

Choosing Advertising Media

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Abstract- *Choosing the correct media to carry your message could well be the most important advertising decision you make. It is estimated that from 70 to 90 percent of the advertising budget for any small business is spent in the media – the space or time that carries your business message. Many entrepreneurs painstakingly write copy and design ads, then make a decision on the placement of these ads on the spur of the moment, based on instinct rather than logic, intuition rather than cold, hard data. A salesman trying to sell hospital equipment doesn't waste his time visiting the purchasing agents at Procter and Gamble. Since your ads are your sales force, you must make sure that they don't waste your time or advertising budget by being in the wrong place. This paper discussed the media and the selection of the media that will be most effective in producing results for your business.*

Keywords- *Media; Advertisement; Product; Consumer; Market.*

1. DEVELOPING A MEDIA PLAN

Several factors should influence your choice of media. Although it takes time, the small business principal should evaluate each of these factors before making that crucial decision of where to place his or her message – and advertising dollar. The following checklist should provide the basis for planning your media strategy:

- a) **Determine who your present and potential buyers are.** Demographic and geographic and geographic data are necessary here. List your buyers' predispositions toward and against your products or services. When do they use them and why? What do they like and dislike about them?
- b) **Define your business as local, regional, or national in distribution.** Then list all available media for your distribution definition. An alternative to this is to devise a selective media plan, one that identifies your market by its career orientation (purchasing agents) or by some hobby (boating) that relates your target market to your product.
- c) **Set your budget.** If you are selling more than one product, establish the advertising allocation for each one. The amount of money you have to spend frequently helps determine which media you choose, since there may be some media you can afford and others you can't.
- d) **Investigate all cooperative advertising opportunities.** You want to know two things that affect your advertising effort. How much co-op money is available from your suppliers? Are there regulations requiring what media you must use in the co-op effort?
- e) **Evaluate past and present advertising.** What media have you used? How much was spent? How effective were you in maintaining and increasing market share? Do a definitive study of your copy, headlines, and layouts and try to determine what worked and what didn't.

f) **Collect competitors' print media ads.** Do a comparison contrast with your own ads for media used, image conveyed, selling points, number of items featured, positioning, copy and layout techniques, size and so on. Gather what data you can about your competitors' use of other media.

g) **Examine your goals and objectives.** Discover how they affect your media decision. Are you attempting to reach a large mass audience in a short period of time? TV may be your answer. Are you combining your ads with promotion in hopes of moving the product quickly? Newspapers or direct mail coupons may be your answer.

2. REACH, FREQUENCY, CONTINUITY

Development of a media plan should include consideration of the factors of reach, frequency and continuity. Usually, only major corporations have the budgets to include all three of these factors, so you should make a decision regarding which two will most effectively increase your sales. If you emphasize reach, you will choose the media that will carry your message to the largest number of people. Since the advertising costs of most media are computed on the basis of how much circulation they provide the advertiser, emphasizing reach in your budget can be costly. Frenzel (2012) The other problem is that most research says reaching a person only once with your message (with the exception of a retail sale ad in a newspaper) is usually not enough to convince him or her to buy. In combination with reach, them, in your media plan you should have frequency Stiglitz,(1990) Frequency refers to the number of times a potential consumer is exposed to a message over a given period. If you schedule your advertising on a monthly basis, for example, you would coordinate your messages so that the prospect has received a reminder of your sales proposition not once, but

