



Media Planning: A Practical Guide

By Jim Surmanek



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The perfect media-planning primer for your classroom or reference library. This comprehensive resource provides students with a solid foundation in media.

This book presents media dynamics--definitions of various popular media terms and how these terms fit into media planning analysis. The latter part of the book deals with media plan development--how a media plan is constructed and what students should consider in that construction. Interspersed are related topics with which students should be familiar in order to plan effective advertising efforts.

The Glossary/Index is a handy reference defining the most common terms used in media planning, as well as referring the student to the specific page where that term is discussed.

- Thoroughly discusses the major media forms including Interactive and Out-of-Home.
- Covers the basic components of a media plan: objectives, research, creative and promotion strategy, sales data, and competitive activity.
- Addresses basic questions regarding audience geography, scheduling, copy, coupons, reach, and frequency.

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Editorial Review

Review

Media Planning: A Practical Guide is written and presented in an easy-to-use and easy-to-understand style. Media Planning provides a working knowledge of the contemporary media tools and the quantitative and qualitative analyses for which they are used. Featured topics include audiences, broadcast dayparts, reach and frequency, target rating points, media mix, demographics, and the Nielsen ratings, among many others. Concise explanations of complex concepts and terms help readers understand every aspect of media planning. In addition to featuring traditional techniques, Media Planning highlights up-to-date information about all the terminology of the new media and the "information superhighway", explaining how these technologies will affect today's media planner. -- *Midwest Book Review*

From the Back Cover

'Surmanek's book is an excellent media planning primer. It is both a good teaching tool and a good reference guide. It belongs on all advertising professionals' bookshelves.' -Martin Block, Ph.D.

About the Author

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From reader reviews:

Carol McElroy:

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Barbara Bell:

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