


The Westchester Chamber of Commerce periodically sponsors public service seminars and programs. Currently, promotional plans are under way for this year's program. Advertising alternatives include television, radio, and online. Audience estimates, costs, and maximum media usage limitations are as shown:

Constraint	Television	Radio	Online
Audience per advertisement	110,000	17,000	30,000
Cost per advertisement	\$2,500	\$300	\$500
Maximum media usage	10	23	10

To ensure a balanced use of advertising media, radio advertisements must not exceed 40% of the total number of advertisements authorized. In addition, television should account for at least 10% of the total number of advertisements authorized.

(a) If the promotional budget is limited to \$30,500, how many commercial messages should be run on each medium to maximize total audience contact? If your answer is zero enter "0".

Advertisement Alternatives	No. of commercial messages
Television	<input type="text" value="10"/> 
Radio	<input type="text" value="23"/> 
Online	<input type="text" value="10"/> 

What is the allocation of the budget among the three media?

Advertisement Alternatives	Budget Allocation
Television	\$ <input type="text" value=""/> 
Radio	\$ <input type="text" value=""/> 
Online	\$ <input type="text" value=""/> 

What is the total audience reached?



(b) By how much would audience contact increase if an extra \$100 were allocated to the promotional budget? Round your answer to the nearest whole number.

Increase in audience coverage of approximately 

Numbers To Dollars Using Audience Estimates To Sell Radio

Julie Heath



Numbers To Dollars Using Audience Estimates To Sell Radio:

Selling Electronic Media Ed Shane, 1999-02-17 Selling is identifying and satisfying customer needs profitably Profitable for you profitable for them Diane Sutter President and CEO of Shooting Star Broadcasting owner of KTAB TV Abilene Texas This is the definition of sales used throughout Ed Shane's comprehensive and timely textbook **Selling Electronic Media** This new definition reflects the customer orientation of today's marketing environment as well as the product orientation of selling Today's selling is a win-win proposition a win for the seller and a win for the customer Using interviews with industry leaders and reports of their selling experiences **Selling Electronic Media** shares insight and practical advice in the basics of selling prospecting qualifying needs analysis presentations answering objections closing relationship management Focusing on the merging and converging of electronic media and the need for branding of media at all levels this highly readable book offers complete coverage of advertising sales for radio television and cable plus the new and emerging mass communication technologies primarily those generated by the Internet **Selling Electronic Media** is enhanced with review highlights and discussion points and illustrated throughout with visuals used by media outlets to market commercials and their audience reach Students pursuing sales and marketing careers in electronic media and professionals wishing to reinforce their understanding of the merging and converging media environment will find what they need in the pages of this book *Communication Booknotes*, 1992 **Numbers to Dollars** Julie Heath, 1991 Arts and Cultural Programs on Radio and Television Research and Programming Services, 1977 **Electronic Media Criticism** Peter B. Orlik, 2001 Given the prominence of the electronic media in the 21st century it is crucial that both media professionals and consumers know how to decipher and evaluate media content the assumptions on which that content is based and the constraints to which it is subject **Electronic Media Criticism** offers a variety of critical approaches to audio and video discourse Rather than restricting itself to one perspective the book applies key aesthetic sociological philosophical psychological structural and economic principles to arrive at a comprehensive evaluation of both programming and advertising content Maintaining the approach of the original volume this second edition includes updated chapters to reflect the current media world including sample reviews and illustrations material pertaining to new media because the book is process oriented rather than medium oriented Internet referents are interspersed in discussion of the various critical perspectives two additional scripts for critical analysis an episode of *The Simpsons* and an installment of the dark Canadian comedy *The Newsroom* and new exercises for further practice in applying critical procedures Orlik interweaves the insights of industry and academic authorities recognizing that both orientations are essential in the development of a valid and viable critical outlook Written for media students and practitioners all readers of this volume will gain feasible and flexible tools for focused and rational analysis of electronic media products as well as improved understanding of the role and essential ingredients of criticism itself Sold on Radio Jim Cox, 2008-09-18 How was it that America would fund its nascent national

radio services Government control and a subscription like model were both considered Soon an advertising system emerged leading radio into its golden age from the 1920s to the early 1960s This work divided into two parts studies the commercialization of network radio during its golden age The first part covers the general history of radio advertising The second examines major radio advertisers of the period with profiles of 24 companies who maintained a strong presence on the airwaves Appendices provide information on 100 additional advertisers unusual advertisement formats and a glossary The book has notes and a bibliography and is fully indexed *Advertising & Selling*, 1929 The Concise Encyclopedia of American Radio Christopher H. Sterling, Cary O'Dell, 2010-04-12 The Concise Encyclopedia of American Radio is an essential single volume reference guide to this vital and evolving medium Comprised of more than 300 entries spanning the invention of radio to the Internet this reference work addresses personalities music genres regulations technology programming and stations the golden age of radio and other topics relating to radio broadcasting throughout its history The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio

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The Radio Dealer, 1927 **Hearings, Reports and Prints of the House Committee on Interstate and Foreign**

Commerce United States. Congress. House. Committee on Interstate and Foreign Commerce, 1963 **Broadcast Ratings: May 14, 15, 23; June 20, 1963; January 15, September 23, 1964. 1965. pp. 1713-1932** United States. Congress. House. Committee on Interstate and Foreign Commerce. Special Subcommittee on Investigations, 1963 Examines methods for evaluation of audience popularity of broadcast programs and the role such evaluations have in radio and TV programming

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Interstate and Foreign Commerce, 1963 Commerce Business Daily, 1997-12-31 **Selling the Air** Thomas

Streeter, 2011-04-15 In this interdisciplinary study of the laws and policies associated with commercial radio and television Thomas Streeter reverses the usual take on broadcasting and markets by showing that government regulation creates rather than intervenes in the market Analyzing the processes by which commercial media are organized Streeter asks how it is possible to take the practice of broadcasting the reproduction of disembodied sounds and pictures for dissemination to vast unseen audiences and constitute it as something that can be bought owned and sold With an impressive command of broadcast history as well as critical and cultural studies of the media Streeter shows that liberal marketplace principles ideas of individuality property public interest and markets have come into contradiction with themselves Commercial broadcasting

is dependent on government privileges and Streeter provides a searching critique of the political choices of corporate liberalism that shape our landscape of cultural property and electronic intangibles

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