

Using Advertising to Supplement the Campaign

There is a distinct difference between public relations and advertising. Simply put, advertising is a way to strategically place messages (usually at a cost) in specific locations. Public relations, in contrast, uses various channels to disseminate information to a target audience. Advertisements are usually placed for a fee in selected locations. Many of the strategies and tactics explained in this workbook do not require fees for placement. But some POTWs have had success with advertising, and they have funds to purchase advertising time or space.

The opportunities for advertising are seemingly endless. Some examples of places you might find advertising are on television (including local cable), radio, print, billboards, direct mail pieces, and even on small giveaway items such as pencils, buttons and magnets. There has also been an increase in new forms of novelty advertising (e.g., signs located in bathroom stalls). The rise in the number of places available for advertising offers you the chance to choose from a variety of costs and products. It is best to research as many advertising opportunities as possible to decide which one fits both your needs and your budget.

Evaluating the Method

Pros: Advertising can be an effective way to boost the visibility of your campaign. Advertising on a regular basis or with multiple products can also lend repetition to your campaign, which can enhance consumer awareness.

Cons: There are many different forms of advertising within a broad price range but for the most part, this method remains more expensive than some of the other tactics described in this workbook.

Advertising Opportunities

If you have the money to place advertisements, there are a number of options open to you for getting out your message. It is important to remember that the cost for advertising is not just a placement fee, but also the cost involved in creating the actual advertisement. Especially for the broadcast media, this cost can add up quickly.

There are organizations that specialize in media planning and will plan and purchase advertising for you. However, this is very costly and used primarily by large companies which have ongoing advertising campaigns and large budgets. It is best to contact each medium's representative — usually an account executive or sales representative — directly. An account executive will work with you to

determine the most effective and efficient advertising schedule. Advertising rates are often discounted when you purchase multiple ads, and don't be afraid to negotiate rates.

Following are some places that you may be able to advertise messages for your pesticide public education campaign:

Radio

This advertising is more economical than television advertising. Radio is an excellent medium that allows you to effectively reach a large and narrow target audience. There are several steps in developing radio advertisements:

- Define your target audience and choose a radio station that serves that market (this information is available directly through the individual stations).
- Determine the message to be communicated in the advertisement.
- Design and script the ad — The ad should catch listeners' attention, use vivid imagery and memorable sounds and should often mention the district/program and its benefits (some radio stations have the capabilities to assist you in developing the ad).
- Find people to act out the script for the ad either through recommendations from local radio stations or by looking in the phone book under talent agencies or radio advertising for creative services companies. Another place to look would be local chapters of communication professionals such as the International Association of Business Communicators.

Radio commercials are produced in 30- and 60- second spots. Once you have determined your target market and have selected your radio station(s), it is recommended that you purchase multiple spots as your budget allows to effectively communicate your campaign's message. Alternatively, you could purchase single 30- or 60- second spots. Prices can range from \$50-\$300 per spot, depending on the station's rates and the time in which you purchase the spot. Additionally, there may be opportunities to cooperatively advertise with local retailers to share costs.

Television

Typically, the most expensive form of advertising is on television, and many POTWs will find this medium beyond their budgets. The process of creating a television ad is much more complicated than radio and also more costly. The following steps must be taken in developing television advertisements:

- Hire a production company, which is generally expensive but provides high-quality work, or go to a local station for production which would be cheaper and usually much lower quality.
- Create a television commercial that uses audio and visuals to communicate your message. (This includes writing a script, hiring actors, designing a set, etc.)
- Determine your target audience and decide when the commercial will be aired according to television demographics (available from the TV stations).

- Purchase air time on specified television stations.

Television commercials are produced in 15-, 30- and 60- second spots. Once you have determined your target market and have selected your television station(s), it is recommended that you purchase multiple spots. You should budget between \$14,000 and \$18,000 for a one-week television campaign in a major metro market. Alternatively, you could purchase single 30- or 60- second spots. Prices can range from \$100 to \$3,000 per spot in smaller markets, depending on the station's rates and the time in which you purchase the spot. You also might try to work with retailers on co-operative advertising opportunities (see page 65).

Print

There are a number of places that are possibilities for print advertisements. Examples include newspaper and magazine ads, as well as written brochures and support material. Print is one of the most widely used forms of advertising because of the diversity and flexibility associated with it. There are also countless publications that are directly related to your program that will reach your target audience. Print ads can also be coordinated to run according to related events and activities in local areas. As with the other mediums, print takes an extensive amount of time to plan, design and create. The following are some of the steps in the process:

- Create an overall theme for the ad that will relay your message. (You can use the *H₂O* logo.)
- Design the ad. (This incorporates all aspects including font style, colors, copy, illustrations, layout, size of the ad, etc.)
- Research printing companies and costs. (This is only necessary for certain type of print advertising such as brochures.)
- Determine the target audience and locate publications that reach that market.
- Develop a time line for the frequency of the advertisement.
- Purchase ad space in the designated publications.

