

When Advertising You Should Always Consider The Cost

There are many types of advertisements and each type of advertisement costs differently. Given below are the costing factors of various ads and their details.

TV commercials are the most expensive advertisements. The exact cost of the ad is decided by keeping in mind various factors like:

1. Director: Good ad directors ask for a lot of money. As these directors are very important for making a good ad companies usually pay as per their demands.
2. AD creators: These are professional people who decide the concept of the ad the theme of the ad as well as the story line and dialogues of the ad. All these are very important ingredients that are required to make a good looking and attention seeking ad.
3. Celebrities: Casting celebrities in your ad increases the popularity of your product as well as helps you increase the brand value of your company.
4. Timing: Ads that are broadcasted during prime time TV hours or during live events cost more.

All these factors together make the TV advertising the costliest mode of advertising.

News paper advertising is cheaper as compared to TV advertising. The factors that contribute to the cost of a news paper ad are:

1. Ad size: The space for news paper ads is sold on per sq cm basis. The bigger the ad the more is the cost.
2. Color or black and white: Color ads cost more than black and white ads. Color ads are also more attractive and attention seeking than black and white ads.
3. Designs and graphics: If the news paper ad is color ad and also has a design or a graphical representation or a photo in its content then it costs even more than a normal color ad.
4. Subscriber base: Depending on the popularity of the news paper its daily sales and its reader base, the cost of per sq cm can vary. Popular news papers charge more than other news papers.

Other contributing and significant factors to the news paper ads are the ad makers, the writers, the designers, etc.

The charges for a magazine ad are also decided on the same factors as that of the news paper ads, but the rate of the magazine ads is slightly higher than the news paper ads.

The ads that get published on a hoarding or a life size poster also not very cheap, but comparatively do cost less than TV ads. If placed at a prominent place, they are very good revenue generators. The contribution factors, the man power as well as the raw material required for making these ads is at minimum. The factors that contribute to the cost of a hoarding ad are the place where the hoarding is, the size of the ad and the cost of making that poster.

Neon sign ads are another type of hoarding ads and the cost of these neon sign ads is calculated in the same way as that of hoarding ad. However, neon sign ads are more expensive than hoarding ads. They also draw a lot of electricity.

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