several times in one or several media. Kimenyi, Mwangi, Robert., Wieland, and Pislake (ed.) (2008) To accomplish this repetition, you may choose a weekly newspaper ad, a billboard on a main artery in your area, and several radio exposures a week. For many products, customers must see the message at least five times before they become buying prone. Evaluate your product and examine any research that has been conducted in your industry before deciding how much frequency is needed in your media plan. Some advertisers enhance frequency by including the name of the business several times within the ad. Another method of increasing frequency at relatively low cost is to have reprints and blowups made of your print media ads. Glendinning (2012). Newspapers will sometimes do this at minimal cost. The copies of your ads can be sent to previous and present customers prior to the appearance of the ad. They also can be handed to customers as they enter your place of business. Blowups can be used as window decorations or point-of-purchase advertising. Manufacturers can use reprints of their trade publication ads as direct mail pieces or as literature to be carried by sales representatives. All of these methods increase the frequency of ad exposure, and they stretch the ad budget by giving each ad additional mileage. Brumet, Flamholtz and Pyle (2011). Continuity, the third factor in our media triumvirate, emphasizes the length of time that your campaign, or series of messages, runs. Some industrial concerns choose to run the same ads in the same trade publications for six, twelve, or even twenty-four months before rewrite or redesign. Other concerns, for example retail firms, might choose to change the ads on a weekly or even daily basis. Chapra, Umer (2012). Even if the ads are changed frequently, however, a good measure of continuity can be incorporated into any advertising program by maintaining certain qualities that are recognizable to the consumer. For example, studies have shown that people can identify certain chain store grocery ads without the name or logo of the store, simply because of the consistency of the layout, type style, use of color, artwork, and such. You could also establish some measure of continuity by adopting a slogan that positions your firm effectively against your competitors. Flamholtz, Bullen, and Hua (2010). You then use that slogan in every ad message, no matter what the medium.

3. MEDIA COMPARISON

One of the benchmarks for media comparison is to establish a cost-per-thousand for the exposure your message is receiving. Cost-per-thousand (CPM) is a simple equation:

$$\frac{\text{Amount of money spent}}{\text{People reached (thousands)}} = \text{Cost - Per - Thousand (CPM)}$$

This computation can be used for each of the media under consideration since prices and numbers of people reached are available from every medium. A careful comparison of

these figures will indicate where your message will reach the most people at the lowest cost. Precautions that should be mentioned about this formula, however, are that you must be sure you are reaching your target market and you should consider the possibility of duplication. Lawler (2011). If you were deciding where to place your ads for a particular accessory for a high-priced 35mm camera, for example, you may find that you reached the largest number of people at the lowest cost by using local TV. Since only a small percentage of the TV station's audience might own the particular camera, however, you would be reaching a large number of people who have no interest in your product and are not potential customers. A camera magazine, on the other hand, may indicate a higher CPM, yet nearly all its readers may be potential customers. Sometimes when you have made the decision to advertise in more than one medium, the CPM can be misleading since you may have chosen two vehicles of communication whose audiences overlap. Two camera magazines, for example, may have a large number of recipients who receive both publications. If the emphasis of your advertising is repetition, or frequency, this is no problem, since chances are your message may reach some people more than once. Flamholtz (2009). If you were intending to emphasize reach, however, this overlap is not beneficial to your overall advertising strategy.

4. TELEVISION

Television is best suited to products and services that have a mass appeal because it allows less selectivity in target marketing than media such as newspapers and magazines. Most small business principals would be primarily interested in advertising at the local station level, since network television is not only too costly for such enterprises, but it reaches people in areas where the small business principal cannot distribute his or her product. The most selectivity you can hope for with television is to choose specific times of day and programming suitable to reaching your market. But this kind of picking and choosing can be more costly than ROS (run-of-the station), which allows the station to place your commercials in any available time slot. Khan and Fahim (2010). Television rates are based on a number of variables, such as the time of day and kind of programming. For example, advertisers will pay more on a local station for news, weather, and other special feature programming because these shows command large audiences. Some stations offer discount packages, such as the following: Whitmore (2009). a) Pre-emptible time. The advertiser signs for a certain time slot at a reduced rate, but gives the station the option to sell that time to another advertiser who offers a higher bid. The station must notify the pre-emptible advertiser several days before air time if that commercial time was lost to higher bidder. b) Immediately pre-emptible time. The advertiser agrees that his or her commercial may be removed right up to air time if someone offers more money for the time slot.

