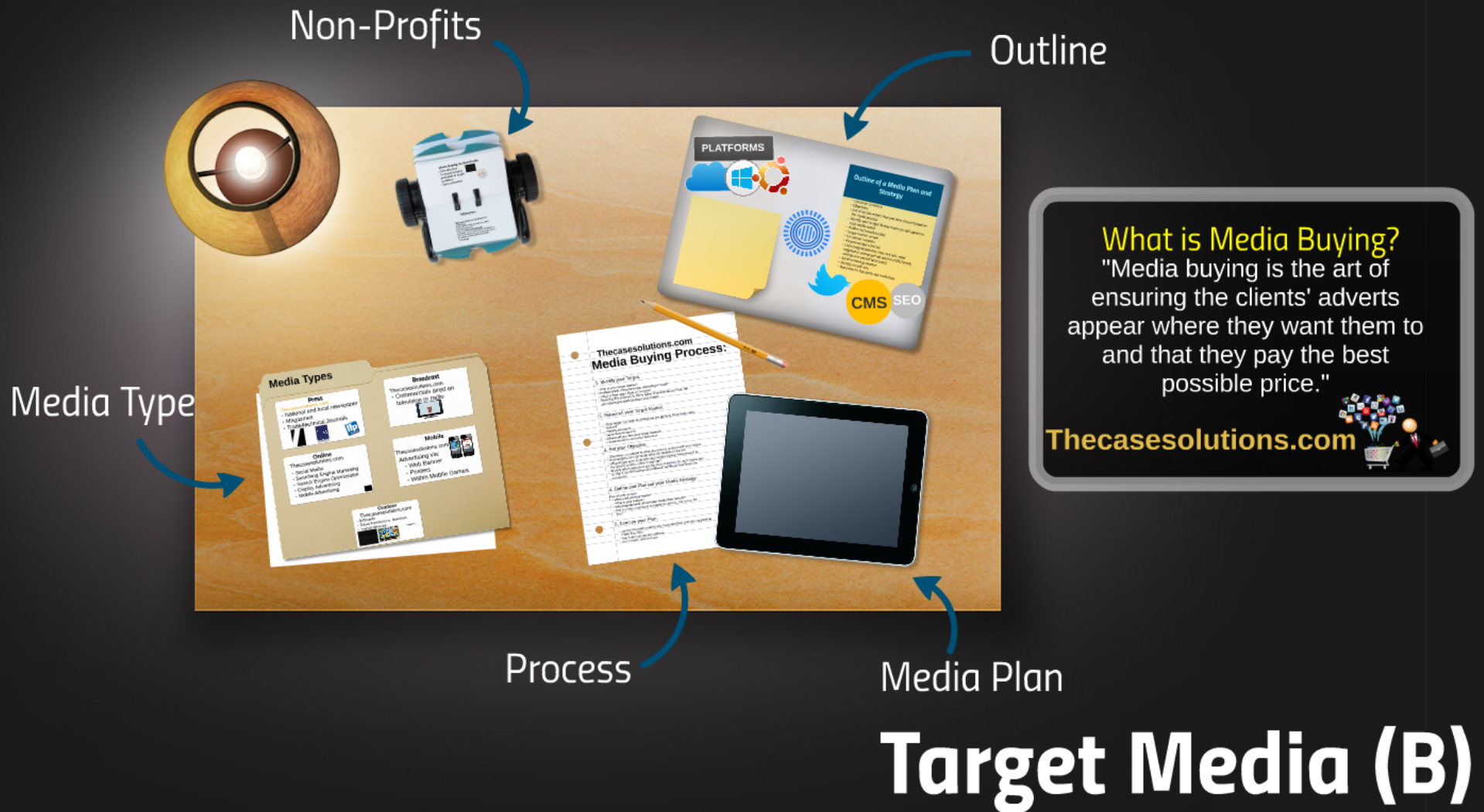
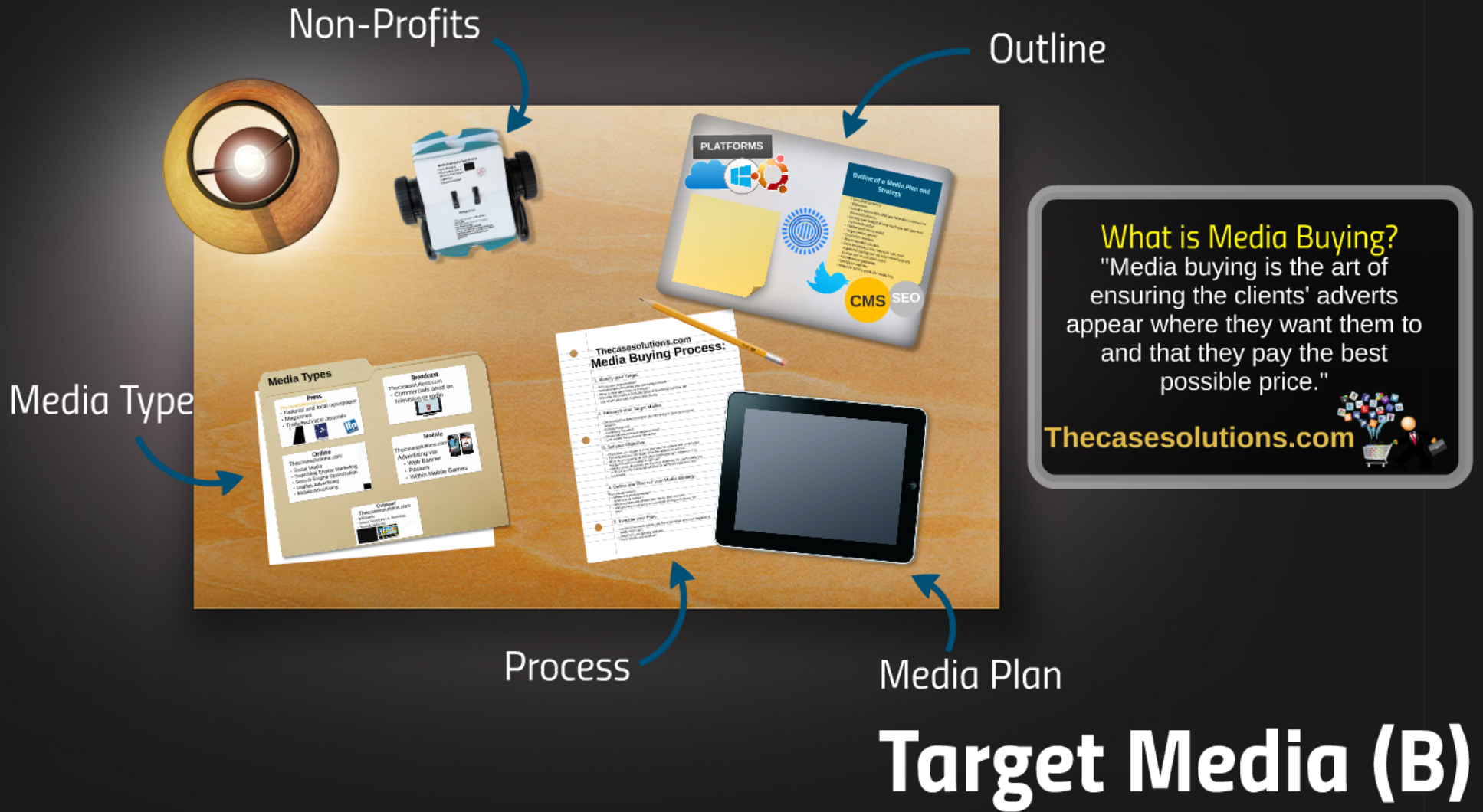


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What is Media Buying?

"Media buying is the art of ensuring the clients' adverts appear where they want them to and that they pay the best possible price."

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Press

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- National and local newspaper
- Magazines
- Trade/technical Journals



Broadcast

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- Commercials aired on television or radio



Online

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- Social Media
- Searching Engine Marketing
- Search Engine Optimization
- Display Advertising
- Mobile Advertising



Mobile

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Advertising via:

- Web Banner
- Posters
- Within Mobile Games



Outdoor

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- Billboards
- Street Furniture i.e. Benches
- Transit Vehicles



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Media Buying Process

1. Identify your Target.

- Who is your target market?
- Reflect which consumers you are trying to reach
- What is their age? Male or Female?
- Knowing the answers to these types of questions can help tell you where you want to place your media

2. Research your Target Market.

- Once target has been identified you are going to have to do some