

Objectives Type Questions –

1. Newspapers, magazines, packaging, out-of-home media, and directories are known as _____ media.
 - a. broadcast
 - b. narrowcast
 - c. **print**
 - d. directional
 - e. interactive

2. The way various types of media are strategically combined in an advertising plan is known as a _____.
 - a. **media mix**
 - b. message mix
 - c. media vehicle
 - d. medium
 - e. gross impression

3. Newspaper is the _____, and the *Wall Street Journal* is the _____.
 - a. **vehicle; medium**
 - b. **medium; vehicle**
 - c. medium; execution
 - d. execution; medium
 - e. reach; impression

4. A _____ identifies the best media to use to deliver an advertising message to a targeted audience and is a subsection within an advertising plan.
 - a. media mix
 - b. media vehicle
 - c. **gross impression plan**
 - d. **media plan**
 - e. message plan

5. _____ is the way advertisers identify and select media options based on research into the audience profiles of various media, and it also includes scheduling and budgeting.
 - a. **Media planning**
 - b. Media buying
 - c. Media strategy
 - d. Media mixing
 - e. Media verification

6. _____ is the task of identifying specific vehicles, such as TV programs or web sites, negotiating the costs to advertise in them, and handling the details of billing and payment.
 - a. **Media planning**
 - b. **Media buying**
 - c. Media strategy
 - d. Media mixing
 - e. Media verification

7. The percentage of the media audience exposed at least once to the advertiser's message during a specific time frame is known as _____.
 - a. an impression
 - b. circulation
 - c. exposure
 - d. **reach**
 - e. frequency

8. The number of times a person is exposed to an advertisement is known as _____.
 - a. gross impressions
 - b. circulation
 - c. exposure
 - d. reach
 - e. **frequency**

9. One person's opportunity to be exposed one time to an ad in a broadcast program, newspaper, magazine, or outdoor location is known as _____.
 - a. **an impression**
 - b. circulation
 - c. exposure
 - d. reach
 - e. frequency

10. For print media, _____ refers to copies sold, and _____ estimate(s) the actual readership.
 - a. circulation; frequency
 - b. **circulation; impressions**
 - c. frequency; circulation
 - d. impressions; circulation
 - e. exposure; gross impressions

11. Which of the following statements is true regarding print media?
 - a. Circulation measures the actual readership.
 - b. **Impressions estimate the actual readership.**
 - c. Impressions refer to copies sold.
 - d. Reach is more important than frequency.
 - e. Frequency is more important than reach.

12. For television, ratings represent _____.
 a. percentage of exposure
 b. total impressions
 c. households using television
 d. frequency
 e. cost efficiency
13. Media salespeople compile profile information about the people who watch, listen, or read the medium, along with the numbers describing audience size and geographical coverage in packets of information known as _____.
 a. rate cards
 b. take-aways
 c. give-aways
 d. media kits
 e. sales kits
14. _____ are people or companies that sell space (in print) and time (in broadcast) for a variety of media.
 a. Media salespeople
 b. Media reps
 c. Media buyers
 d. Media brokers
 e. Media distributors
15. Who makes the strategic decisions outlined in the media plan?
 a. media buyers
 b. media specialists
 c. media planners
 d. media reps
 e. media consultants
16. Who implements the media plan?
 a. media buyers
 b. media specialists
 c. media planners
 d. media reps
 e. media consultants
17. Who compiles audience measurement data, as well as media costs and availability data for the various media options being considered by the planners?
 a. media buyers
 b. media planners
 c. media reps
 d. media researchers
 e. media detailers
18. _____ are independent companies that specialize in doing media research, planning, and buying.
 a. Media planners
 b. Account planners
 c. Media reps
 d. Media-buying services
 e. Media specialists
19. One characteristic of newspapers is that they can target specific consumer groups through special interest newspapers, special interest sections (i.e., business, sports, lifestyle), and advertising inserts delivered only to particular zip codes or zones. This characteristic is known as _____.
 a. market segmentation
 b. market zoning
 c. market selectivity
 d. market focus
20. Which of the following is NOT a factor by which newspapers can be classified?
 a. selectivity
 b. frequency of publication
 c. format and size
 d. circulation
 e. All of the above are factors by which newspapers can be classified.
21. Frequency of publication, format and size, and circulation are _____.
 a. advantages of newspapers as an advertising medium
 b. weaknesses of newspapers as an advertising medium
 c. factors by which any medium can be classified
 d. factors by which newspapers can be classified
 e. factors by which magazines can be classified
22. Which of the following statements is false regarding newspapers?
 a. Readers spend twice as much time with the Sunday edition as with the daily edition.
 b. Weekly papers appear in towns, suburbs, and smaller cities where the volume of hard news and advertising is insufficient to support a daily newspaper.
 c. National advertisers often shun weeklies but are heavy users of daily papers.
 d. Weekly papers report local news in depth but tend to ignore national news, sports, and similar subjects.
 e. National advertisers use local papers indirectly through advertising placed by local retailers, dealers, and franchisers.

