

media marketing goals

WSAZ NewsChannel 3

Four Goals to Adhere to When Purchasing Advertising

National Advertising Council (NAC) states there are four goals you must adhere to when purchasing any form of advertising; this includes television, radio, and print.

- ★ No tricks!
- ★ No gimmicks!
- ★ No phony numbers!
- ★ Your goal is to reach as many of the right people as possible, as many times as possible, for the least amount of money possible.
- ★ Our Goal is to help you reach your goals.

Reach: The percent of the population reached with your message (i.e. number of people who see your ad)

WSAZ can reach more people in OH, WV & KY than any of our competitors.

Frequency: The number of times your message reaches each individual person.

The NAC states each person should see your commercial a minimum of three times before they remember it. Remember, it only takes one time for your friends and current customers to recall your commercial; it will take potential customers up to 3 times and they typically won't tell you they saw it, you have to ask!

Focus: Targeting your demographic.

Broadcast television is a great way to target your demographic because each show can have a different type of audience, WSAZ can help you determine the best times of day to reach the largest number of those who want or need your services.

Efficiency: Paying the least amount of money (cost per thousand reached) to attain *all three* of the above goals.

With WSAZ, an inexpensive cost per thousand is our business.



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