Newspaper advertising is sold by the column inch. We'll use a 4" x 5" size as an example. Rates vary significantly and are determined by a publication's circulation. In mid 1998, *USA Today*, for example, charged \$589.95 per column inch (\$11,799 for a 4" x 5" ad), the *Orange County Register* \$152 per column inch (\$3,040 for a 4" x 5" ad), and the *San Mateo County Times* \$31.50 per column inch (\$630 per for a 4" x 5" ad). Similar to television and radio, an account executive will work with you to determine the best placement for your ad.

Billboards

There is generally a high cost involved with billboard advertising because you are paying for the space, the creation of the actual billboard itself, and any installation charges that may be in addition to the cost for renting the space. Billboards are useful in communicating a message to a particular geographic region because you choose the exact location for the ad. Outdoor advertisements have limited amounts of space because the copy and visuals must be large enough to be seen/read from a distance. For this reason, the ads must be simple and direct in telling the message. The following decisions must be made when creating a billboard or other outdoor advertisement:

- Size of the advertisement
- Location of the advertisement
- Design and production of the ad, including copy, visuals, colors, etc. (this can be done professionally or by someone within your district)
- Purchasing the space

Another form of outdoor advertising is the basic sign. Signs are very important in portraying the image of the district and providing information to people while also communicating a message. Costs vary with size, style, color, copy, etc.

Billboards

(1998 Estimate from Gannett Outdoor for production and billboard placements throughout Sacramento County) This does not include costs for design and production of the ad.

<i>Target Audience:</i>	Adult Drivers 18+
<i>Geographical Emphasis:</i>	Major Freeways/Highways
<i>Time Period:</i>	Four-Eight Weeks
<i>Size:</i>	30-Sheet Poster Panels
<i>Billboards:</i>	20
<i>Daily Effective Circulation:</i>	621,690
<i>Campaign Reach:</i>	87%
<i>Approximate Outdoor Media Buy:</i>	\$26,088

Direct Mail

This method of advertising involves mailing information directly to households. The letter, flyer, or brochure you are sending works as an advertisement to inform homeowners about pesticide issues. The following steps may assist you in your direct mail efforts:

- Determine who will receive the direct mail piece. You can send it to your entire customer database, or you can concentrate it to specific neighborhoods. The biggest factor in determining this may be your budget, — the more people you send it out to, the more it is going to cost.

- Decide what you will send out to households. It could be a letter from your POTW accompanied by one or both of the brochures in this work book. You may decide to send out the fact sheets or flyers, or you may decide that you'd like to create a new piece specifically for this purpose.
- If you decide to develop a new piece, keep in mind that it is really another form of print advertising. The document should tell a homeowner why they should care about pesticide issues. The graphics should be visually appealing, and it shouldn't be too copy heavy.
- Be sure that the outer envelope or mailing panel of the direct mail piece compels the homeowner to open it and see what is inside. Also be sure to have your contact information on whatever you send out. This allows your customers to get in touch with you if they have questions or would like more information.
- Check for postal discounts for large quantities, first-class versus second-class postage, and for sorting into zip codes.

If you are certain you want to try direct mail, consult a direct mail company. These firms offer a wide variety of services. Some may be able to assist you with folding and mailing, while others can help you with the entire process from creating the document to purchasing a mailing list and handling the mailout.

Premiums

This is an industry term that describes products that contain messages or logos promoting a product, event or campaign. For your pesticide public education campaign, the *H₂O Home to Ocean* theme and logo could be used on different types of premiums that could be distributed at fairs, retail outlets, in classrooms, and during presentations. Premiums are available in a wide-range of prices and are only limited by your imagination (for example, pencils or key chains). When purchasing premiums, there are several things to keep in mind:

- Set a budget and write down the quantity of items you'd like before you start to look at what's available. You'd be surprised how tempted you'll be by some of the more expensive premiums. Remember that you have a large audience to reach, and this calls for smaller, less expensive items.
- The smaller the item is, the smaller the logo will be and it may end up being difficult to see.
- Purchase enough of the items to last you through the campaign. It is much more expensive to buy twice than to place just one large order.

