

AD-MENTIONS

Over the past few months, we have been busy here at CPMedia Services and MMPlus Group.

Our involvement with the American Red Cross of Greater Columbus has been very rewarding. We'd like to thank the radio and television stations that supported us in the "Together We Prepare" awareness campaign.

We are also pleased to announce our involvement with these new clients:

- ✓ Custom Air Conditioning & Heating Co.
- ✓ Hair, Skin & Body Center
- ✓ National Church Residences
- ✓ S4 NetQuest
- ✓ Simply Nanette Catering
- ✓ KBS Darby Park, LLC

We are assisting these clients with their advertising and marketing efforts and we can do the same for you. Call or e-mail Betty Clark today (614-717-4910 or bclark@cpmedia.com) to schedule a consultation session. We will discuss how your company can gain an equity position with your consumer base. This one hour session is at no charge to you, and you are under no obligation. We guarantee, however, that you will walk away with a direction to help with the continued growth of your business.

Are Times Tough? Then You Should Be Advertising

Let's face it – times are tough. Unless you're in the financial or real estate business, your company is probably witnessing some bumps in the road. In order to save money and help that bottom line, some companies cancel their marketing and advertising efforts during bumpy times. While this method might help for the short-term, this is not a long-term solution.

By leaving your marketing budget intact, it can positively impact your bottom line both short-term and long-term. Marketing investments keep delivering even after the ad is no longer running or the sales call has long since ended.

Just think – Wendy's hasn't run the "Where's the beef?" campaign for years, but their investment is still paying off all these years later. If this example didn't change your mind, here are five more indisputable reasons why you should advertise all the time:

✓ **People Shop All The Time.**

You're advertising to a passing parade. Different people are shopping all the time for goods or services you sell, and they'll buy those goods or services from you or from your competitors. If you want a bigger share of the consumer market, you have to let people know about you.

✓ **People Move.** As much as 25% of your market is mobile each year. Each time a household in your area replaces itself, you have a chance to educate and motivate a new consumer. There are always new consumers to educate and motivate.

✓ **People Forget.** How many ads do you remember from yesterday (not counting your own or your

competitors)? How many ads do you think you were exposed to since yesterday? I'm sure it was in the thousands. Just think about it – you saw ads when you read the paper, watched TV or listened to the radio. You also saw ads on pens and pencils. And what about signs on billboards, signs on buildings, signs on trucks, signs on uniforms, signs on buses, signs on bus benches? Most likely you also saw ads when you read your mail and drank that morning cup of coffee. Do you want your company to be remembered?

✓ **People Think Before Buying.**

While there are people that are impulse buyers, when it comes to making large purchases (such as cars, appliances, homes, etc.) most tend to take their time before buying. A consumer can be in the market for months before they purchase a large ticket item or service. Knowing this, your job is to always keep your company's name at the top of the consumer's mind.

✓ **Establish An Equity Position.**

An equity position is, simply put, when someone needs your product or service, they think of you. Most businesses though, go after the consumer market with no concern for capturing the consumer's mind. The way to gain an equity position among consumers is to consistently expose three things about your company to the consumer community:

- ◆ Your name
- ◆ Your location
- ◆ Your USP (Unique Selling Proposition)

Negotiating Advantage

In our last issue of Media By, we talked about negotiating with integrity. If you recall, for example purposes only, we referenced radio buying for our illustration. In this issue, we'll continue our discussion by reviewing the "negotiating game" from the seller's side.

The Seller's Game.

The radio salesperson is a harried middleman. On one hand, he must give the buyer the kind of schedule he wants at the lowest possible price. On the other hand, the salesperson must deliver every potential order to the station at the highest possible rates. These basic conflicts are ongoing parts of the process.

A good salesperson, armed with information obtained from the media buyer, must analyze the competitive situation and be concerned with four factors:

- ✓ The station's ratings and audience members
- ✓ Strengths or weaknesses of its format
- ✓ The station's audience composition
- ✓ Price

If, for example, the station delivers a large number of Adults/25-54, the salesperson may be able to work directly from a station ranker. This is a computer printout that ranks

every station's audience for a given demographic group. The ranker may show the station has such a large share of the target audience that it would be difficult for the media buyer not to include it.

