cost per thousand is referred to as CPM instead of CPT because the M stands for *mille*, the Latin word for thousand.

**Develop Concepts**

**Drawing Conclusions**

**Newspaper Rates**  After students have read the section on media rates in general and newspaper rates specifically, ask them to decide which type of advertising would best promote the following products or services:

- puppies for sale
- gardening help wanted
- ’78 Chevy for sale
- 1990s townhouse for rent
- scout leader wanted

Answers might include: Classified ads: gardening help wanted, scout leader wanted; Display ads: 1990s townhouse for rent, ’78 Chevy for sale, puppies for sale.

**Explain** Explain to students how many products benefit from the visual advertising provided in display ads. However, wanted services often appear as classified ads.

**Media Rates**

To reach customers, advertising uses a set format that is defined in terms of time (a 30-second television commercial) or space (a half-page newspaper ad). Media costs vary greatly, not just with type of media but also with geographical location and audience. For example, a quarter-page newspaper ad in a large city daily newspaper could cost four to eight times more than the same-sized ad in a small-town weekly. It is virtually impossible to quote exact rates for each type of media advertising.

Businesses can look up rates in the publications of Standard Rate and Data Service. This company publishes rate cards for most major media according to general categories, such as print media or broadcast media.

Another service important to both advertisers and print media is the Audit Bureau of Circulations (ABC). Print media publishers subscribe to the ABC to verify their circulation figures. A circulation audit is crucial to publishers because it enables them to verify circulation numbers to advertisers. Circulation figures are important selling points when publications try to attract and maintain their advertisers.

**Newspaper Rates**

Newspaper advertising rates are divided into two categories depending on whether the ad is a classified ad or a display ad.

Classified ads are grouped, or classified, into specific categories, such as help wanted, real estate, personals, or auto sales. They are effective for selling everything from services to houses to job openings. People or businesses that buy classified ads usually pay by the word or line of type.

Display ads enable the advertiser to depict the product or service being advertised. Advertisers use a mix of art or photographs, headlines, copy, and a signature or logo of the product or business. Display ads are generally larger than classified ads. Their cost is based upon the amount of space used and the ad’s position in the newspaper.

Newspapers quote display advertising rates by the column inch. A column inch is an area that is one column wide by one inch deep. If a newspaper quotes a column inch rate, you simply multiply the number of inches by the number of columns to determine the total number of column inches. Then, multiply the total column inches by the rate. For example, if the rate for a column inch is $17, then a single ad (called an insertion) that measures four inches long by three columns will cost $204.

$17 × 4 inches × 3 columns = $204

**Factors That Affect Rates**

Advertising rates can vary depending on when an advertisement will appear in a paper.

**Online Advertising**

Have students find print ads for a particular product and find a similar product advertised online. Have students list any similarities and differences between the types of promotion and their effect on the audience.
A newspaper may charge a Monday through Thursday rate of $29 per column inch, a Friday rate of $30, a Saturday rate of $32, and a Sunday rate of $35 per column inch.

Where an ad appears is another factor. Display ads are usually sold at run-of-paper rates. Run-of-paper allows the newspaper to choose where to run an ad in the paper or magazine. However, for a higher rate, advertisers can run ads in guaranteed or preferred locations, such as the back cover. The use of color also affects the advertising rate. Color ads are sold at a higher price than black-and-white ads. The frequency of advertising affects the amount charged. The open rate, often referred to as the noncontract rate, is used for infrequent advertisers. It is the highest rate charged for a display ad.

Businesses that advertise in the newspaper frequently may contract with a newspaper to guarantee that they will use a certain amount of space for a specified time period. They are granted contract rates, which are discounted from the open rate. Contracts can be written in a number of ways. A yearly frequency contract guarantees that an advertiser will use a minimum number of column inches each week for 52 weeks. A bulk space contract guarantees that a minimum number of inches will be used when the advertiser chooses, within a 12-month period.

Comparing Rates
The cost per thousand (CPM) measurement is useful in comparing the cost of advertising to reach 1,000 readers in one newspaper with the following scenarios:

L1 Suppose the cost of an ad in The Springfield Record is $100, and the paper has a circulation of 50,000 people. What is its CPM rate?

