

ACTIVITY

The Cost of Advertising (Instructor Page)

Possible Follow-up to Guest Presentation – Basis for Further Discussion

How much do you think it costs for different advertising or promotional methods? In many cases, much more than you think. Try to find out the answers to the following questions on your own, either by calling local media organizations, asking your mentor, or talking to your guest instructor. If you are having trouble, ask your teacher, and he or she might help you fill in some blanks.

Keep in mind, there is wide variation on these costs, depending on timing, quality of advertisement, size, projected audience, and negotiating skills.

1. How much does it cost for a small advertisement in a local newspaper?

***Answer:** Advertisements in newspapers are measured horizontally by column width (there are 6 columns on a page) and vertically by inch. Prices are given for 1 column x 1 inch segments. You must multiply the price by the number of square column inches you intend to buy. Advertising prices for a daily paper can range from \$35.00 to \$45.00 per column inch during the week, and a bit more on weekends. Papers that come out less frequently, will be less expensive, but will probably have a smaller circulation. 1998 prices.*

2. How much does it cost for an advertisement on a local radio station?

***Answer:** Prices can range from \$75.00 to \$175.00 for a 60-second advertisement during the day.*

3. How much would airtime for a television advertisement cost?

***Answer:** Several thousand dollars, even for a local station, not during prime time. Prices can approach one million dollars for extremely popular television events, like the Super Bowl.*

When you are thinking about print, radio, or television advertisements, remember that there is a cost to producing the advertisement, as well as running it. For example, if you want to promote your business on the radio you may have to pay for time in a recording studio to record the advertisement.

1. How much would 1000 brochures cost you if you had a professional design and print them? What if you designed and printed them yourself?

***Answer:** The price can vary greatly depending on the quality of paper, and the number of colors. But you could count on paying \$800 to \$1200. If you wanted to print them yourself, you would need a computer, a program that is designed to help with brochure production (can be purchased for as little as \$15), a good printer, and good quality paper.*

2. How much would professional business cards cost? How much would they cost if you printed them yourself?

Answer: *Business cards are relatively inexpensive. Prices for 500 single color business cards start around \$25.00, and around \$35.00 for raised letters. Add a bit more for a complicated design or more than one color. You could print cards yourself for less if you have a computer a good quality printer, but at these prices, business cards are a good deal.*

3. If you are considering another method of advertising, identify it here and try to find out the cost.

ACTIVITY

The Cost of Advertising (Student Page)

How much do you think it costs for different advertising or promotional methods? In many cases, much more than you think. Try to find out the answers to the following questions on your own, either by calling local media organizations, asking your mentor, or talking to your guest instructor. If you are having trouble, ask your teacher, and he or she might help you fill in some blanks.

1. How much does it cost for a small advertisement in a local newspaper?
2. How much does it cost for an advertisement on a local radio station?
3. How much would airtime for a television advertisement cost?

When you are thinking about print, radio, or television advertisements, remember that there is a cost to producing the advertisement, as well as running it. For example, if you want to promote your business on the radio you may have to pay for time in a recording studio to record the advertisement.

1. How much would 500 brochures cost you if you had a professional design and print them? What if you designed and printed them yourself?
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2. If you are considering another method of advertising, identify it here and try to find out the cost.