



## Advertising Components

### ADVERTISING—SECTION OUTLINE

- 1 Message
  - 1.1 Content
- 2 Copy
  - 2.1 Look
- 3 Reach
  - 3.1 Placement of ads—where
  - 3.2 Placement—how often
- 4 Frequency
- 5 Response
  - 5.1 Measuring results

The choice, timing, and delivery of ads can maximize the effectiveness of the marketing dollar. That's how to optimize the mix.

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