L2 Suppose the cost of an ad in The Middletowner is $200, and the paper has a circulation of 100,000 people. A second ad in Review Weekly costs $175, but the paper’s circulation is 150,000 people. Which ad is the better deal?

L3 Suppose the cost of an ad in Daily Journal is $180, and the paper has a circulation of 300,000 people. A second ad in Georgetown Times costs $275, but the paper’s circulation is 250,000 people. A third ad in Metropolitan costs $150, but the paper’s circulation is 275,000 people. Which ad is the better deal?

Green Pastures
Almarai is the largest dairy foods company in the Middle East. The company was founded in 1976. Its headquarters are in Riyadh, Saudi Arabia. Almarai, whose name means green pastures in Arabic, has developed from a simple dairy farm into a large international business under the guidance of the governing royal family. Today, Almarai exports its dairy products all across the Middle East.

A Focus on Local Tastes
Similar companies in developing countries often achieve notable success only to lose the competition for markets once multinational competitors decide to enter the race for customers. A multinational company with well-funded and experienced marketing and advertising departments is hard to beat. But Almarai won such a challenge against giant Nestle by tailoring its marketing and advertising to Middle Eastern preferences. The company’s success rests on its focus on local taste for fresh, full-fat milk (sold in plastic bottles that look like old-fashioned glass milk bottles), regional products such as labneh (a soft cheese made from yogurt), and yogurt with no artificial color or flavor.

Discussion After students read Global Market, discuss the concept of cultural appeal. Discuss the idea that different cultures have different preferences and therefore require different advertising at times.

Answer: Local preferences and tastes can sometimes clash with multinational products, making it difficult for companies to expand in a particular market.

For instructions, ideas, and answer guide, go to the Teacher Center at the Marketing Essentials OLC through glencoe.com.

Have students suggest three high-priced consumer items that were marketed in other countries before entering the American market.
the cost of advertising to reach 1,000 readers in another newspaper. The comparison is made by using the following formula:

\[
\text{Cost of the ad} \times \frac{1,000}{\text{Circulation}} = \text{CPM}
\]

Suppose the cost of an ad in the *Times* is $500, and the paper has a circulation of 500,000. Its CPM would be calculated as follows:

\[
$500 \times \frac{1,000}{500,000} = \frac{500,000}{500,000} = $1 \text{ per 1,000 readers}
\]

Suppose the cost of an ad in the *Tribune*, a competing paper, is $600, and the paper has a circulation of 300,000. Its CPM would be calculated as follows:

\[
$600 \times \frac{1,000}{300,000} = \frac{600,000}{300,000} = $2 \text{ per 1,000 readers}
\]

All other things being equal, an advertiser would probably choose the *Times* over the *Tribune* because it would cost less per 1,000 readers. Of course, all other things might not be equal. The *Tribune*’s circulation could include more of the advertiser’s target market, or the paper could offer a special ad placement. CPM is a convenient measure that enables advertisers to compare costs.

**Magazine Rates**

Magazine rates are based on circulation, the type of readership, and production techniques. To calculate the actual cost of magazine advertising, you need to become familiar with terms found on magazine advertising rate cards, including bleed, black-and-white rates, color rates, premium position, and discounts.

- **Bleed** means that half- or full-page ads are printed to the very edge of the page, leaving no white border. Magazines generally charge between 15 to 20 percent extra for bleeds.
- The lowest rates that magazines offer for display ads are black-and-white rates for black-and-white advertisements. Color rates are offered for color ads. Each time the magazine adds color to the ad, the rates increase.

**Writing Support**

**Magazine Rates** After students have read the section on magazine rates, ask them to imagine they are planning to run an ad in a popular teen magazine. Have students answer these questions about their ad:

- What size is the ad?
- How many colors will be used?
- What is the ad’s preferred position?

Answers should state the size, number of colors, and position in the magazine.

**Reading Strategy**

**Clarify** Preview the following words by reading them in context with the magazine rates section.

- bleed
- black-and-white rates
- color rates
- premium position
- discounts

Discuss the meaning of these words with students.

**PHOTO GUIDE**

**AD RATES**

**Discussion** Lead a discussion about account executives in the publishing world and how they must solicit business to purchase ads. Ask students to brainstorm how account executives achieve this goal.

