

## Advertising Guide (Print & Digital)

Another way to effectively get the word out regarding your health equity program is to use advertisements, both in digital and print formats. We have included digital ad templates and radio scripts within this toolkit as a starting point for your customization and use.

### **Benefits of advertising and when to do it**

- Supplements and boosts organic efforts to drive action and generate additional awareness.
- If you're unfamiliar with this practice, leverage media planners and buyers to pull together the appropriate plan for your advertising goals.

### **Print Ad Buy Considerations**

- Determine which print medium would have the best reach for your message: Newspaper, Magazine, Trade Publications
- Consider circulation and impressions: How many people is the publication distributed to and how many view the publication.
  - This allows you to calculate your CPM (cost per thousand) and how you can demonstrate ROI
  - Local vs. community vs. regional vs. national publication - what makes the most sense
    - In the case of Close the Gap, local and community publications are preferable.
- Review editorial calendars: publications should have editorial calendars published to show what topics will be covered so you can align your message with the appropriate content, maximizing effectiveness and relevance.
- Determine appropriate ad classifications up front (is space sold by column inch, predetermined ad sizes, etc).
  - Remnant ad buys: always ask if there is discounted space for ad space that has not sold.
- Negotiate rates off of the rate card, often times (especially for newspaper advertising) this is a possibility.
- Once ad space is purchased, ensure you know proper specs and request proof samples from publication when the ad has run.

### **Digital Ad Buy Considerations**

- Determine Your Organizational Goals/Metrics: Determine what your objectives are for digital advertising, align your organizational goals to your strategy, how they will be measured, and what ROI looks like for your business.
- Determine Personas/Target Market: Think of age, gender, locations, demographics, etc.)
- Consider Buyer Journey Details: Awareness, Consideration, Decision - different content, landing pages, and ad messaging will be used depending on who is being targeted and where they are in the buyer journey)
- Determine Campaign Goals: How much do you want to spend? Where are you sending them (landing pages)? How will you be tracking ROI (Analytics, Trackable links, etc.)?

- Determine SEO Strategy: As traffic increases, so will SEO - optimizing websites and landing pages with a keyword strategy will increase organic/free traffic alongside paid efforts)
- Determine Channel(s) for Advertising: Display/Banner Ads (Which AD network will you use for AD space?), SEM (Google Keywords), Paid Social (LinkedIn, Facebook, etc.)
- Display/Banner Ads
  - Determine which AD Networks that you will use for AD space, (E.g. [Google Ads](#), [BuySellAds](#), [Media.net](#), etc.)
  - Determine which \*banner ad sizes you will utilize.
- Determine AD Types and Messaging: What type of ads will you use (Video, Still banners, Flash banners, etc.)? What will the ads say? What are the (compelling) CTAs? A/B testing ads/landing pages, etc.)
- Follow the method of Implement, Monitor, Measure, Adjust: Implement campaigns - once all details are determined it's go-time. Continuously monitor activity and measure results (CTR, CPA, CPL, CPC, CPM). Adjust campaigns/ads accordingly.)
- Determine What Happens Next: What is the plan for the leads? Will you be re-targeting (visitors who come and leave without taking action)?

#### Top-performing ad sizes:

- 300 x 250 – Medium Rectangle
- 336 x 280 – Large Rectangle
- 728 x 90 – Leaderboard
- 250 x 250 – Square
- 300 x 600 – Half Page
- 320 x 100 – Large Mobile Banner

#### Broadcast Ad Buy Considerations

- Radio stations provide direct access to key markets—specific to your target audiences. The station from which you are purchasing media should be able to provide a media kit with access to their key demographics, audience insights, and programming schedules. Make sure you are considering the radio station format (type of programming, style of announcers) as that format will determine the audience the station appeals to, along with stations that might be specific to your demographic (Spanish-speaking, hip-hop, news radio, etc.). Some common descriptors are:
  - Top 40
  - All Talk
  - Progressive rock
  - Oldies
  - Classical
  - Adult Contemporary
  - Hip Hop
  - Easy Listening
- Length of spot (:15, :30, :60)
- Frequency of the ad broadcast (how many times will it run) and dayparts in which your ad will run

- Dayparts are usually broken up as follows:
  - AM Drive Time: 6AM -10AM (most listeners, and receptive listeners)
  - Midday: 10AM - 3PM (loyal listeners that you can easily build awareness with)
  - PM Drive Time: 3PM - 7PM
  - Evening: 7PM - 12AM
  - Late Night: 12AM - 6AM
- Morning and evening drive times are most expensive, but this may not be the ideal time for your audiences
- Production on radio spots:
  - Consider VO talent and need for background music, sound effects, etc.