- Shop around for a promotion company that you trust and one that listens to your needs. Find a salesperson who is willing to talk with you about one product versus another, or the discount available for larger quantities. You should ask as many questions as you need to feel comfortable about the quality of the product and the company.

Some sample items include:
(1998 prices)

Price of each at quantity of:

	1,000	5,000	10,000
Pens, in assorted colors, with logo/imprint:	.33	.31	.29
Pencils, assorted colors, with logo/imprint:	.24	.22	.19
White magnet with one-color imprint, 2" x 3 1/2":	.23	.17	.14
Round 2-1/2-inch button with one-color imprint:	.38	.34	.29

Alternative advertising methods

These advertising opportunities are different from “standard” forms of advertising. These may include bus signs, signage at home and garden expositions, kiosk signs, Internet postings, movie cinema slides before a movie and even signage in bathroom stalls. Prices for these types of advertising venues vary dramatically. When you are out around your community, look for places that you think would be good for advertisements. Be sure to keep in mind not only the price, but also the type of people who would be looking at the ads, how many people would walk by the location, how long the ads are displayed, and how many other advertisements are posted in the same area.

Below are a few samples.

Transit advertising

Transit advertising includes the exterior and interior of buses, light rail, bus stop benches and stations. The unit rate per four-week period ranges from \$200 to \$600. To receive maximum exposure, it is recommended that you purchase between 85-125 displays (estimated to reach 50 to 75 percent of the market’s population).

Restroom stall advertising

This unconventional advertising method certainly guarantees a captive audience! This method is also inexpensive, starting at about \$10 to \$20 per stall, and the standard-sized ad is 7" x 10".

Co-Operative and No-Cost Advertising Possibilities

Advertising can easily become very costly. There are a few ways that it may be possible to get advertising at significant savings, and sometimes for free. These opportunities don't happen frequently, and often you have to be proactive in looking for them. All involve partnering with other agencies or programs.

The best way to find these low or no-cost opportunities is to check with city or county offices. Often, these agencies have contracts with local billboard, sign, or bus signage companies that allow the government agencies a specific number of advertising opportunities throughout the year. This does not happen on a regular basis, and it should not be expected that all agencies have free advertising opportunities.

Make an initial list of city or county agencies that deal with issues related to pesticide use. These may be recycling divisions (source reduction), water agencies (focusing on quality), or environmental agencies. It may also be

helpful to make a list of non-government agencies that do similar work. Call the agencies on your list and ask to speak to a public information representative, customer service person, or any other individual in charge of these types of programs.

Tell your contact person what you are trying to do with your public education campaign. Be ready to mail or fax them some pesticide background information. Ask if they do any advertising that you may use to educate consumers on pesticides. You could offer your contact the chance to do other co-promotions in return.

Types of Advertising Vendors

There are a wide range of avenues to use for advertising. The best place to begin looking for advertising outlets is in your local yellow pages. Following is a guide to finding advertising vendors that specialize in various forms of advertising:

Advertising — Aerial

Includes sky banners, balloons, helicopters

Advertising Agencies & Counselors

Agencies can design your copy and artwork as well as take care of planning and buying your advertising. A counselor will generally make recommendations for your ad campaign.

Advertising — Direct Mail

Full-service direct mail services can usually print, fold, label, insert, mail and purchase lists for you. Some have design services in-house.

Advertising — Directory and Guide

This sort of advertising includes telephone yellow pages and guides to local and national advertising development and placement services.

Advertising — Internet

Advertising on the Internet is a very new resource and little quantitative research has been conducted. Service providers may be found under the following headings: Computer Multimedia, Computer On-Line Services, Internet or Video Production Services.

Advertising — Motion Picture

The slides that are shown prior to a movie are paid advertising.

Advertising — Newspaper*

You can find local newspapers in this section.

Advertising — Outdoor

Outdoor advertising can include billboards, signs, transportation, skylights, balloons and blimps.

Advertising — Periodicals*

Local magazines and trade journals are listed under this heading.

Advertising — Radio*

Local radio stations are listed under this heading.

Advertising — Specialties

Your message can be imprinted on almost anything. Premium or specialty advertising can help you determine the most creative means within your budget.

Advertising — Telephone

This form of advertising is played while one is on hold with the telephone.

Advertising — Television*

Local television stations are listed under this heading.

Advertising — Transit

This form of advertising includes ads on the backs, sides and insides of buses and light rail trains, as well as bus stop benches and shelters.

*Television, Radio and Print

It is best to contact the outlets directly and ask to speak with an account executive or representative. Let them know that you are working on a public education campaign, and ask if you can meet with them personally. This will help you to develop a relationship and negotiate the best rates.