

Media Management

Masters. Semester IV



Management of Advertisement Department





THE **FIAD**
DEPARTMENT



Advertisement Department

An Advertisement Department of a Media House is responsible for generating revenue for the business by selling advertising space to local or national organizations.



Advertisement Department : Function

To sell advertising space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers.



Advertisement Department : Business

The Advertisement Department plays an important role in helping small businesses market their products and services.



Advertisement Department : Classified. Local

Many advertisements in media are small, low in cost.

These are known as classified advertisements and they are published in a special section of the newspaper under different headings or classifications. For Electronic Media these are placed with local news.

The advertising department takes orders for classified advertisements via telephone, email or the Internet, and processes the orders for publication on an agreed-upon date.



Advertisement Department : Creative

The advertising department offer Creative Services to advertisers who do not have their own facilities or do not use an advertising agency; an in-house creative department will create and write an advertisement to suit the space/time/slot the advertiser has purchased.



Advertisement Department : Media Data

Providing media data to advertisers is an important function of the advertising department.

Media data includes the circulation of the newspaper, its frequency of publication, geographical coverage and a profile of its readership based on audience research.

For Electronic Medium they provide TRP Data, Prime Time Viewing Data, Profile of Viewers.



Advertisement Department : Media Data

The Department also produces a rate card that lists the costs of different sizes/duration of advertisements, together with discounts available for multiple bookings.

Advertisers and advertising agencies use media data and rate cards to plan their advertising campaigns. They choose a medium, such as a newspaper, channel or site that reaches the largest proportion of their target audience for the lowest cost.



Advertisement Department :Features/ Programmes

Advertising departments work with editorial teams to develop special features/ programme/ content that will attract advertisers.

An example is a feature/ programme/ content on home improvements where the editorial content would include a series on decorating, furniture placement and small building projects.

The advertising department contacts clients of relevant products and services, inviting them to advertise in the feature and emphasizing the benefits of the editorial environment.



Advertisement Department :Relationships

To encourage customers to become regular advertisers, Advertisement Departments call or visit businesses or advertising agencies to discuss their advertising requirements.

Advertising departments also help small businesses plan advertising campaigns.

Sales representatives often meet with advertisers to discuss their business objectives and recommend the best way to use the newspaper to advertise their products and services.

Advertising departments may also offer special deals or discounts to high-profile advertisers that they wish to attract to the newspaper.



Advertisement Department : Scheduling

Advertisement Department determine when certain ads will appear, whether they're using TV commercials, magazines, direct mail or social media.

Many work in the media companies when setting advertising schedules.

Most advertising is scheduled months in advance to provide media sources with enough time to create ads, complete commercial shootings or print their publications.



Advertisement Department : Measuring Advertising Effectiveness

Many Media House measure advertising effectiveness through market research.

They conduct surveys among consumers to determine who's heard or seen their advertising and whether it prompted them to buy their products or services.

Generally, the more a consumer can recall about an ad, the more effective it is, as long as it meets other essential criteria: reaching the right target audience and increasing sales.



Advertisement Department : Advertisement Manager

Advertisement Manager coordinates with the marketing and sales function so that the efforts may be fully integrated with the firms marketing and sales strategy.

He is responsible for the overall planning of the Advertisement Department, including such decisions as to which products will be placed in which page or slot to give maximum mileage.

The manager also maintains this programme within the financial and public relations guide lines set down by corporate management.



Advertisement Department : Structure

The structure of the Advertisement Department is based upon two major patterns.

One the functional” pattern in which the advertising department is divided into manageable Sub-functions such as ad- scheduling, ad-creation, advertising research etc.

In an other form : functional pattern there may be subordinates for each of the functions of sales, public relations, classified advertising and mass media advertising.



Thank You