

Solutions to Questions in Appendix

Media Buying Principles and Media Information Resources

All solutions are based on information contained in rate cards in Appendix 1 of the textbook.

Question 1

Newspaper: The Globe and Mail- Sports Section National Edition

Size of ad: 4 columns wide X 10 columns inches deep

Total number of agate lines = $(4 \times 6 \times 14) \times 2$ per week $\times 8$ weeks = 5376 agate lines

Cost = $5376 \times \$31.88$ (transient rate in sports section for Monday and Wednesday) = **\$171,386.88.**

Question 2

Magazine: Canadian Geographic

Ad Size: double-page (assume 4-colour)

4 insertions (use rate for 3 insertions)

$\$31,855 \times 4 =$ **\$95,565**

Question 3

Magazine: Canadian Geographic Ad Size: ½ page (assume 4 –colour)

8 insertions (use rate for 6 insertions)

$\$12,190 \times 8 =$ **\$97,520**

Question 4

Radio Campaign with Specific Time Spot Requests

Total number of spots

$(8 \text{ breakfast} + 8 \text{ drive}) \times 16 \text{ weeks} = 256$

Based on the number of spots the rate charged is from Grid 3

Breakfast: 128 spots x \$250 = \$32,000 Drive: 128 spots x \$210 = \$26,880

Total: = \$58,880

Question 5

Radio Campaign with a Reach Plan

Cost of a 16-spot weekly reach plan over 16 weeks

Cost of **Reach Plan**: 256 spots x \$200= **\$51,200** Advertiser saves money by using the reach plan

Specific Request Plan (from question 6) = \$58,880

Reach Plan (question 7) = \$51,200

Savings: = \$58,880 - \$51,200 = \$7,680

Question 6

Outdoor Transit Shelter Campaign: 20 weeks in all markets

All rates are based on 4 week schedules.

Toronto: \$71,431 x 5 = \$357,155

Calgary: \$56,430 x 5 = \$282,150

Halifax: \$8925 x 5 = \$44,625

Vancouver: \$36,997 x 5 = \$184,985

Total Cost: = \$868,915

Question 7

Outdoor Poster Campaign: Continuity Varies from Market to Market

Rates are based on horizontal posters and on 4 week continuity

St. John's, 50 GRP, 12 weeks: \$8510 X 3 = \$25,530

Quebec City, 50 GRP, 16 weeks: $\$37,800 \times 4 = \$151,200$

Hamilton, 75 GRP, 16 weeks: $\$44,176 \times 4 = \$176,704$

Winnipeg, 50 GRP, 12 weeks: $\$16,830 \times 3 = \$50,490$

Total Cost: = \$403,924

Question 8

Direct Mail Campaign

Rate = \$8.00 per 1000 for one page premium size including a \$2.00 coupon

Frequency is once

Printing and Distribution Cost: $(4\,000\,000 / 1000) \times \$8.00 = \$32,000$

Redemption cost: $4\,000\,000 \times .025 \times \$2.00 = \$200\,000$

Total Cost = \$232, 000

Question 9

Banner Campaign: 5 million impressions

globeandmail.com, canvas unit, lifestyle section

Cost: $(5\,000\,000 / 1000) \times \$56 = \$280\,000$

Question 10

Banner Campaign: 6 million impressions

globeandmail.com, standard IAB unit, business section

Cost: $(6\,000\,000 / 1000) \times \$45 = \$270\,000$