

Summary

Selection of right media is important for achieving the objectives of advertising. Selection of right type of advertising media depends on the factors like the nature of production, market requirement, advertising objectives, distribution strategy, budget, competitors' choice, media availability etc.

There are a number of advertising media choices available in India like Radio, FM Radio broadcasting, Internet, Television, Press, Magazine and Journals, Mural advertising act. But not any single media can satisfies all the objectives of the company. In this session we learnt about the Determinants of Advertising Media, detailed knowledge on various types of media which included Radio Advertising : Advantages and disadvantages, demerits or limitations of Radio Advertising, FM Radio broadcasting, Internet Advertising : Types, advantages and disadvantages of Internet Advertising and Television Advertising : Merits and demerits of Television Advertising. Apart from these there are other forms too which we will be discussing in the next session. Thank you for listening to me and I hope it would have helped you in understanding Advertising better.