

Media Market Focal Points

Why focus on the Media Market?

In the U.S., there are over 13,000 radio stations. Many stations are owned by large companies although their target market is the local community or region. The Telecommunications Act of 1996 relaxed radio station ownership restrictions, resulting in a large-scale consolidation of radio stations. Instead of owning only one radio station per market, companies can now purchase up to eight radio stations in a single large market. In some areas, five FM and three AM radio stations are owned by the same company and share the same offices. However, thirty-six percent of all establishments employ fewer than 5 people. Even the smallest cities have one or two radio stations. According to Arbitron, people listen to an average of 6 different radio stations each week, meaning both large conglomerates owning several radio stations and smaller radio stations need cost-effective ideas to capture and sustain more listeners. In addition to radio stations, there are 1,700 television stations within the media market. In the television broadcasting sector, owners are permitted to own two stations in larger markets and are restricted in the total number of stations owned nationwide. Today, the typical home has multiple television sets and well over 100 channels from which to choose. While the current perception is that TV is losing its effectiveness, research indicates the opposite. According to Media Marketing Assessment (MMA), a unit of Aegis Group's Synovate, there has not been a significant trend in the erosion of TV effectiveness, indicating the continued strength of this market as a promotional product target.

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Promotional Ideas for the Media Market

- **Community Events**—Set up a booth at a local fair or community event. Distribute pens promoting your station with a creative, memorable slogan to broaden your audience.
- **Remote Broadcasts**—Team up with a local company and broadcast live at their location while co-promoting your station with an imprinted pen or marker.
- **Charitable Functions**—Participate in a local fund-raising effort that matches your listeners' interests. Get behind the cause and promote your station through giveaways and prizes with an impactful imprinted message.
- **On-Air Contests**—Include a pen or marker in a prize package when a listener visits the station to pick up concert tickets or other prizes.
- **Promote On-Air Personalities**—Radio listeners often tune in for specific personalities. Provide these personalities with a pen as a "calling card" for personal appearances.
- **Gain Followers**—Promote links to your Facebook and Twitter blogs to increase your following online.
- **Sales Rewards**—Provide recognition to top advertising sales performers with a fine writing pen engraved with the employee's name or specific achievement.