

Reach and Frequency

Reach: The number of individuals counted as an impression

- Typically measured as a percent of the universe
- **Ratings** is the same as reach and is widely used in the media industry to advertise program viewership

Frequency: The number of times an impression is targeted

Reach

Cali3's primetime program is viewed by 50% of their viewership, which is half of their network's 5% California reach, or 2.5% reach

%

Frequency

If your business buys 50 spots in Cali3 primetime, you bought a 50 frequency of the 2.5% A18-64 reach

x

Reach and Frequency

Reach times frequency equals gross rating points, or GRPs, so 2.5 times 50 equals 125 gross rating points

- Kind of jumping ahead with this equation
- See Gross Rating Points for explanation

How To Calculate Combined Reach And Frequency Across Media

**Neil Bendle, Paul W. Farris, Phillip
Pfeifer, David Reibstein**



How To Calculate Combined Reach And Frequency Across Media:

Your Guide To Entertainment Marketing and Performance (Collection) Al Lieberman,Patricia Esgate,Paul W. Farris,Neil Bendle,Phillip E. Pfeifer,David Reibstein,2013-08-08 Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and competitive than ever and it s changing at breakneck speed Now two leading practitioners show how to transform content into profits today and tomorrow in The Definitive Guide to Entertainment Marketing Marketing Metrics The Definitive Guide to Measuring Marketing Performance Second Edition is the definitive guide to today s most valuable marketing metrics In this thoroughly updated and significantly expanded book four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing web metrics and brand equity They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight

Advertising Media Planning Larry D. Kelley, Kim Bartel Sheehan, Lisa Dobias, David E. Koranda, Donald W. Jugenheimer, 2022-12-30 Advertising Media Planning blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of media planning Taking a unique brand communication approach from an agency perspective the textbook is organized into four key parts walking the student through the foundations of brand communication communication planning the different media channels available and the process of preparing presenting and evaluating a media plan This 5th edition has been fully updated to include An emphasis throughout on digital and global media planning New chapters on the role of brand communication media planning and data analytics paid media mobile media influencer marketing and B2B media New mini case studies and innovation focused call out boxes throughout showcasing media examples from Europe the United States and Asia Discussion questions to foster engagement and understanding A highly regarded new edition this practical and integrated textbook should be core reading for advanced undergraduate and postgraduate students studying Media Planning Advertising Management Integrated Marketing Communication and Brand Management Instructor resources include PowerPoint slides a test bank and an instructor manual

Ratings Analysis James Webster, Patricia Phalen, Lawrence Lichty, 2013-10-30 This 4th edition of Ratings Analysis describes and explains the current audience information system that supports economic exchange in both traditional and evolving electronic media markets Responding to the major changes in electronic media distribution and audience research in recent years Ratings Analysis provides a thoroughly updated presentation of the ratings industry and analysis processes It serves as a practical guide for conducting audience research offering readers the tools for becoming informed and discriminating consumers of audience information This updated edition covers International markets reflecting the growth in audience research businesses with the expansion of advertising into new markets such as China Emerging

technologies reflecting the ever increasing ways to deliver advertising electronically and through new channels social media Hulu Illustrates applications of audience research in advertising programming financial analysis and social policy Describes audience research data and summarizes the history of audience measurement the research methods most often used and the kinds of ratings research products currently available and Discusses the analysis of audience data by offering a framework within which to understand mass media audiences and by focusing specifically to the analysis of ratings data Appropriate for all readers needing an in depth understanding of audience research including those working in advertising electronic media and related industries Ratings Analysis also has much to offer academics and policy makers as well as students of mass media

Marketing Metrics Neil Bendle,Paul W. Farris,Phillip Pfeifer,David Reibstein,2020-08-23 Your Definitive Up to Date Guide to Marketing Metrics Choosing Them Implementing Them Applying Them This award winning guide will help you accurately quantify the performance of all your marketing investments increase marketing ROI and grow profits Four renowned experts help you apply today s best practices for assessing everything from brand equity to social media email performance and rich media interaction This updated edition shows how to measure costly sponsorships explores links between marketing and financial metrics for current and aspiring C suite decision makers presents better ways to measure omnichannel marketing activities and includes a new section on accountability and standardization in marketing measurement As in their best selling previous editions the authors present pros cons and practical guidance for every technique they cover Measure promotions advertising distribution customer perceptions competitor power margins pricing product portfolios salesforces and more Apply web online social and mobile metrics more effectively Build models to optimize planning and decision making Attribute purchase decisions when multiple channels interact Understand the links between search and distribution and use new online distribution metrics Evaluate marketing s impact on a publicly traded firm s financial objectives Whatever your marketing role Marketing Metrics will help you choose the right metrics for every task and capture data that s valid reliable and actionable

