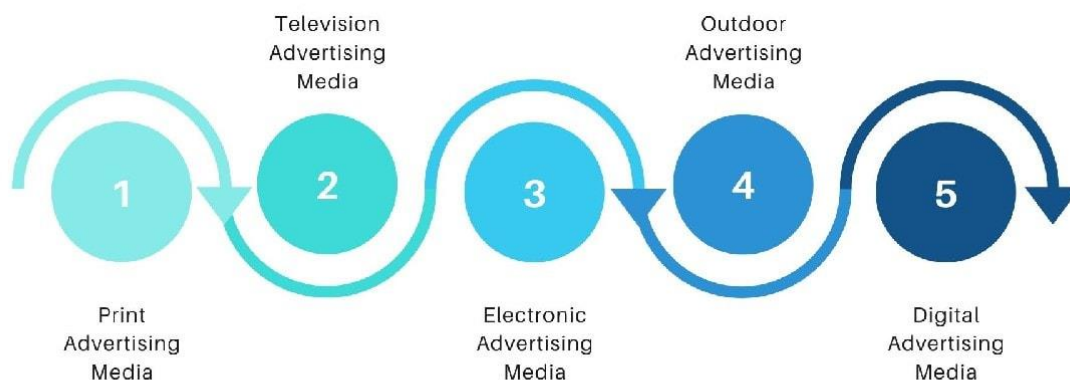


## MBA- I semester, Paper- Marketing Management, MB 105, TOPIC- Types of Advertising Media

Advertising Media plays a significant role in binding the direct communication relationship between the seller and the buyer.

### ADVERTISING MEDIA AND THE TYPES



#### 1. Print Media

Newspapers, magazines, periodicals, pamphlets, etc. that we read in our daily life are called as **print media**. We often come across various advertisements while reading a newspaper, for example, sales advertisements or rent advertisements. The people get attracted by such publications and land up buying the product or service. Print media is the best for only the people who can read.

#### 2. Television Media

**Television media** is the best and most popular way of advertising the product and service to reach a mass group of people. The people who cannot read or write are also exposed to television. For once someone may not buy a newspaper, but without any fail, they are going to watch TV. If the right story is chosen for advertising, the product or service will end up attracting every class or age group of people.

#### ) Electronic Media

The bulletins, emails, etc. are known as **electronic media**. It is the most professional and historical way of advertising something. Electronic Media is limited to people as it reaches only to a selected class of people.

The most basic level of electronic advertising medium includes video recordings, multimedia presentations, audio recordings, CD-ROM, multi-media presentations, online content, etc.

Digital Media is the most recent addition in electronic media, and it is the most powerful one in today's time, that is why we will discuss it separately.

#### 4) Events and Experiences/ Outdoor Media

One another great way of attracting the attention of the public is through conducting various activities and experiences. Many times, it can be seen that multiple companies and their products sponsor the events are either given away as free samples or showcased as an experience. It is the best way to build the trust of the product in the minds of the customers. For example, events like Bacardi party sessions are sponsored by themselves, and the party contains the beverages from Bacardi.

#### 5) Radio Media

This is yet another popular and fantastic advertising option that people can try. The advertisements for the companies would easily be broadcasted from the different stations related to the Radio stations. FM radio channels are quite prominent these days. So, it is going to work for the companies without any hassle.

#### 6) Digital Media

In today's time, **Digital Media or Mobile Media** is the most popular type of advertising media. It helps brands optimize their reach on the web. By using digital channels of advertisements, you can reach to the smartphones, laptops, and tablets of your target audiences.

Digital Advertising Media helps businesses in meeting their audiences on different social media networks, search engines, and various applications with personalized ad campaigns based upon their inclinations and behavioural preferences. By using digital ads, you can know about the searches of your audiences on the web, their likes, dislikes and other details, that will help you in gauging if that user is the right audience for you or not. You can also check the performance of digital advertising through different analytics tools.

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