c) Frequency discounts. Lower rates are allowed for advertisers who place five, ten, or more commercials within a week. d) Package rates. The station discounts spots that are bought in several different time slots throughout the week. The use of television for your advertising adds glamour and prestige to your business. People assume you must be prosperous to use this medium. Because it utilizes the senses of both sight and sound, it has high impact on the viewer. It is an especially good medium for dramatizing or demonstrating your product or service. Even though it is largely an entertainment medium, television commands credibility – people tend to believe what they see in pictures and hear with their very own ears. With television you can direct the viewer’s attention to a product feature, a close up of your logo, an identifying shot of your establishment. Pope (2009). Viewers see what you want them to see, when you want them to see it. Although there are methods of directing attention in the print media, these prove much less effective than the piercing camera eye of television. The most effective time length for commercials in the 1970s was apparently the 30-second commercial, although late in the decade and into the 1980s there were several very successful 10-second spots that were simply edited versions of longer messages. You may choose to use a mix of 30-second spots to repeat and reinforce the essentials of your message, thus stretching your budget for maximum impact. Two important pointers for the use of TV include: Fay, Howard and Charles (2010). a) TV is a close-up medium. It is not intended for panoramas that are effective on large theatre house screens. Try to include several “tight” shots of your product, people’s faces, and the like. b) To estimate the number of words needed for the time your commercial is to run, double the number of seconds and add five. A 30-second commercial normally has about 65 words, a 60-second commercial about 125 words. When you try to crowd too many words into the allotted time, perception of the message decreases. You also create a hurried hard-sell impression, which may not be appropriate for your product. Television, with all its glamour, has some definite disadvantages. As previously mentioned, target marketing is difficult and so it can be a costly medium. You are limited by time and the number of words you can use, so if your product needs a lengthy explanation – for example, if it is a totally new concept – think twice about using TV. Another disadvantage is that, unlike the print medium, TV does not allow the viewer to refer back to your message for clarification or at some future time when he or she is in the market for your product or service. If the message was misunderstood, it is gone forever, and so are your advertising dollars. Production costs are more expensive for TV than print media, and in some cases you not only pay for the production on the commercial, and the time when it is aired, you also pay an insertion charge for the engineer who actually shows the film or videotape. Another disadvantage relates to the receptivity of your viewer’s mind to your message. People watch TV to be entertained,

as an escape from the work and concerns that surround them on a daily basis. Viewers are often disgruntled when their leisure is disrupted with a commercial message reminding them that the real world is full of dirty laundry, bad breath, and personal and financial difficulties. They “put up with” the message only as a bridge between one segment and the next of a favorite show, and the next of a favorite show, and you become the culprit who commits the intrusion on their privacy. Another reception factor to be considered is that TV has become so cluttered with commercial messages that the viewer has a difficult time remembering the intent of individual products. The individual commercial becomes a fragment of a kaleidoscope of gaily colored images.

5. RADIO

Radio provides entertainment, information, and advertising to the listener. Unlike TV, radio is a take-along, do-along medium that is as much at home in the car and on the beach as it is the bedroom, kitchen, living room, and workshop of the average American home. Most of us have more than one radio and they seem to be everywhere we are. This is a personal medium that seems to talk directly to you. Indeed, we feel we know the announcers and disc jockeys on a first-name basis. Thompson and James (2008). This intimate and ubiquitous characteristic of radio makes it a good advertising medium, since the advertiser is relatively sure that if there is radio on and a listener in the room, some part of the message will be communicated. People do not have a tendency to get up and walk away during the “station break” as they do with TV, and they can’t flip the page as they do with a print medium. The listener simply continues with his or her work or leisure activity while the radio plays on in the background. Radio allows more selectivity of your target market than TV, but less than the print media. With radio, stations provide various kinds of program formats vary from the “Top 40” pop music that appeals mostly to the young, to the soft rock or middle-of-the road popular music that might appeal to the middle aged, and on to FM programming of the old standards that might appeal to senior citizens. There are talk shows and news shows, country-western formats, and classical formats. Cynrthia, Lyle, James (2010). There is something for everyone in radio, including the advertiser who chooses his or her station according to the audience for his or her product or service. Another advantage of radio is that it allows some flexibility not only in the airing, but in the presentation of the commercials. A sudden cold snap provides opportunities for the cold remedy manufacturer or snow tire dealer, especially since copy can be quickly written and submitted to the station, with only 72 hours lead time – and sometimes less. Ledgerweed, Joanna (2009). Radio is a boon to the local advertiser because it allows geographic selectivity and saturation of a local market at a relatively low cost. Most radio time is purchased as spot radio, that is, from one or more local

