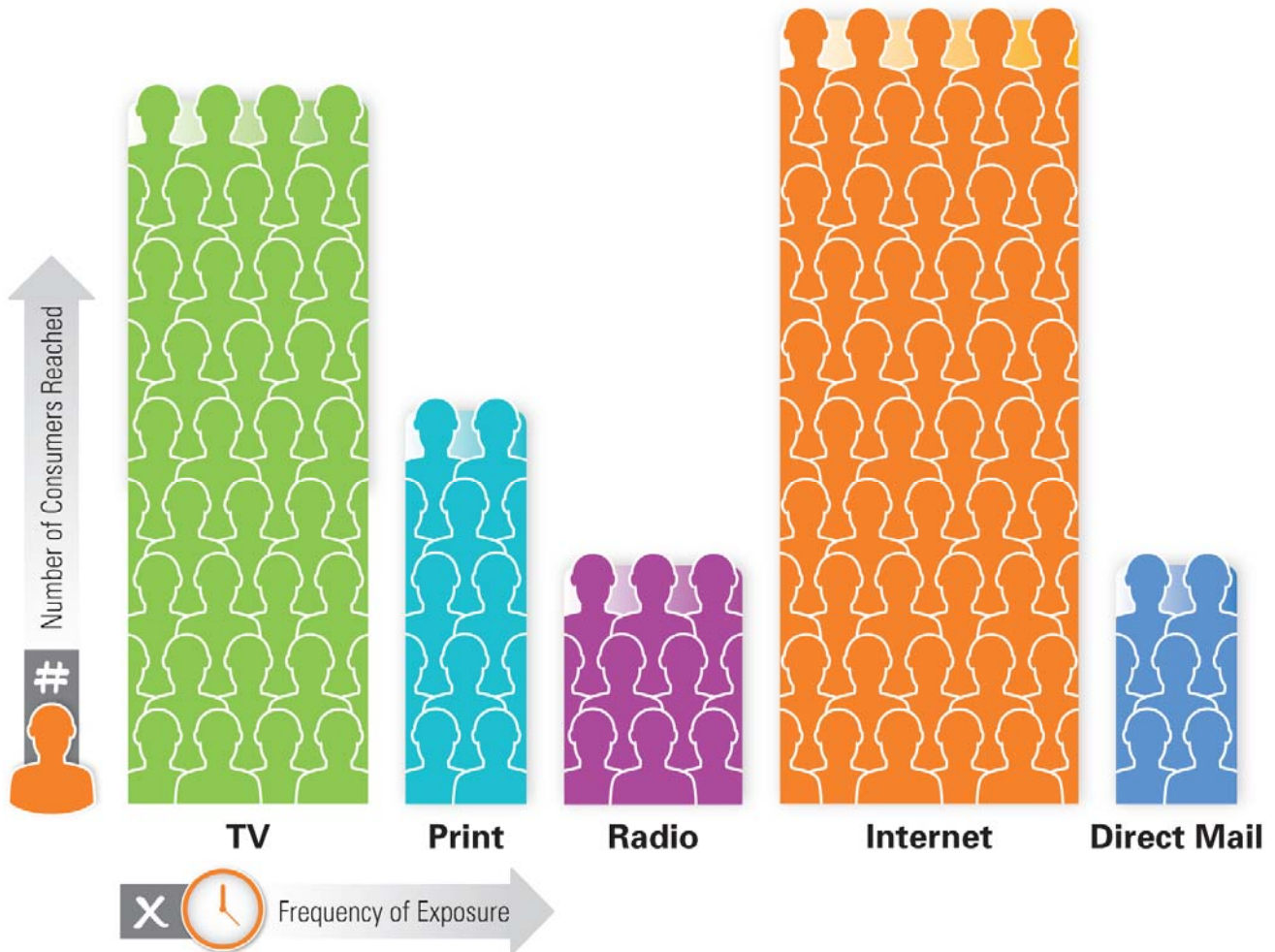




## Media Plan



Developing a creative and influential ad is only the foundation of advertising. In order for the ad to be effective, it must be deployed using an effective media plan. This is what brings ads to life. The media plan consists of five components .....  
There are several different types of media including television, newspapers, magazines, the Internet, and others. The effectiveness of each media type is dependent upon .....

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