



Managing Newspaper to Get Results



Inter-Media Comparison...A Better Way To Negotiate Media Or Just Counting Pennies?

Newspaper Sample...Hartford Courant, Hartford, CT

Parity Standards: The purpose of setting parity standards is to determine a *relative market value* for media cost within a certain Target Demo. The goal is to compare that value for a variety of media on a common basis. For this schedule we have converted print media to a broadcast standard. That way we can evaluate it on the same basis. The purpose of setting these standards are to: 1. Maximize audience opportunities and 2. To determine a standard value for media.

Print Monitor Analysis Balch Budget Recap

Hartford Courant	Cost
Balch.....	\$9,147.00
Balch Buick.....	\$4,636.80
Balch Mazda.....	\$9,350.00
Balch Nissan.....	\$12,055.00
Balch Pontiac.....	\$18,547.00
Totals.....	\$53,735.80

It is important to note, since all markets vary in size, the value of a rating point has no similarity from one market to another. On the other hand their is a great deal of relevance in Cost per Thousands from one market to the next since they can be compared on a like basis, much more accurately. The premise is that every thousand consumers including index factors within a target cell can be weighted to determine its *true* appropriate value. Disproportionate costs don't provide the same value. If your goal is to increase sales, improve media efficiency, then we are somebody you should talk to.

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Item	Insertions	Inches	Rate	Cost	Circulation	18-49 RPC*	Target Readership	Noting Score	Target Noting	Rating	GRP's
A	11	18/198	\$695.50	\$7,601.40	212,291	1.32	280,224	.19	53,242	5.1	56.1
B	3	20/60	722.80	2,318.40	212,291	1.32	280,224	.19	53,242	5.1	15.3
C	22	25/550	966.00	21,252.00	212,291	1.32	280,224	.23	64,452	6.2	136.4
D	1	28/28	1,082.00	1,082.00	212,291	1.32	280,224	.23	64,452	6.2	6.2
E	3	30/90	1,159.00	3,477.00	212,291	1.32	280,224	.23	64,452	6.2	18.6
F	2	35/70	1,352.00	2,704.00	212,291	1.32	280,224	.23	64,452	6.2	12.4
G	11	36/396	1,391.00	15,301.00	212,291	1.32	280,224	.23	64,452		68.2
Totals	53	1392									313.2

Cost Per Rating Point
\$171.57

Cost Per Thousand
\$16.37

Gross Impressions
3,282,336

Reach
26.7

Frequency
11.7

Target Group 18-49.....1,048,000

* Source: Starch Newspaper Study RPC-Readers Per Copy that effectively read the newspaper. Noting Score-Percent of People that notice ad based on size. Rating Percent of people that are reached within the target group.

For comparison purposes if we slightly changed the newspaper schedule to the schedule below and shifted some of the dollars into a TV campaign let's see what happens. TV Schedule Cost.....\$15,532.30

Item	Insertions	Inches	Rate	Cost	Circulation	18-49 RPC*	Target Readership	Noting Score	Target Noting	Rating	GRP's
A	8	18/144	\$695.50	\$5,514.90	212,291	1.32	280,224	.19	53,242	5.1	40.8
B	2	20/40	722.80	1,545.60	212,291	1.32	280,224	.19	53,242	5.1	10.2
C	17	25/375	966.00	16,422.00	212,291	1.32	280,224	.23	64,452	6.2	105.4
D	1	28/28	1,082.00	1,082.00	212,291	1.32	280,224	.23	64,452	6.2	6.2
E	1	30/60	1,159.00	1,159.00	212,291	1.32	280,224	.23	64,452	6.2	6.2
F	1	35/35	1,352.00	1,352.00	212,291	1.32	280,224	.23	64,452	6.2	6.2
G	8	36/324	1,391.00	1,391.00	212,291	1.32	280,224	.23	64,452	6.2	49.6
Totals	38	1006									224.6

Cost Per Rating Point
\$174.10

Cost Per Thousand
\$16.61

Gross Impressions
2,353,808

Reach
26.7

Frequency
8.4

Executive Summary

Initial schedule cost...Hartford Courant only...\$53,735.80
Gross Impressions...3,282,336

Revised Newspaper and TV Cost...\$53,735.80 (No Change) Additional TV broadcast cchedule we added ...643,472 A18-49 Impressions. By revising the newspaper schedule slightly we improve reach at no additional cost by reallocating \$15,000 into a TV schedule. The bottom line, with no additional budget, we improved reach from 26.7% to 46.3% and our frequency remained significantly high from 11.7 to 8.1. In addition we added another 60+ Demo GRP's with TV from the original newspaper schedule. Improving our overall cost efficiency while extending the unduplicated audience substantially. By increasing the audience delivery we can measure the **Value Per Impression™** and determine a value for subsequent sales from the combined newspaper and TV schedule.