

## Advertising on Television

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Advertisements of products, organizations, and services are generally aired on television. This is done by buying slots on the airtime from a particular television channel. Price depends on the popularity of the channel, time the commercial is being aired, number of viewers and length of the commercial. Placing a commercial on local channels is more affordable than on national channel where the cost is almost double.

When thinking of placing a commercial on television it is advised that you first understand what audience needs to be reached. Different audiences have different taste, which can be determined by their choice of television show like celebrity talk, cartoons, sports, reality, news, movies, soaps, prime time etc. Prime time is usually from 6 to 7 pm and is the most expensive slot. Following it is the news time at noon or 10-11 pm slots, which are proven to be the most effective time slots for the success of a commercial. More affordable is the 12-4 pm soap time. Always check out with the sales representative for the prices. When advertising on national level, check out an ad agency that usually works on commission basis. It's highly recommended to negotiate during a re-run of the advertisement and stay away from paying the complete amount.

Compare the prices of different networks and different programs before you place an ad. Another money saving trick is to buy a thirty seconds slot and air commercials of ten to fifteen seconds of length one after the other. This increases the possibility of target viewers seeing the commercial without the cost of re-runs. But this is risky as the pressure of conveying critical information in a short period of time increases. So the commercials should not be so short that the actual message couldn't be delivered correctly to the audience. Usually a reminder commercial can be of a shorter duration.

Look out for the people who would like to buy a slot that has already been purchased. This can be very tricky as it will be more like a bid for which they will be ready to pay a larger amount sometimes even double because they badly need a slot. This usually happens during the holiday season, which comes in the last quarter of the year around New Years Eve, Thanksgiving holidays and Christmas holidays. Best time of the year to buy slots for commercial is the first and second quarter of the year. Price is usually negotiable during the first quarter as the sales representatives give discounts to advertisers who have spend a lot of money advertising during the holiday season and are trying to recover from it.

If planning to pay for advertising commercials for the whole year check out the discounts that are being offered for advertising round the year. Usually a five percent discount is offered when signing for a six-month time period and ten percent when signing for a twelve-month time period. But do keep in mind to check out exactly when the commercials are being aired because these discounts are usually offered to distract people from this point and the commercials are aired during odd hours and also not during the holiday season.

The very first commercial to go on air was of Bulova Watch Company on WNBC, United States of America on July 1, 1941. And ever since then there have been no stopping and now commercials

sell anything that one can ever imagine.