

Name: _____

SSN: _____

Exam 3: Advanced Media Planning Concepts (ADV 4300, Lancaster, Fall 1999)

1. If you wanted to change a plan from four-color to black-and-white, what would have to change in your evaluation of the new plan?
 - a. the vehicle ratings and the ad costs
 - b. the message-vehicle ratio and the ad costs
 - c. the ad costs and the vehicle list
 - d. the target audience size and the vehicle ratings
 - e. the message-vehicle ratio and the target audience size

2. Web/online measurements that can be useful to advertisers can be classified as audience-centric and site-centric.
 - a. True
 - b. False

3. Web advertisers are interested in banner advertising click-through rates because:
 - a. They typically are higher than hits.
 - b. They typically are higher than page views.
 - c. They measure how many times per minute a given user clicked the mouse while the pointer was over a single banner advertisement.
 - d. They measure the percentage of page viewers who have decided to bypass the banner advertisement.
 - e. They measure the percentage of page viewers interested in the banner ad content.

4. When a media planner uses vehicle reach to evaluate a media schedule, s/he will get the same reach for a given list of vehicles regardless of message characteristics, such as commercial length or size, use of color, position, etc.
 - a. True
 - b. False

5. Which of the following statements is true?
 - a. The best time to mix media categories in a plan is when you're targeting different audiences with the same plan.
 - b. Typically, new media categories should be added to a plan when that plan reaches its saturation point.
 - c. A mixed plan works best when you have more than one communication goal.
 - d. A mixed media plan will always produce greater reach than plans with single media categories.
 - e. Plans with mixed media categories reach saturation levels faster than plans with single media categories.

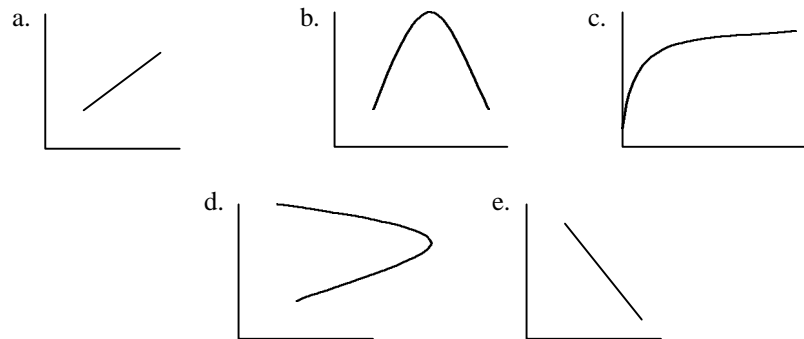
12. A media planner using naïve procedures that do not take into account the message -vehicle gap will conclude that all advertisements in a given publication have the same reach against a selected target audience.

- a. True
- b. False

13. Major television network events, such as the Super Bowl and final episodes of popular programs like Seinfeld, often command exceptionally high prices for 30-second announcements of approximately \$1.7 million.

- a. No matter what the price, major advertisers should purchase announcements in major television network events like those mentioned above.
- b. Not only is the absolute price high at \$1.7 million, but so too is the CPM-MSG which is several times that of the typical prime time television network announcement.
- c. Although the absolute price is high at \$1.7 million, CPM-MSG is actually lower than typical prime time television network announcements.
- d. Although the absolute price is high at \$1.7 million, CPM-MSG is approximately the same as typical prime time television network announcements.
- e. This statement is false.

14. Which of the following curves best represents media category saturation? Assume the vertical axis is message reach $n+$ and the horizontal axis is spending or GRPs.



15. For a new advertising campaign, which of the following monthly measures is most likely to come closest to advertisement recall as a percentage of the target audience?

- a. Vehicle reach 3+
- b. Vehicle GRPs
- c. Message GRPs
- d. Message gross impressions
- e. Message reach 3+

16. Cable television networks, such as MTV, CNN, A&E and Comedy Central, often present their ratings to potential advertisers as a percentage of their subscriber base.
- This statement is false.
 - This practice allows advertisers to compare directly the ratings of cable television networks such as those listed above.
 - This practice understates cable television network ratings in relation to broadcast television network ratings.
 - This practice inflates cable television network ratings in comparison to broadcast television network ratings.
 - This practice allows advertisers to compare directly cable television network ratings with those of broadcast television networks.
17. An advertiser has established a media plan with 52 insertions in each of eight weekly magazines. If s/he were to evaluate this plan over a monthly time frame, the reach would be lower than if the same schedule were evaluated over an entire year, pooling all 52 insertions.
- True
 - False
18. If you wanted to estimate audience spillover, what would you have to change in the original evaluation of your plan?
- the message vehicle ratio, the target audience size, and the list of vehicles
 - the plan cost, the message-vehicle ratio, and the target audience
 - the vehicle ratings, the target audience size, and the message-vehicle ratio
 - the ad cost, the vehicle ratings, and the target audience size
 - the list of vehicles, the vehicle ratings, and the target audience size
19. Which of the following is true about setting advertising budgets to achieve a desired reach n ?
- If the sophisticated approach is used, the necessary budget will be greater than if the naïve approach is used.
 - If the naïve approach is used, the necessary budget will be greater than if the sophisticated approach is used.
 - The only way to set an advertising budget using reach n goals is if the plan contains mixed media categories.
 - The relationship between advertising budgets and reach goals is linear and negative—that is, the greater the reach you hope to achieve, the less it will cost.
 - The naïve approach presents a more realistic way to set advertising budgets than the sophisticated approach.

20. Which of the following tools is generally not useful in obtaining web user demographics?
- a. IP addresses
 - b. Registrations
 - c. Subscriptions
 - d. Surveys
 - e. None of the above can provide demographic information
21. Which monthly figure will provide the most accurate estimate of the likely percent of the target audience who will recall key message content as a result of an advertising campaign?
- a. vehicle reach 3+, naive
 - b. vehicle reach 3+, sophisticated
 - c. message reach 3+, naive
 - d. message reach 3+, sophisticated
 - e. message vehicle ratio
22. Web/online advertising spending is growing at a much faster rate than major advertising media such as newspapers or network and cable television.
- a. True
 - b. False