stations rather than from a network of stations. Rates are, as with most media, based on how many people are delivered by that particular station. Time also is an important factor in radio advertising, not only how much time you buy, a 10-, 15-, 30-, or 60-second spot, but what time of day you advertise. The most expensive time is “drive time” – the hours in the morning and late afternoon when people are presumably traveling to and from work in their cars. As in TV, radio time can be purchased on a pre-emptible basis, but if there is a time factor involved in your message – for example, a sale – you might not want to take a chance on this less expensive method of radio advertising. There are also run-of-station and package discount in radio. The time salesperson for your local station can help you decide what is best for your organization. Radio is also not without its disadvantages. It suffers from the clutter problem that afflicts TV, and there is less impact because there is no visual to reinforce your message. This lack of visualization calls on the writer to expend a great deal of effort in creativity. He or she must utilize “word pictures” to carry the message. With package goods, for example, knowing what the container looks like is important, and radio advertisers must remind viewers to look for the little blue jug or the label with the red bull’s-eye. Music and jingles work well on radio; certain sounds such as p’s and s’s and alliteration do not. Rodger and Hunter (2010). Another difficulty of radio in metropolitan areas is that the audience is so fragmented among a number of stations that you may have to choose several stations to reach your audience, thereby wasting some of your coverage. Radio messages can be delivered in two forms, each having its advantages: Mathis, John (2011). a) Tape: Taped messages are prepared before airing and allow for various sound effects as well as a very professional sounding message. You can be sure that each time your commercial is aired, the message will be exactly the same. This is an important factor since repetition or frequency seems directly related to sales. b) Fact sheet: The advertiser or agency provides the station with a list of important data about the business, its products or services, and the benefits to the consumers. Prices and dates of sales or promotions may be included. The announcer or disc jockey then ad libs his or her way through the message. The advantage of this is that there is a natural, folksy sound to the message and the personality of the speaker infiltrates the message and becomes a testimonial of sorts. The disadvantage is that you do not have complete control of what will be said or how it will be said, and so the message may not be congruent with the image of your company.

6. NEWSPAPERS

More money is spent in newspaper advertising each year than any other medium. There are a number of reasons for this trend, but advertisers usually cite the geographic selectivity allowed by the press, timeliness, diversity of the audience demographically, low cost, and the ease with