Applied Marketing Rochelle Grayson,Daniel Padgett,Andrew Loos,2023-10-23 Tomorrow s professionals need a practical customer centric understanding of marketing s role in business and critical thinking skills to help their organizations succeed Applied Marketing 2nd Canadian Edition helps students learn practical modern marketing concepts appropriate for the Principles of Marketing course by applying them to the latest business scenarios of relatable brands This comprehensive yet concise text is co authored by Professors Rochelle Grayson and Daniel Padgett and practitioner Andrew Loos and it blends current academic theory with an agency owner perspective to help students get an insider s look at how top businesses operate With many Canadian specific examples students can relate concepts learned in the classroom to marketing topics and events taking place in their backyard

The 1-day Marketing Plan Roman G. Hiebing,Scott W. Cooper,1992 Identify opportunities and create a thoughtful real world marketing plan that will help your business grow Hiebing and Cooper break down the planning process into 10 basic but critical steps that

provide the means to organize and complete a plan that will help you attain your marketing objectives Extensive worksheets model formats and time saving tips and methods are readily adaptable to your own marketing plans *Principles of Strategic Communication* Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka, 2021-07-08 Designed to support the paradigm shift in media and communication this book presents the basic tenets of strategic communication and its foundational disciplines of advertising public relations and marketing communications Drawing on the latest research in the field the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice To facilitate learning and tie concepts to practice each chapter includes introductory focus questions a contemporary global case study a career profile of a current practitioner end of chapter discussion questions and features that highlight how research methods can be applied to strategic communication practice *Principles of Strategic Communication* is ideal as a core text for undergraduate students in strategic communication courses within media communication marketing and advertising programs The accompanying online support material features chapter overviews learning outcomes key terms discussion questions and links additional reading Instructors will find sample syllabi and a test bank Please visit www.routledge.com 9780367426316 **Retailing** Denise T. Ogden, James R. Ogden, Robert Paul Jones, 2017-08-02 Light on the fluff solid on the basics the fourth edition of *Retailing* is a concise text that covers strategic issues with an eye on financial considerations and operations management issues illustrated through retail cases and exercises New co author Robert Paul Jones is Department Chair of Hospitality and Retail Management in the College of Human Sciences at Texas Tech In addition to his extensive academic work Dr Jones has over 25 years of executive leadership and consulting experience in retail and hospitality He uses an Integrated Retail Management flow chart to depict retail functions Most retail texts present students with a series of chapters that provide useful information but fail to explain how the various activities involved in retailing affect each other The 4th edition offers the student an overview of the retail process through the use of an integrated retail management IRM plan The steps involved in retailing as presented in the text are tied together through the IRM plan Expanded coverage of Mobile and e Tailing and included throughout the text and not treated as a stand alone chapter This helps emphasize that e tailing is a form of retailing that uses many of the same models as other forms Includes updated cases and real world examples And omni channel retailing incorporated throughout text

Media Pluralism and Online News Tim Dwyer, Derek Wilding, 2023-08-23 The book arises from an international research project that explores the future of media pluralism policies for online news It investigates the latest European policies and techniques for regulatory intervention and examines the consequences of innovative news practices asking How will automation of news affect public opinion in the age of social media platforms and what are the consequences In *Media Pluralism and Online News* the authors make the argument that there is an urgent need for revitalised thinking for a media policy agenda to deal with the trends to platform power and concentrated media power which is an ongoing global risk to

public interest journalism In the transition to a media landscape increasingly dominated by broadband internet distribution and the dominance of US centric new media behemoths Google Facebook Apple Amazon and Netflix the book investigates measures that can be taken to reduce this ongoing march of concentration and the attenuation of media voices Securing the public interest in a vibrant and sustainable news media sector will require that merger decisions assess whether there is a reduction in diversity calling for a new public interest test and a more expansive policy focus than in the past This would include consideration of the sustainability of local businesses the encouragement of original and local news content quality of content in terms of the promotion of news standards and new modes of delivery and consumption including the automated curation of news content by digital platforms

Principles of Marketing Gary Armstrong, Stewart Adam, Sara Denize, Philip Kotler, 2014-10-01 The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective easier and more enjoyable than ever Today s marketing is about creating customer value and building profitable customer relationships With even more new Australian and international case studies engaging real world examples and up to date information Principles of Marketing shows students how customer value creating and capturing it drives every effective marketing strategy The 6th edition is a thorough revision reflecting the latest trends in marketing including new coverage of social media mobile and other digital technologies In addition it covers the rapidly changing nature of customer relationships with both companies and brands and the tools marketers use to create deeper consumer involvement

