

CIB-Ad Media Costs

Summary

Students will identify advertising media (magazines, newspapers, television, direct mail, radio, internet, and billboards) and examine their costs.

Main Core Tie

Exploring Business and Marketing

[Strand 4](#)

Materials

Advertising and Target Market Scavenger Hunt Worksheet
Advertising Chart

Instructional Procedures

Have the students find examples of advertisements from at least 6 of the different advertising media.

Conduct a scavenger hunt to find different types of advertisements tailored to specific target markets.

Have the students examine the [Small Business Website](#) in order to discover costs of different methods of advertising.

Have the students complete the chart showing the different costs of each type of advertising, and decide which method of advertising is most effective for a variety of Target Markets.

Lead a discussion as to why the students chose the different methods of advertising for their respective target markets.

Authors

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