



How and When to Place an Ad Buy

To complement your media outreach efforts, your local organization may consider advertising. For your advertising buy (or ad buy) to be effective, it is important to consider your target audience and timing.

Before you decide to do an ad buy, you must decide what outlet is going to be the most effective way to reach your audience. Your budget may also help determine this decision, since broadcast outlets are more expensive than getting an ad in your local community newspaper.

It's a good idea to think about doing an ad buy at least 8-10 weeks in advance of any scheduled run date. However, the more lead time you have the better your options will be in getting placed.

Once you've decided which outlets are most appropriate, you will want to contact the publication or station's advertising department.

When you are negotiating with an individual publication or radio station, ask if there are other types of placements available. Is it possible to get mentions during the traffic report, for example?

Many outlets will give you a discount if you plan on purchasing a series of ads, and may be willing to broker a deal that includes additional airplay or mentions from on-air talent. Again, each outlet is different but you will only find out about added value options if you ask.

And if your organization is a non-profit, don't forget to ask if they have any special discounts available.