**Caption Answer** The ad would cost $16,856. ($17,200 \times .02 = $344; $17,200 – $344 = $16,856)

**Follow Up** Ask students to speculate about what kind of information is used to determine ad rates.
Premium position refers to ad placement. Ads placed in premium positions, such as on the back cover or the inside of the first page, are more expensive to buy.

**Rate Discounts**

Frequency discounts are offered to advertisers who run the same ad several times during the year. The magazine may publish an entire schedule of rates for the number of times during the year an advertiser contracts to advertise. The rate per issue decreases as the frequency increases.

Another discount is a commission—a percentage of sales given by the magazine to the advertising agency for placing the ad for the advertiser. A typical commission is 15 percent.

Take a look at the rate card. You would calculate the cost of a full-page, four-color advertisement with bleed as follows:

\[
\text{Cost} = \text{Rate} \times \text{Discount} \\
= \$23,300 \times 0.15 \\
= \$3,495
\]

Also, advertising agencies can receive a commission for placing the ad for the advertiser. A typical commission is 15 percent.

**Try a Look at the Rate Card.**

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**Case Study: Generating New Revenue**

Magazines are trying to boost advertising revenues with new crossover and promotional tie-in deals. Some of the ideas include partnering with successful television channels and making distribution arrangements with mass merchandisers.

For example, the music video cable channel MTV crossed over from television to print by launching an MTV magazine. Major advertisers in the first edition included Nike, Pepsi, the NBA, and Procter & Gamble. The model for this crossover was ESPN. The sports station began ESPN The Magazine in 1998, and it has a circulation of 1.9 million.

**Trying Something New**

Innovation continues to be key to Time Inc.’s success. Five of its ten most profitable magazines were launched in the last 20 years. *Real Simple* is an example, becoming profitable in just over three years after its debut in 2000. *Real Simple* continues to grow with *Real Simple TV*, which premiered nationwide on PBS in January 2006, and *Real Simple 2-in-1 cleaning tools*, which went on sale in Target stores in February 2006.

**Talk Show Crossovers**

The publisher of the magazine *Rosie* hoped to profit from the popularity of talk show host Rosie O’Donnell. It shut down after a year and a half. In contrast, talk show host Oprah Winfrey’s magazine *O* has been a success.

**Thinking Strategically**

Considering the survival rate for new magazines, why do media companies view crossovers to be a smart way to create new revenues?

**Discussion**

Have students read the Case Study and discuss the pros (increased exposure of their merchandise) and the cons (six out of 10 magazines fail to survive) of crossover advertising.

**Answers**

- What is the ad’s size?
- What is the ad’s format?

Answers should state the size and format of the ad for each medium.

**Critical Thinking**

When students begin to plan an ad, they need to consider how best to promote their merchandise. Have students choose a specific product, such as a car, and decide on the size, color, and placement that their ad needs to best promote the product.

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SECTION 19.2

INDEPENDENT REVIEW

 Assign and review Chapter 19 activities in the Student Activity Workbook.

 Assign and review Chapter 19 activities in the Marketing Math Workbook.

 Assign and review Chapter 19 activities in the BusinessWeek Reader with Case Studies.

**Develop Concepts**

**Independent Practice**

**Radio Rates** Have students listen to recordings of advertisements on a specific radio station. The recordings should illustrate each of the five radio times. Have students evaluate the types of advertising that appear during each radio time. Ask students to take notes so that they can later discuss the reasons behind advertising certain products or services during each time.

**ASSESS**

**CONCEPTS**
Ask students to recall the different types of advertising media and the techniques used to evaluate their effectiveness. Have them summarize how media costs are determined.

**KEY TERMS**
Have students review key terms, their spellings, and definitions in small groups.

**RETEACH**

**INDEPENDENT REVIEW**

**D** Develop Concepts

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**RETEACH**

**INDEPENDENT REVIEW**

**L4** Assign and review Chapter 19 activities in the Student Activity Workbook.

**L2** Assign and review Chapter 19 activities in the Marketing Math Workbook.

**L3** Assign and review Chapter 19 activities in the BusinessWeek Reader with Case Studies.

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**Extended Activity**

Ask students why using several different forms of media is the best way to advertise a product or business. Ask them to consider when it would be most effective and appropriate to use just one medium for all advertising. Have students share their responses in class.