Frequently, this is not the case and pure reliance on the station's ranking may not be the best course. Perhaps the unique characteristics of the station should be emphasized. The qualitative profile of the format's audience may provide a rationale for being bought despite inadequate numbers. There may be programming features that are especially attractive to the advertiser.

A good salesperson will dissect the target demographic minutely and give particular attention to the subgroups that are to receive special emphasis. Some competitive stations that deliver a large number of total Adults/25-54 might be top heavy on one end or the other of the age span or weighted excessively toward men or women. The salesperson should be able to document the station's capability to round out the market. A tool to make this judgment is an audience composition breakdown, a computer generated report that analyzes each station's total audience by narrow age/sex groupings.

However the supporting information is obtained, the win-or-lose negotiation will take place over price. The salesperson is almost always negotiating two ways – with

the buyer and with the station. When the salesperson was called by the buyer, the station was queried about what prices to quote. The salesperson likes to be given a range of prices so that there is a leeway in bargaining with the buyer, but usually the salesperson is given a specific grid. Each buy is priced separately even if several are being made by the same agency, though heavy utilization of a station by an agency will be a factor. Heavy utilization is sure to be one of the buyer's negotiation ploys. The station is also intensely interested in its share of the buy and will make concessions on price in return for a substantial part of the order.

The salesperson will put together a proposal, incorporating all the qualitative sales points and supported by all the rating data that can be pulled out of the computer system. "Creative" suggestions such as stacking announcements in various dayparts to overcome apparent weaknesses, choosing certain program features, or highlighting promotions and tie-ins will be part of the proposal. The object is to make it as easy as possible for the buyer to include the station because the stations that are hard to buy often don't get bought. With everything in hand, the salesperson makes the submission to the buyer.

In the July/August issue of Media By, we'll finish our discussion by finding out which side wins – the buyer or the seller.

Market Profile – Columbus, Ohio

The staffs of CPMedia Services and MMPlus Group have been very fortunate to work the good portion of our advertising/marketing careers for Columbus-based companies. Throughout the years, we have witnessed many changes in the marketplace – so many in fact, that if we were not constantly attuned to these changes on a daily basis, it would be hard to follow. That's one of the

many reasons why our clients choose to work with us.

To assist our clients (and you) in understanding the Columbus market in terms of advertising and marketing, with this issue we'll begin a series of articles aimed to inform and educate you about the city in which many of you do business.

Columbus Population

Based upon Census 2000 population estimates, the Columbus Metro is comprised of a total of 1,346,800 people age 12 plus. Of this figure, the population is disbursed as follows:

65 and over	9%
45 to 64	18%
25 to 44	35%
18 to 24	13%
Under 18	25%

Food for thought -- if you're like most businesses in Columbus, your target customer is between the ages of 25 and 54. So the next time a newspaper article is published and ranks media based upon people 12+, or a media sales rep comes in and quotes that they are #1 with the 12+ population, just remember this chart and who you are really trying to target.

Columbus Radio

The Arbitron Media Market Report (listenership data reporting company) defines the Columbus Metro area as Franklin, Delaware, Licking, Fairfield, Pickaway and Madison counties. The Arbitron Company measure is considered the standard of the radio ratings industry and has both station and advertising

agency subscribers. It depends solely on seven-day, self-administered diaries for its data. In Columbus, the survey results are released in the winter, spring, summer and fall and contain detailed information by demographic.

For the most part, the designated time periods for a typical broadcast day (and as reported by Arbitron) are, Morning (AM) Drive (6:00 a.m.-10:00 a.m.), Mid-day (10:00 a.m.-3:00 p.m.), Afternoon (PM) Drive (3:00 p.m.-7:00 p.m.), Evening (7:00 p.m.-midnight), and Overnight (midnight-6:00 a.m.). These dayparts, however, vary slightly from station to station.

