

Micro Market Media Buying vs. Traditional Media Buying Methods

Case Study Results



Methodology	Micro Market Media	Typical Industry Approach
	A3 media	Global Agency
Total Budget	\$800,000	\$950,000
Out of Home/OOH		
# of Bulletins and Posters	154	23
# of Board Months	552	92
# of Shelters	0	20
# of Months	0	80
Total Cost	\$330,715	\$226,300
Avg. Cost per Panel	\$599	\$2,282
Avg. Cost including Shelters	\$599	\$1,316
OOH Total Impressions	39,771,000	9,904,000
TV		
Total Points (M21-54)	4,797	5,019
Guaranteed Added Value Pts.	959	0
Total Points (M21-54)	5,756	5,019
Total Costs	\$290,055	\$406,790
Avg. Cost per Point (M21-54)	\$50.38	\$81.05
On Line Video/OLV		
Total Points	0	1,896
Total Costs	0	\$83,197
CPP		\$43.88
Radio/Online Audio		
Pd. Terrestrial Spots (:30)	8,800	0
On Line Audio Spots (:30)	8,562	0
Guaranteed Added Value(:30)	3,366	0
Total Spots	20,728	0
Total Costs	\$154,968	0
Avg. Spot Cost Terrestrial	\$12.73	0
Avg. Spot Cost (All)	\$7.47	0
Interstitial & Banner Ads		
Search	4740000	0
Cost	0	\$180,000
Total Buy	\$775,738	\$896,287
Remaining Budget	\$24,262	\$53,718