The SAGE Handbook of Advertising Gerard J Tellis, Tim Ambler, 2007-10-24 In this era of snackable content which satisfies only in the moment it s great to have a comprehensive Advertising Handbook which one can consult repeatedly The references are comprehensive and the Handbook opens up many key areas for practitioners Hamish Pringle Director General IPA Finally a Handbook of Advertising that brings the field up to date I am impressed with its comprehensive coverage of topics and the distinguished specialists who have shared their key findings with us Philip Kotler Kellogg School of Management When trying to make sense of the mystifying world of advertising academics and practitioners often seem to inhabit separate universes Not in this Handbook For once the best brains from each side genuinely collude with constructive results Wise agencies will read it before their clients do Sir Martin Sorrell CEO WPP This mighty tome brings together a vast range of views of advertising based on deep experience and scholarship For practitioners and academics alike it will be a voyage of discovery and enlightenment Lord Maurice Saatchi Chairman M C Saatchi This magnificent volume captures all we need to know about how advertising works and its context Baroness Peta Buscombe Director General Advertising Association London Advertising is a field that has attracted a great deal of academic attention but to date there has been no summarising of the state of the art of research This far reaching and scholarly Handbook is edited by two highly respected and trusted thinkers in the field and includes contributions from leading academics based in both the UK and the USA Tim Ambler and Gerald J Tellis archive their aim of setting advertising and the theory that

underpins it in its historical and societal context show casing the most significant advertising research questions of our time and pointing readers in the direction of future avenues for fruitful investigation The SAGE Handbook of Advertising would be a welcome addition to any marketing academics bookshelf *Innovative Marketing Communications* Guy Masterman, Emma Wood, 2007-06-01 *Innovative Marketing Communications for Events Management* provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature The book builds a conceptual framework for the development planning implementation and evaluation of innovative communication strategies for the marketing of events and the effective use of events as an innovative communications method in general organizational marketing With a strong practical underpinning *Innovative Marketing Communications for Events Management* emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies Global Marketing Svend Hollensen, 2007 Drawing on an incomparable breadth of international examples Svend Hollensen not only demonstrates how global marketing works but also how it relates to real decisions around the world Extensive coverage of hot topics such as blue ocean strategy celebrity branding brand piracy and viral marketing Brand new case studies focus on globally recognised brands and companies operating in a number of countries including IKEA Philips Nokia Guinness and Cereal Partners Worldwide All new video cases accompany every chapter and are available at www.pearsoned.co.uk/hollensen featuring such firms as Nike Starbucks BMW Ford and McDonalds Ebook: Advertising and Promotion Belch, 2014-09-16 *Ebook Advertising and Promotion* Marketing Strategy from the Masters (Collection) Philip Kotler, Nancy Lee, Paul W. Farris, Neil Bendle, Phillip Pfeifer, David Reibstein, Larry Light, Joan Kiddon, Monique Reece, 2010-10-19 *Breakthrough marketing* revitalize brands optimize investments link marketing to performance even apply winning marketing strategies in the public sector Three full books of proven marketing strategy principles and actionable solutions Discover how to revitalize any brand and drive it to unprecedented success apply the right metrics to all your marketing investments get accurate answers and use them to systematically improve ROI tightly link marketing with business performance bring powerful marketing strategies to the public sector and much more From world renowned leaders and experts including Philip Kotler Nancy R Lee Paul W Farris Neil T Bendle Phillip E Pfeifer David J Reibstein Larry Light and Joan Kiddon **Marketing Management** Philip Kotler, Mairead Brady, 2009 Inspired by the American ed of same title **Advertising Concepts and Strategies** Christopher C. Gilson, Harold W. Berkman, 1980 MKTG4 Charles W. Lamb, Joseph F. Hair, Jr, Carl McDaniel, Jr., Jane Summers, Michael Gardiner, 2018-09-01 *MKTG4* continues to offer a unique blended solution for lecturers and students in introductory marketing subjects in both University and Vocational sectors Continuing to pave a new way to both teach and learn *MKTG4* is designed to truly connect with today's busy tech savvy student Students have access to online interactive

quizzing videos flashcards games and more An accessible easy to read text with tear out review cards completes a package that helps students to learn important concepts faster *Advertising: Principles and Practice* Sandra Moriarty, Nancy D. Mitchell, William D. Wells, Robert Crawford, Linda Brennan, Ruth Spence-Stone, 2014-08-01 The 3rd edition of *Advertising Principles and Practice* is the only practical applied guide to the real world of advertising in Australasia using award winning examples of how and why great advertising is achieved It features new coverage of advertising's role within the integrated marketing communications IMC Moriarty explores the ever changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy How do you define great advertising How do you encourage creativity in advertising How can interactive and digital media add value to advertising These questions and many more are comprehensively answered inside this Australian adaptation of the US text *Advertising IMC Principles and Practice* by Moriarty Mitchell and Wells **Strategic Marketing For Health Care Organizations** Philip Kotler, Joel I. Shalowitz, Robert J. Stevens, 2011-01-19 This much needed text offers an authoritative introduction to strategic marketing in health care and presents a wealth of ideas for gaining the competitive edge in the health care arena Step by step the authors show how real companies build and implement effective strategies It includes marketing approaches through a wide range of perspectives hospitals physician practices social marketing international health managed care pharmaceuticals and biotechnology With *Strategic Marketing for Health Care Organizations* students and future administrators will have a guide to the most successful strategies and techniques presented ready to apply by the most knowledgeable authors

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