



TAYLOR MADE MEDIA

Up for Negotiation: Time to Approach the Media

Print (Magazines and Newspapers)

- Rates, bonus insertions.
- Colour cost/free.
- Priority placement/positioning.
- Web – site presence/contests.
- Review the publication's editorial calendar and request that your ad be placed within relevant editorial content.
- Contests/promotions on page and online.
- Multi publication deals.
- Use competitors CPM's, editorial, placement, value added, to negotiate with all suppliers.

Broadcast (Television & Radio)

- Rates.
- Bonus occasions (priority bonus lists).
- Added value.
- Contests/promotions.
- Tightened rotations during prime listening/viewing periods.
- Sponsorships.
- Interviews.
- Website presence and contests.

Out of Home Media

- Billboards, transit shelters, interior and exterior bus advertising.
- Rates.
- Bonus locations – suppliers can give extra inventory as bonus, based on availability.
- Premium locations – locations in heavy traffic and highly visible areas.
- Bonus months – guaranteed.
- Bonus months – space available.
- Free transit with a paid billboard campaign.



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Value-added Ideas

Broadcast and Magazine

- Free advertorials – e.g., buy full page ad, get 1/3 pg advertorial free.
- Editorial opportunities – get a contact.
- Guaranteed premium placement/positioning.
- Bonus occasions.
- Contests/promotions.
- Online exposure.
- Publisher mail out letter to readers (magazines).
- Listings in directory section (magazines).
- Tightened rotations (television).
- Opportunities with show homes.