which ads can be scheduled and changed. Newspapers are a flexible medium. A change in the weather or economic conditions, or a sudden influx of competition can be met quickly by the placement of a newspaper advertisement. If one particular target market geographically is experiencing difficulty, newspaper ads allow you to zero in on that market with little of the wasted circulation you would have with a regional or national medium. Bruce and Robert (2010). Newspapers provide the greatest opportunity for the co-op advertising discussed in the previous chapter. Manufacturers, realizing that local advertisers get lower rates than national advertisers are given, get more for their advertising dollar by cooperating with the retail store in placing newspaper ads. The small business advertiser might want to consider the use of suburban newspapers that have very local and limited circulation, and thus sport attractive price tags for ads. If these publications reach your audience, they could be a good advertising buy since the editorial content is so local in scope that it is read rather attentively. The readers perceive advertisers in these publications as being interested in them personally. Friedmann (2008). All newspapers seem to provide a less intrusive medium for your advertising than the electronic media. When people read the newspaper they are expecting to see sale ads. A great deal of research shows that people actually look for ads in newspapers and miss these ads if the paper goes on strike. The advertiser, then can benefit from this receptive state of mind exhibited by newspaper readers. Newspaper advertising rates vary, of course, with the size of the publication. Advertising is divided into two basic areas – display and classified (want ads). Space is sold according to the number of lines in depth and the number of columns in width that is taken up by your ad. There often are quantity rates, time rates, and run-of-paper rates that provide discount opportunities for the small business advertiser. Higher rates are charged for preferred positions, specified locations in the paper that relate your product to the editorial environment. Ahuja (2007). For example, a caterer who requests placement on the engagement and wedding society pages pays a premium for that location. Newspapers have a few minuses to consider. Products that need detailed picturing do not reproduce well in the press, nor do illustrations lend themselves to quality color reproduction. Newsprint is porous, which hinders reproduction of illustrative material. Another disadvantage is that newspapers are filled with editorial and other advertising material that competes for the reader’s time. Because of this, creativity – the use of direct benefit heads, borders, white (or open) space in your ads, and other attention-getting devices – can be crucial. Newspaper readers are in a hurry and normally will not read much copy, so your message must be succinct. Kotler (2010). Some advertisers who use a number of different newspapers complain that one difficulty with this medium is the variation in format and column size. Different mechanicals, then, are required for each publication.

7. MAGAZINES

Magazines in the 1960s and 1970s became increasingly geared toward special interest groups as opposed to a general audience. This continuing trend has been particularly beneficial to the advertiser, who can now choose an audience demographically as well as by career or vocational orientation. Magazines also have regional editions, so that advertisers whose distribution only covers one geographic area can place ads in one of these selected editions with little or no waste circulation. Magazines are another medium that lends prestige to the advertiser, with full-color ads giving the impression of quality and opulence. The exquisite color reproduction, as well as special artistic effects, give the advertiser creative flexibility. Martinussen (2010). Magazines provide an advantage to the advertiser not found in most other media. They remain in the home or office for extended periods of time and are frequently read more leisurely than newspapers. The potential buyer can refer back to an ad for clarification of product benefits or uses or for the location of a business establishment. Also, more than one person frequently reads a magazine. Thus, the potential audience is much larger than the actual circulation figures. Most publications have done research on this “pass-along readership,” and you might want to calculate a cost-per thousand based both on actual circulation and potential circulation of a publication you are considering for your message. Disadvantages of magazines include such factors as duplicate circulation, lack of local potential, and closing dates that are frequently a month before actual publication. Because, for example, the same woman may read two publications – Redbook and Good Housekeeping – the advertiser who is stressing reach may find his or her CPM to be inaccurate. Local advertisers find few magazines of interest in their target marketing (regional editions of magazines) that cover a single metropolitan or suburban area. Armstrong, and Angela (2009). Advertising must be planned at least two months in advance because copy and layout must be prepared, mechanicals developed, and the materials delivered to the publication 30 days in advance of the time the publication reaches its circulation list. Magazine rates are based primarily on the number of people reached, the size and number of colors used, and placement in the publication. Inside covers, pages opposite the editorial comments, and back covers command higher prices since they receive higher readership.

8. BUYER’S GUIDE DIRECTORY ADVERTISING

Industrial directories such as Moody’s and Thomas’s allow industrial companies to advertise at low cost. Another advantage is that these directories are kept throughout the year and serve as a reference. When a particular company is in need of a supplier, purchasing personnel use the directories for basic information, such as name, address, telephone, and list of products manufactured or supplied. Some directories of this type are listed by SIC (Standard Industrial Classification) for

easier indexing. Your local telephone directory is another source of buyer’s guide advertising, which serves mainly to alert potential customers to your existence and tells them the kind of business you are in and the products or services you offer. There is little content of a persuasive nature in such ads, and so once the customer makes contact with you, an alert salesperson must give needed information and develop the impression that you are a good concern. Directory ads are intended only to establish first contact with the customer – their purpose is not to make the final sale. The problem with such ads is that they provide little information with which the buyer can make comparisons. Thus, he or she may simply page through a directory until a name or convenient location strikes a response. Taylor (2010).