In an advertising sense, radio is more closely related to magazines than to television because it is *for* -

mat driven. Typically, radio stations are chosen by listeners because of their format. In the Columbus market, there are many different -- and not so different -- radio formats. To assist you in deciphering the radio format terminology, following, you'll find a brief description of the radio formats that are heard within the Columbus market. We've also included the radio stations within the listening area -- their call letters, dial position and format.

COLUMBUS, OHIO RADIO

WTVN-AM	610	News, Talk, Sports	WVNU-FM	97.5	Adult Contemporary
WHTH-AM	790	News, Talk	WNCI-FM	97.9	Contemporary Hits
WOSU-AM	820	NPR, News, Talk, Jazz	WLGN-FM	98.3	Country
WRFD-AM	880	Christian Talk, Agriculture	WWBK-FM	98.3	Contemporary Hits (CHR)
WMNI-AM	920	Adult Standards	WXMG-FM	98.9	Rhythmic Oldies
WZNW-AM	1230	News, Talk	WBZX-FM	99.7	Active Rock
WUCO-AM	1270	Classic Country	WCLT-FM	100.3	Country
WLOH-AM	1320	Oldies	WEEC-FM	100.7	Christian Music, Talk
WCHI-AM	1350	Adult Standards	WWCD-FM	101.1	Modern Rock
WCLT-AM	1430	News, Talk	WNKO-FM	101.7	Oldies
WBNS-AM	1460	Sports	WHOK-FM	102.3	Country
WDLR-AM	1550	Classic Country	WHIZ-FM	102.5	Adult Contemporary
WVKO-AM	1580	Gospel	WDHT-FM	102.9	Hip-Hop & Rhythm & Blues
WCDR-FM	88.1	College/Religious	WSMZ-FM	103.1	Urban Adult Contemporary
WLRY-FM	88.5	Contemporary Christian	WJZA-FM	103.5	Smooth Jazz
WUFM-FM	88.7	Christian Rock	WEGE-FM	103.9	Classic Rock
WOSU-FM	89.7	Classical/Public	WJZK-FM	104.3	Smooth Jazz
WCBE-FM	90.5	NPR News/Public	WCVO-FM	104.9	Contemporary Christian
WCOL-FM	92.3	Country	WFJX-FM	105.7	Classic Rock
WFCB-FM	93.3	Adult Contemporary	WWJM-FM	105.9	Classic Rock
WQIO-FM	93.7	Adult Contemporary	WJYD-FM	106.3	Gospel
WKKJ-FM	94.3	Country	WMRN-FM	106.9	Country
WSNY-FM	94.7	Adult Contemporary	WAZU-FM	107.1	Active Rock
WHOK-FM	95.5	Country	WYBZ-FM	107.3	Oldies
WLVQ-FM	96.3	Active Rock	WCKX-FM	107.5	Urban Contemporary
WBNS-FM	97.1	Hot Adult Contemporary	WODB-FM	107.9	Oldies

News / Talk

Stations with news/talk programming feature a heavy concentration of news - local, regional and global news, as well as sports, weather and traffic. Along with the news, stations will feature talk programming,

including the presentations of views and listener participation call-in segments and shows. It is also common that many news/talk stations also carry live local sports coverage in the evenings and during the weekend. Most all news/talk stations can

be found on the AM dial.

Sports

This format features programming related to the sporting world. Most stations with a sports format include sports news, sports talk

shows and of course, live coverage of both local and national sporting events. A large majority of sports formatted stations are found on the AM dial.

Talk

Stations with this format concentrate on a variety of talk programming. (News still can be heard at least at the top of the hour during the AM and PM drives.) Many of these stations will carry popular syndicated talk show hosts, such as Limbaugh and Stern throughout the day, as well of segments of local call-in periods.

Farm/Agriculture

Stations with this format concentrate their information to the agricultural world. During weekday business hours, you can receive updates on financial livestock and crop prices. During off-business hours and weekends, most stations will have some type of music format, usually country, adult contemporary, or oldies music. Stations with this format would be found in smaller markets and rural areas, and are usually on the AM dial.

