



TAYLOR MADE MEDIA

Terminology

Rating Point

One percent of the defined target population.

Gross Rating Point - GRP

The term GROSS refers to duplication:

REACH x FREQUENCY = GRP's

50% reach x 4 frequency = 200 GRP's

40% reach x 5 frequency = 200 GRP's

The buyer can tailor the buy to meet the reach and frequency objectives

Cost Per Point - CPP

Cost of reaching 1 Rating Point or 1% of target population.

Television – “News”

Delivers 10 GRP's

Cost is \$4,000

$\$4,000/10 = \400 CPP

Radio

GRP's based on ratings of a specified timeblock/schedule

“Breakfast”

Delivers 3 GRP's

Cost is \$170

$\$170/3 = \56.67 CPP

Cost Per Thousand - CPM

Cost of buying one thousand circulation or audience.

It is most commonly used in print vehicles and television.

CPM's are a way to reduce everything to one common denominator for cost comparison purposes.

Calculation: $(\text{Cost} / \text{Circulation}) \times 1,000$

Example:

House & Garden, full page 4C

$(\$42,000/900,000) \times 1,000 = \46.67 CPM



TAYLOR MADE MEDIA

Circulation

Number of copies distributed.

Reader Profile

Age, sex, income level, education, profession, etc.

Impressions

The number times your ad is exposed to your target group

Day-part

Time of day the ads are scheduled to run. For example Mon-Fri 6am-9am.

Flighting

Ads run for a period time then there is a hiatus period and the ads begin running again. This is done to maximize the length of a campaign without diluting the frequency.

Search Engine Marketing

Google, MSN and Yahoo are the leading search engines. On a typical search results page there are two-types of listings: organic search & paid search.

Organic Search – SEO Search Engine Optimization

- Listings are based on various site factors - links, keyword inclusion, tags, navigation, coding & many other factors.
- Act of making changes to a web site so that it ranks higher in organic search results for target keywords is called Search Engine Optimization.

Paid Search – SEM Search Engine Marketing

- Also called Pay Per Click (PPC) Advertising or Cost Per Click (CPC) Advertising.
- Bid on keywords then pay a small fee (as low as \$0.05) for each click to your web site. Impressions are free.