9. DIRECT MAIL

Direct mail is another “total advertising” medium – no surprises, no entertainment. Prospective customers know when they see the envelope, or when they open it, that there is a solicitation inside. This medium is often credited with being the most scientific method of advertising, not only because its methods have been so thoroughly researched, but because it can reach such a selected target market and the results can be so accurately measured. An industrial firm, for example, can buy a mailing list of purchasing agents in particular SIC code and develop a message that specifically delineates how the industrial firm’s product meets the needs of the purchasing agent’s company. Carnegie(2009).Through a return card or coupon, a percent of response to the mailing can be calculated. If the industrial firm then follows up these “leads” with sales calls, sales representatives can report how many actual purchases resulted from the initial direct mail advertising. In other forms of direct mail, the number of orders for products can be calculated as the coupons come into the firm. The results of a mail program are usually calculable rather quickly because most returns occur within about two weeks. Thus, you have immediate feedback about the effectiveness of your ads. A direct mail innovation of the 1970s was cooperative, a method whereby a number of business principals develop small advertisements and mail them in one large envelope, thereby sharing postage and handling costs. Industrial publications frequently offer “card programs,” which are variations of the cooperative couponing technique. The advertiser pays the publication a set fee according to the number of people on the mailing list and sends the mechanicals for a postcard-size ad to the publication. The postcard is then printed and included in an envelope with 20 or more other cards for various products and services. One disadvantage of direct mail is that the lists must be both correct and current. Also, you must carefully choose the list so that it reaches your correct target or your entire budget is wasted. Your lists must be kept updated with changes of address and personnel. Bourne, Franco and Wilkes (2008). Another disadvantage of direct mail is that

a great deal of administrative work is necessary to coordinate the design and printing of the piece, the selection of the list, the actual addressing and mailing, and the recording and handling of responses. Letter houses, however, can be employed to do these chores for you if you decide that direct mail is a good way to reach your prospective or current customers.

10. OUTDOOR ADVERTISING

Billboards or posters provide a good repetitive medium that is again offered strictly for advertising purposes, not for entertainment or information. Selectivity of market is limited to geography, but in a highly mobile society, a poster on a busy highway can be an effective medium for many advertisers who offer products or services that appeal to mass audiences with varied tastes and interests. Posters provide a large expanse for your message, but beware – the message must be short. In fact, posters are a larger physical size than any other advertising medium, but they allow the least copy. What you say should be communicated in five seconds – 10 words or less – because your reader is on the run. The name of your business and a logo or some identifying symbol or a picture of your product is about all you can hope to communicate. Posters, however, are a good reinforcement medium. They can be used to supplement your in-depth advertising by appearing, for example, in the local paper. Color reproduction is as good as magazines and better than newspapers, and the cost is low by comparison. You must be careful to choose locations where people will see your message frequently. The poster must be on the traffic side of the road, be angled toward oncoming vehicles, and have an unobstructed view. Someone must be responsible for upkeep and possible vandalism. Typefaces, sizes, and colors must be extremely legible, because people are viewing the board from a distance while moving. A definite disadvantage is that you will nearly always have waste circulation. Bratton (2011). There is also an “image” problem with this medium because of the ecology and the “Help Beautify Our Country” campaigns that began to sweep the nation in the 1960s. Rates are frequently based on a number assigned to the “showing” of a particular poster or series of posters. This showing number represents the number of people who see your message and the frequency with which they see it in any given 30-day period. Cost is based on this showing designation – the higher the number, the higher the cost. Posters are frequently rented in clusters that for example, cover an entire metropolitan area of 25 square miles.

11. TRANSIT ADVERTISING

Transit posters have some of the same characteristics, advantages, and disadvantages of outdoor posters. They must communicate quickly and legibly; they provide good color reproduction at a cost that is not prohibitive to the small business owner; and they replicate your sales message that is appearing or being heard in some other

medium. An added advantage is that there is somewhat of a captive audience for your message. People would rather stare at your ad in a subway car while hanging on to the ceiling strap than stare into the face of a stranger hanging onto a neighboring strap. While waiting in an auto for a traffic light to change, we are often tempted to read the transit sign on the bus next to us or on the roof of the cab in front of us. Again, with transit advertising, there are the problems of image and waste circulation.

