1. Upload this document to Google Docs.
2. Save document in Google Docs as your **First Name, Last Name Integrated Marketing Assignment**
3. Type First Name, Last Name Integrated Marketing Assignment at the top of document.
4. Type answers in document.
5. Save document in Google Docs.
6. Print document (*make sure document has your name on it*)
7. Whole Punch
8. File in Portfolio behind Week 5 “Weekly Assignment Sheet”

**First Name, Last Name Integrated Marketing Assignment**

1. Read **The Media** Section pg. 256

There are many places to advertise and publicize your business. These are referred to collectively as ***the media***, which includes broadcast and print categories as well as outdoor advertising and the Internet.

2. Define ***Media Strategy***

3. Define ***Media Schedule***

4. Critical factors to consider when purchasing media are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, as well as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5. Define ***Reach***

6. Define ***Frequency***

7. Define ***Opportunities to see (OTS)***

8. Define ***Gross ratings points (GRP)***

9. An important consideration in advertising is called what? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Define ***Gross ratings points (GRP)***

11. Who is the **Media Planner**?

12. What does a **Media Buyer** do?

13. Forms of **Broadcast Media** (list 3 facts about each of the following)

* Television
* Radio

14. **Print Media** (list three facts about each of the following)

* Newspapers
* Magazines
* Directories

**Outdoor Advertising (Out-of-Home Advertising)**

15. What are the most commonly recognized type of outdoor advertising?

16. What are other forms of outdoor advertising?

17. What does billboard advertisement have the advantage of?

18. Billboard ads can be quite spectacular because of what?

19. What is a mobile billboard?

20. List 5 local services and amusements billboards are most commonly used to advertise for.

21. According to what association has outdoor expenditure increased 4 percent?