



# Managing TV to Get Results



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

The purpose of setting parity standards is to determine relative value between markets and a variety of media. The benefit of this guideline is to set the standards for buying media. Generally Market CPP's are set market demand and the broadcasters. Parity standards allow us to look at all media on a common basis and assign an impression value to advertising versus sales. The purpose of setting these standards are to:

- 1. Maximize audience opportunities.**
- 2. To set a standard value for a variety of media and markets.**

Primarily markets are purchased on a Cost Per Rating Point/CPM. A preferable way to do this is to determine a standard value on a Cost Per Thousand/CPM. In the example shown here a schedule at a market cost of \$36,122 was negotiated to only \$9,210. Since all markets vary in size, the value of a rating point has no similarity from one market to another. On the other hand Cost Per Thousands are a much better standard for comparison since all advertising and every market can be compared on a common basis, based on every thousand consumers reached. The premise is that every thousand consumers within a target cell is worth a similar value. Disproportionate values don't allow for continuity. Mega Media has created this point of difference through years of experience, our unique difference in that we created the model for Parity Standards™ and Value Per Impression™ .

This experience provides us a rare inside perspective of the opportunities we can leverage in your media buy. Surprisingly, we have seen first hand the deficiencies agencies all over the world use to purchase media on your behalf. This inside knowledge is not only invaluable, it's essential to be effective in today's competitive business environment. To prove it, we have developed a short media quiz that tests your current agencies ability to buy media effectively. If they cannot solve the tasks then you may want to have an open dialogue on our unique skill sets.

If your goal is to increase sales, improve media efficiency, and overall business performance then contact:  
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### Broadcast TV Sample Cost Efficiencies/ Providence Rhode Island

Description	Goal	A25-54 GRP Levels	Average Market A25-54 CPP	Average Market A25-54 CPM	Negotiated Goals A25-54 CPP	Negotiated Goal A25-54 CPM	Cost
Providence  Includes Fall River & New Bedford	80% Reach 8 Frequency	640	\$98.83	\$17.58	-	-	\$63,251
					\$31.90	\$5.00	\$20,416
					\$63.80	\$10.00	\$40,832
					\$95.70	\$15.00	\$61,248
					\$127.60	\$20.00	\$81,664
	70% Reach 4 Frequency	280	\$98.83	\$17.58	-	-	\$27,672
					\$31.90	\$5.00	\$8,932
					\$63.80	\$10.00	\$17,864
					\$95.70	\$15.00	\$26,796
					\$127.60	\$20.00	\$35,728
	25% Reach 4 Frequency	100	\$98.83	\$17.58	-	-	\$9,883
					\$31.90	\$5.00	\$3,190
					\$63.80	\$10.00	\$6,380
					\$95.70	\$15.00	\$9,570
					\$127.60	\$20.00	\$12,760
Providence Actual Sample January '96	91.3% Reach 4 Frequency	365.5	\$98.83	\$17.58	-	-	\$36,123 Cost at market standard
	60.9% Reach 6 Frequency						
	45.7% Reach 8 Frequency						
Actual Cost					\$25.20	\$4.08	\$9,210 Real Cost