12. FLYERS, PAMPHLETS, BROCHURES, BOOKLETS

With ever-increasing printing and paper costs, the advertiser must, when considering flyers, pamphlets, brochures, or booklets, be especially careful to delineate what he she hopes their distribution will accomplish for the business. As print media, they have lasting, or reference, value if they are properly designed and easy to read. They also provide such a distinct benefit to the potential customer that he or she is not tempted to round file them prior to perusal. When properly planned and printed, these media provide excellent color reproduction and allow room for your sales story. On high-cost items especially, a detailed listing of the product benefits can be given to the customer so that he or she does not have to take notes during a sales representative’s presentation. Coupons, consumer tips, household hints, recipes, and such can be included, thereby providing incentive for the customer to deep and use your printed material. Flyers can be used on parked cars or as bag stuffers and provide an excellent exchange medium. Whitmore (2009). Some flyers in his or her location if you will allow the same courtesy, thus giving you both double coverage is a local market. One of the disadvantages of using these media is that it is difficult to monitor distribution. For example, if a manufacturer prints beautiful four-color product sheets that people closest to the customer fail to circulate, the high printing costs are wasted. Cost-per-thousand is, then, difficult to measure. Another disadvantage is that there seem to be few freelancers available to design these pieces. Therefore, copy and design quality may be mediocre and may not portray the professional image you might want for your business. Bennet, Lyun, Kimenyi, Mwangi, Robert, and Pischke (2010). People have more of a propensity to peruse these materials if they are: 1. Relevant to a high-cost product that they are presently in the market for and on which they are attempting to establish comparisons. 2. Low-cost items that are being offered with some particular incentive, such as a price reduction or discount coupon promotion.

13. POINT-OF-PURCHASE ADVERTISING

Displays in the retail store or order desk in a parts department serve as a road map to mark the location of special items. They also are a replenishment device that reinforces ads placed on TV and in newspapers. Your commercials can tell customers to look for the big red,

white, and blue display next time they visit their local retail outlet. Or the display could simply have the picture of some sports figure or other recognizable person, symbol, or logo that is used in your other ads. This allows the customer to recall the previous ad and creates familiarity with the product and its message. Bacal (2010). Sometimes point-of-purchase displays are used as a medium in themselves, rather than following up ads in other media. Displays are placed in heavy traffic locations in the store, and, thus, the location, color, structure, and the copy itself draw attention to a product. Disadvantages include the floor space or counter space necessary for such displays and the cost of such structures for manufacturing. Also, the manufacturer cannot always be sure that when a display has been provided, it will be used or kept in proper repair.

14. CONCLUSION

Ball-point pens, calendars, key chains, and similar advertising vehicles sometimes function as both advertising and public relations devices. A charitable organization's ham-and-oyster banquet or a school's award ceremony usually provide occasions for table favors and giveaways with your name imprinted on them and, if there is room, your address, telephone number, and slogan. It is difficult to measure the advertising effectiveness of these media since they are often image or good-will offerings. You can count the number you distribute to the public, but you can't count the number of sales directly attributable to them. They seem particularly effective for businesses in the "occasional service" category where people do not have need of your offerings on a regular basis, but you want to remind them that you are there when they are ready for you. The repetitive value of advertising specialties, their relatively long life, and the gift aspect are advantages. The disadvantages of advertising specialties include high cost and the fact that your message must usually be limited to simple identification. Even with these specialty items, you should be constantly aware of the target market you are attempting to reach. A pipe-fitting concern once circulated thousands of delicately decorated ladies' pens to organizations whose membership was solely women and teenage girls. A nice gesture, but questionable advertising judgment. Having reviewed these various advertising judgment.

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