Urban Contemporary

Usually listed simply as "urban" and may also be known as R&B (rhythm and blues), the urban contemporary musical genre reflects a large number of black recording artists with such music as rap, hip-hop, house, soul and new artists. Urban formats are generally aimed at younger audiences.

Urban Adult Contemporary

Urban AC stations are aimed at an older audience. Play lists found on these stations are more soul, ballads and less rap and hip-hop music.

Country

As one of the more popular, there are more stations with some type of country format than any other type of format. Country music origins date back to the 1920's, but has progressed over the decades to include such styles as western swing, blue-

grass, honky tonk, urban cowboy, and today's new country.

Contemporary Hit Radio

Dubbed mainstream pop music radio, CHR (contemporary hit radio) stations play a variety of popular music of today and the past few years (or decades). There is little emphasis on new and cutting edge music. Today, a good majority of CHR formatted stations, especially in larger markets, slant their music playlists toward another music format (rock or urban).

Adult Contemporary

Simply referred to as 'AC', adult contemporary music stations are aimed at people age 30 years and older. These stations offer lively contemporary music of the past decade or two without cutting edge music, rock or rap music. Such artists popular on these stations include Madonna, Lionel Ritchie, Mariah Carey, Elton John and Amy Grant just to name a few.

AC - Oldies

This format is a blend of AC music and country music. The format is aimed at people 30 years and older and is usually found in smaller markets or rural populated areas. Music offered on these stations ranges from the 1960's to the 1990's.

Modern Rock

Also known as new rock or alternative rock, this format is mainstream alternative rock music. There is a high concentration on cutting edge and current hits and music of the past 6 to 12 months.

Active Rock

Stations with this genre concentrate their music on popular rock songs of today and a variety of popular rock and classic rock songs of the past two decades.

Alternative

A format that grew up in the 1980's on college radio stations, alternative music can still be found on non-commercial and college or student run radio stations. Music is usually

cutting edge, less mainstream, include local artists, and may include some punk, dance, industrial or heavy metal music.

Classic Rock

This is one of the more popular music formats throughout the United States. Most markets contain one classic rock station, but it is common to have two stations with this format. Classic rock stations' play lists include popular rock hits of the 1970s, 1980s, 1990s and possibly a few hits from today. A variation of this format is *album-oriented rock* or AOR. The difference between these two formats is that classic rock stations play released singles, where AOR stations will play music from popular artists, including those cuts that were not released as singles, known as album-cuts.

Smooth Jazz

Also titled 'new ac / smooth jazz', and sometimes nicknamed new age jazz, this genre is more of a format rather than a music style. Today, most major markets contain one station with this format. The style of music played on smooth jazz stations includes recent and current adult contemporary hits, as well as new and recent upbeat jazz recordings. It is also common to have programming segments to include ambient or world beat music.

Jazz

Traditional jazz music can normally be found on public radio stations and college run radio stations. Jazz music found on these stations play a variety of jazz music recorded throughout the past few decades.

Classical

Classical music is known as serious music to those who enjoy. Classical music can normally be found on public radio stations and college run radio stations, but most major markets feature one full time commercial classical music station.

Oldies

The type of music one can expect to hear on stations with this format include hit songs from the 50's, 60's and sometimes the 70's, including such artists as Elvis Presley, the Rolling Stones and Motown music. A large majority of oldies formatted stations focus on the 50's and 60's music, but with the popularity of the oldies format over the past decade, many stations now specialize in a certain decade, or music type. Two of the more popular formats are listed below.

Classic Hits

Generally playing 1970s and 1980s pop and rock music, these stations tend to be a hybrid of oldies and classic rock.

Standards

Also known as nostalgia or adult standards, this format plays contemporary, soft music popular between the 1930's and 1960's but may include big band and swing music. Such artists include Tony Bennett, Nat King Cole, Natalie Cole, and Barbara Streisand. A majority of adult standard stations are found on the AM dial.

Religious

Religious formatted stations vary in tone, presentation and denomination, but the basics are preaching and instructional programming and may include some music.

