

Chapter 14 Advertising

Section 14.2 Media Measurements and Rates

Reading Activity—Draw Conclusions

Directions Read the passage from the textbook. When you are finished reading you will draw some conclusions in order to answer the questions.

The cost of TV and radio ads depends on the size of the audience, the reach of the station, and the time of day an ad is broadcast. Prime time is the time period when the network TV or radio audience is the largest. TV audiences are usually largest between 7 P.M. and 11 P.M., when most viewers are at home. For radio, prime time on weekdays is during the morning or afternoon hours, also called drive time.

1. What is meant by “the reach of the station” and why does it have an impact on the cost of airing an ad on television or radio?

2. In general, when are advertising rates highest for television and radio? Explain your answer.

3. When referring to radio, why are certain times of the day called “drive times”? What hours might be included in morning drive time and in afternoon drive time?