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**414 UNIT 6 — PROMOTION**
**Promotional Budget**

The promotional budget considers not only the cost for developing and placing or airing advertising but also the cost of staffing the department or campaign. The advertiser must consider short- and long-term benefits of the effort or campaign. Four common promotional budgeting methods are percentage of sales, all you can afford, following the competition, and objective and task.

1. In the percentage of sales method, the budget is decided based on a percentage of past or anticipated sales. For example, the current budget for advertising might be 5 percent of last year's sales or 5 percent of projected sales for the coming season. In either case, the advertising budget is tied to figures that could be too high or too low for the current market condition.

2. If a company follows the all you can afford method, it first pays all expenses, then applies the remainder of funds available to promotional activities. This method is often used for only a short period of time. It is popular in small businesses, especially Internet and other start-up companies. The _objective_ is to build sales and reputation quickly in the beginning.

3. When employing a following the competition method, an advertiser matches its competitor's promotional expenditures or prepares a budget based on the competitor's market share. This method is generally considered to be weak because it is based on the competitor's objectives.

4. With the objective and task method, the company determines goals, considers the necessary steps to meet goals, and determines the cost for promotional activities to meet the goals. This method considers a company's current situation and where it wants to be. This is the most effective method because it focuses on the company's goals and how it will reach them.

**Key Terms and Concepts**

1. What is the cost per thousand (CPM) measurement?
2. What determines the rates television and radio stations charge for advertising?
3. Name the four methods used to create a promotional budget.

**Academic Skills**

**Math**

4. Calculate the CPM for an ad in a magazine that has a circulation of 1.7 million and charges $35,000 for a full-page, black-and-white advertisement.

**Social Studies**

5. Perform an Internet or library search on how the government tries to prevent deceptive advertising. Find at least three laws, rules, or regulations established to assist the consumer with advertised products or services.

**Problem Solving:**

**Computing CPM**

The CPM is the cost per thousand, and is used to determine the cost of advertising per 1,000 people in the audience.

1. To solve this problem, multiply the cost of the ad by 1,000.
2. Divide the number obtained from multiplying the cost by 1,000 by the total audience to determine the CPM.

**Find answers at the Marketing Essentials OLC through glencoe.com.**
Marketing professionals should be well-rounded people familiar with cultural trends. This familiarity will help them do a better job at connecting with their target audience.

For instructions, ideas, and answer guide, go to the Teacher Center at the Marketing Essentials OLC through glencoe.com.

Encourage students to review daily the section graphic organizers which they have filled out and/or used to take notes. This daily review will help many students to better retain the information they have read in the text.
CHAPTER 19 REVIEW

FOCUS on KEY POINTS

SECTION 19.1
- The main purpose of advertising is to present a message that encourages the customer to buy the product or service or to accept an idea. Businesses must choose the most appropriate advertising media for their target market; for example, Web sites, newspapers, radio, or television. A business then prepares a media plan.

SECTION 19.2
- Choosing the correct medium to use from all the available types of media is a very complex effort. Media planners must concern themselves not only with the correct medium to use and its costs, but also with how to measure overall advertising effectiveness. Once a company decides on its promotional methods and goals, it must create a promotional budget.

REVIEW VOCABULARY

1. On a sheet of paper, use each of these key terms and academic vocabulary words in a written sentence.

**Key Terms**
- promotional advertising (p. 401)
- institutional advertising (p. 401)
- media (p. 401)
- print media (p. 402)
- broadcast media (p. 406)
- online advertising (p. 406)
- specialty media (p. 407)
- media planning (p. 408)
- audience (p. 409)
- frequency (p. 409)
- cost per thousand (CPM) (p. 410)

**Academic Vocabulary**
- region (p. 402)
- network (p. 406)
- crucial (p. 410)
- objective (p. 415)

REVIEW FACTS and IDEAS

2. What is advertising? (19.1)
3. List the four main categories of advertising media. (19.1)
4. What three basic questions are used to develop a media plan? (19.1)
5. What are the two forms of broadcast advertising? (19.1)
6. What is online advertising? (19.1)
7. What factors affect newspaper ad rates? (19.2)
8. What is the most effective way to create a promotional budget? (19.2)
9. What do media planners do? (19.2)
10. Name the two categories of newspaper advertising. (19.2)
11. On what are magazine advertising rates based? (19.2)

See the Glossary at the back of this book for definitions of Key Terms. Academic Vocabulary definitions are on the book’s OLC.