Contemporary Christian

Contemporary and pop music that is based on Christian based music and artists.

Christian Rock

Rock and alternatives music that is based on Christian based music and artists.

Black Gospel

Upbeat religious music typically heard in predominately black churches. It is typical for stations to include some preaching and instructional programming.

Interactive Advertising Terms: Featuring "F "

This month, we are providing the terminology provided in the Interactive Advertising Bureau's Glossary of Interactive Advertising Terms manual for the letter "F."

If you need assistance in developing a Web-site for your company, the staff at CPM can create an effective, yet cost efficient site. Contact Betty Clark at (614) 717-4910 or bclark@cpmedia.com for more information.

Failure to transfer -

Content requested by a browser can fail to transfer if the page is abandoned by the browser which requested it or if the server is unable to send the complete page, including the ads.

Family/Ad family -

A collection of one or more ad creatives. Also called ad campaign.

FTP (File Transfer Protocol) -

Internet protocol which facilitates transfer of files.

Filtering -

The process of removing robotic activity and error codes from measurement records to make the remaining records representative of

valid human Internet actions.

Filtration guidelines -

Voluntary guidelines for removing non-human activity in the reported measurement of ad impressions, page impressions, unique visitors and clicks.

Finger -

An Internet software tool for locating people on other Internet sites. A finger is also sometimes used to give access to non-personal information, but the most common use is to see if a person has an account at a particular Internet site. Not all sites allow incoming finger requests.

Firewall -

A security barrier placed between an organization's internal computer network and the Internet. A firewall is based on rules which allow and disallow traffic to pass, based on the level of security and filtering a network administrator wishes to employ.

Flame -

An inflammatory opinion or criticism distributed by e-mail or posted on a newsgroup.

Flash™ -

Macromedia's vector-based graph-

ics file format which is used to display interactive animations on a Web page. This form of rich media technology is available via a plug-in.

Flash downloading -

The ability to automatically send software upgrades to a set-top box network.

Floating ads -

An ad or ads that appear within the main browser window on top of the Web page's normal content, thereby appearing to "float" over the top of the page.

Fold -

An ad or content that is viewable as soon as the Web page arrives. One does not have to scroll down (or sideways) to see it. Since screen resolution can affect what is immediately viewable, it is a good to know whether the Web site's audience tends to set their resolution at 640 x 480 pixels or at 800 x 600 (or higher).

Frames -

Multiple, independent sections used to create a single Web page. Each frame is built as a separate HTML file but with one "master" file to control the placement of each sec-

tion. When a user requests a page with frames, several files will be displayed as panes. Sites using frames report one page request with several panes as multiple page requests. Ad campaign measurement guidelines call for the counting of one file

per frame per frame set as a page impression.

Frame rate -

The number of frames of video displayed during a given time. The higher the frame rate, the more high-quality the image will be.

Frequency -

The number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency.

Those First Impressions

Each impression (especially the first) you make is a priceless moment in time to convince your prospect whether or not he should do business with you or go elsewhere. And while you might have a dynamic personality and you feel that you can handle a first impression, you need to realize that your business most often makes its first impressions when you're nowhere to be found. In your place is your ad in the local newspaper, your voice mail message, your employee, or perhaps it's your logo on the back of a shirt on the neighborhood bowling league team.

Most of the time, your marketing communications make your first impressions for you. Assess your materials by asking yourself these questions:

- ✓ When people receive multiple impressions of your business, do they see evidence of a consistent, reliable, well-managed and successful company?
- ✓ Do your communications look like they all represent the same company?
- ✓ Does your logo always look the same? What about your use of type

styles and color?

- ✓ If you use a tagline or slogan, is it always the same, or does it change from one presentation to another?

To evaluate what kinds of messages your business is sending – and making – begin tracking how customers initially come to you. Determine what marketing effort led to them contacting you. Then determine what kinds of impressions they form once they actually come in contact with your company, whether that first contact was made in person, over the phone, by an ad or on-line.



6047 Frantz Road, Suite 105
Dublin, Ohio 43017
614-717-4910

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