

Chapter 19 Advertising

Section 19.2 Media Rates

Section Outline with Content and Academic Vocabulary

Section Outline

Media Measurement

Media Rates

Newspaper Rates

Factors That Affect Rates

Comparing Rates

Magazine Rates

Rate Discounts

Internet Rates

Radio Rates

Television Rates

Promotional Budget

Content Vocabulary

audience The number of homes or people exposed to an ad. (p. 453)

frequency The number of times an audience sees or hears an advertisement. (p. 453)

impression A single exposure to an advertising message. (p. 453)

cost per thousand (CPM) The media-measurement cost of exposing 1,000 readers or viewers to an advertising impression. (p. 453)

Academic Vocabulary

crucial Of the greatest importance. (p. 454)

objective The goal intended to be attained. (p. 459)