23. Newspapers typically are available in which of the following two sizes?
- broadsheet and tabloid
 - standard and custom
 - daily and weekly
 - display and classified
 - single and double
24. Which size of newspaper consists of five or six columns, each of which is about 2 inches wide and has a length of approximately 14 inches?
- broadsheet
 - standard
 - tabloid
 - daily
 - weekly
25. The standard size of newspaper, which is usually 8 columns wide and 300 lines deep, or 22 inches deep by 14 inches wide, is known as _____.
- broadsheet
 - standard
 - tabloid
 - daily
 - weekly
26. Which size of newspaper is used by more than 90 percent of all newspapers and is considered the standard size?
- broadsheet
 - standard
 - tabloid
 - daily
 - weekly
27. _____ refers to the number of copies a newspaper sells and is the primary way newspapers' reach is measured and compared with the reach of other media.
- Run-of-paper (ROP)
 - Circulation
 - Impression
 - Gross impression
 - Exposure
28. The pricing for newspaper advertising is sold based on the size of the space used, and the charges are published on _____, which is a list of the charges for advertising space and the discounts given to local advertisers and to advertisers who make volume buys.
- rate cards
 - take-aways
 - give-aways
 - media kits
 - sales kits
29. Which of the following is NOT a type of advertising found within the local newspaper?
- classified
 - display
 - gatefold
 - supplements
 - All of the above are types of newspaper advertising.
30. What form of newspaper advertising is by individuals to sell their personal goods and advertising by local business?
- classified
 - display
 - supplements
 - gatefolds
 - co-op
31. What form of newspaper advertising is the dominant form, and can be any size and be placed anywhere in the newspaper except the editorial page?
- classified
 - display
 - supplements
 - gatefolds
 - co-op
32. Advertisers who don't care where their ads run in the newspaper pay which rate?
- co-op rate
 - preferred-position rate
 - run-of-paper (ROP) rate
 - non-preferred rate
 - standard rate
33. An arrangement between a national advertiser and a local retailer whereby the retailer buys the ad and then the manufacturer pays for half or a portion is known as _____.
- joint advertising
 - co-op advertising
 - run-of-paper advertising (ROP)
 - selective advertising
 - subsidized advertising

34. What type of newspaper advertising can carry both national and local advertising and is usually full-color advertising inserts that appear throughout the week and especially in the Sunday edition of the newspaper?
- classified
 - display
 - supplements
 - gatefolds
 - co-op
35. Which company is an independent auditing group that represents advertisers, agencies, and publishers and verifies statements about newspaper circulation statistics?
- A. C. Nielsen
 - Simmons-Scarborough
 - MediaMark, Inc
 - Auditing Bureau of Circulations (ABC)
 - International Circulation Service (ICS)
36. Which company provides a syndicated study that annually measures readership profiles for newspapers in approximately 70 of the nation's largest cities, readership of a single issue, and the estimated unduplicated readers for a series of issues?
- A. C. Nielsen
 - Simmons-Scarborough
 - MediaMark, Inc
 - Auditing Bureau of Circulations (ABC)
 - International Circulation Service (ICS)
37. Which of the following is considered an advantage of advertising in newspapers?
- range of market coverage
 - comparison shopping
 - flexibility
 - interaction with national and local
 - all of the above
38. Which of the following is NOT considered an advantage of advertising in newspapers?
- range of market coverage
 - flexibility
 - low clutter
 - positive consumer attitudes
 - interaction of national and local
39. Which of the following is NOT considered a disadvantage of advertising in newspapers?
- negative consumer attitudes
 - short life span
 - clutter
 - limited coverage of certain groups
 - poor reproduction
40. Which of the following is NOT a main type of audience that magazines target?
- consumer
 - business
 - farm
 - trade
 - All of the above are types of audience that magazines target.
41. Which classification of business magazines presents stories and information about an entire industry?
- trade papers
 - industrial magazines
 - professional magazines
 - vertical publications
 - horizontal publications
42. Which of the following is a way to classify magazines?
- audience focus
 - demographics
 - geography
 - editorial content
 - all of the above
43. Which of the following is NOT considered a nontraditional delivery method for magazines?
- hanging bagged copies on doorknobs
 - inserting magazines in newspapers
 - split run editions
 - delivering through professionals, such as doctors' and dentists' offices
 - electronic delivery

44. Nontraditional delivery of magazines is referred to as _____, meaning the magazine is distributed free to specific audiences.
- a. **controlled circulation** c. nontraditional circulation e. selective circulation
b. nonmeasured circulation d. discounted circulation
45. What two factors must advertisers consider when deciding in which magazines to place ads?
- a. size and format d. **format and technology**
b. frequency of publication and size e. size and technology
c. frequency of publication and format
46. Normally, the largest unit of ad space that magazines sell is the _____.
- a. full-page ad c. gutterless spread e. nonbleed page
b. **double-page spread** d. bleed page
47. The white space running between the inside edges of the pages of a magazine is known as the _____.
- a. **gutter** c. cover e. spread
b. inside edge d. gatefold
48. A magazine page without outside margins, in which the color extends to the edge of the page is called a _____ page.
- a. marginless c. double-spread e. **bleed**
b. gatefold d. full
49. A single or double page in a magazine can be broken into a variety of units called _____.
- a. gatefolds c. segments e. cut-outs
b. **fractional page space** d. standard advertising units
50. _____ combines information on subscribers kept in a database with a computer program to produce magazines that include special sections for subscribers based on their demographic profiles.
- a. Fractional page space c. **Selective binding** e. Custom publishing
b. Satellite transmission d. Desktop publishing