- Sample answers might read:
  **Key Terms** Promotional advertising is advertising with the goal of increasing sales.
  **Academic Vocabulary** Region is a broad geographic area distinguished by similar features.

Chapter 19 — Advertising 417
12. **Workplace Skills**  
_**Communication**_ A coworker believes that advertising is a waste of money and suggests that products would be cheaper without it. Develop a ten-minute oral presentation on the benefits of advertising.

13. **Technology Applications**  
_**Ads in Schools and Gyms**_ Research the Internet to find information about the advantages and disadvantages of advertising in school buildings and athletic facilities. What restrictions, if any, would you recommend for such advertising? Use a word processing program to develop a one-page paper on the topic.

14. **Math Practice**  
_**CPM Calculations**_ Calculate the CPM for a $35,000 ad in the following magazines based upon circulation figures from the first six months of 2003.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Total Paid</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reader's Digest</td>
<td>11,090,349</td>
<td></td>
</tr>
<tr>
<td>People</td>
<td>3,628,982</td>
<td></td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>2,860,024</td>
<td></td>
</tr>
<tr>
<td>Ebony</td>
<td>1,798,844</td>
<td></td>
</tr>
</tbody>
</table>

15. **English Language Arts**  
_Compare and Contrast_ Skim the chapter for paragraphs with several sentences. Find a paragraph that compares and contrasts two things. Identify the paragraph and describe the two things compared or contrasted. Explain their similarities or their differences.

16. **Advertising a Start-Up**  
Students should be able to give reasons for their promotion strategy selection which demonstrate an understanding of the strategy.

17. **Analyzing Radio Listening**  
Listen to your favorite radio station for one hour. List the products advertised, characterize the advertising approach taken, and identify the sponsors as either national or local.

**Spreadsheet** Prepare an advertising log for one hour of radio listening, using a spreadsheet.

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**Formative Assessment**  
Formative assessment is an essential component of classroom work. This type of assessment provides information that is then used as feedback to modify teaching and meet student needs.

- **L1** Have students identify the media measurement techniques.
- **L2** Have students write an evaluation of the effectiveness of two types of advertising.
- **L3** Have students create a billboard advertisement promoting a product or service of their choice.

**If the results of this formative assessment seem low, consider the following activity:**  
Read each of the key terms aloud. Have students define the key terms and use them in a sentence. Clear up any confusion students may have.
18. Finding Resources

Perform an Internet search for B to B: The Magazine for Marketing Strategists. Select one of the business Web sites named on B2B’s Top 100 list. Browse the Web site and prepare a summary about the resources that are available on the site.

STANDARDIZED TEST PRACTICE

1. Directions Choose the letter of the best answer. Write the letter for the answer on a separate piece of paper.
   If a magazine charges a 15 percent bleed charge on a $12,000 ad, what is the total cost?
   A $18,000
   B $15,500
   C $13,800
   D $14,800

2. Directions Choose either True or False as the answer. Write the letter for the answer on a separate piece of paper.
   Advertising found in public transportation is called specialty media.
   T F

Role Play: Resort Management Trainee

Situation Assuming the role of management trainee for a locally owned spa resort. The resort owner (judge) has recently hired a well-known celebrity chef for the restaurant. The resort owner (judge) feels that the new chef will be an added attraction for guests. The resort owner (judge) wants to advertise the celebrity chef who has joined the resort staff. He has asked you for some ideas about the best media to use to get the most exposure.

Activity You are to make suggestions to the resort owner (judge) about the types of media to use to let previous and potential guests know about the resort’s newest addition. Also explain why you think your suggestions will work.

Evaluation You will be evaluated on how well you meet the following performance indicators:
   • Explain the types of advertising media.
   • Explain direct advertising strategies.
   • Describe considerations using data bases in advertising.
   • Demonstrate orderly and systematic behavior.
   • Demonstrate creativity.

For more information and DECA Prep practice, go to the Marketing Essentials OLC through glencoe.com.

DECA Advisors Corner

Reinforce students’ computer and advertising skills by getting them involved in one of DECA’s online advertising competitions. Guidelines for the competitions are on the DECA Web site. These competitions encourage DECA members to seek knowledge beyond traditional advertising media.