ADVERTISING METRICS

DESCRIPTION:

Advertising isn't only about creating glossy brochures and 30 second TV spots.
This module covers key terminology and metrics used in advertising: Impressions,
Gross Rating Points, CPM, Reach, Frequency, and Share of Voice.

Tutorial: 13 slides
Problem Sets: 4 problem sets; 25 questions
Average Time: 127 minutes
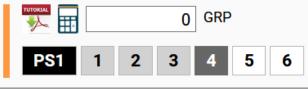
Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)
Module: Advertising Metrics / Problem Set ID: 1030

Problem Sets 0 — 4   Total Questions 0 — 25

Spring Time, a maker of air fresheners, bought advertising space on a billboard near a busy sidewalk. On the first day the ad was up, **9,500** people, some in cars and some on foot, passed the billboard. On average they passed it **2.4** times. Over the month the billboard will be devoted to Spring Time, it is expected to deliver a total of **470,000** impressions at a cost of **$9,000**. During the same month, Spring Time is also investing in **30** daily TV spots on home improvement cable shows at a total cost of **$19,000** that are expected to deliver **210,000** impressions.

If the total population served by the TV media is 50,000, how many total Gross Rating Points are the TV spots expected to deliver?

[0] GRP

PS1 | 1 | 2 | 3 | 4 | 5 | 6

SUBMIT ANSWER   EXIT