

Making Media Buys

For each media market, you can make one advertising buy. Each buy includes a media type, message tone, and number of advertising cycles. The Campaign Simulator allows you to test out the results of different buys so you can best meet your client's goals.

Steps

1. Select a Media Market

Once you make your selection, messaging options and market demographics will appear. You can only save one buy per media market.

2. Select a Media Type

Media type includes the costs associated with that market

3. Select a Message Tone

Make sure your message tone aligns with your client's goals

4. Select Ad Cycles

This is the number of cycles your advertisement runs. The more cycles, the more your ad gets out into the public, and the more it costs!

5. Compare your Buy

The Campaign Simulator will project the effects of your media buy. Compare your buy to other options to ensure you meet your client's goals.

The Demographic tabs allow you to explore the demographic composition of your selected media market. Choose between the tabs to see different demographic make ups.

purple state

Position: **OPPOSE**

Norfolk-Portsmouth-Newport News, VA

Television: \$16,500 | Radio: \$9,750 | SocialMedia: \$500 | DirectMail: \$25,000 | Newspaper: \$7,250

Tone: Negative | Advertising Cycles: 4

Demographics | Change in Support

Race	% of population	% <input type="checkbox"/> # <input type="checkbox"/>
White	63%	
Black	34%	
LatinX	7%	
Asian/Pacific Islander	6%	
American Indian/Native Alaskan	2%	

Race | Income | Political | Age

People Influenced: 4628 | Media Buy Cost: \$39,000.00 | Cost per Person: \$8.43

Delete a buy at any time.

Switch positions between Support and Oppose. This will erase your saved buys.

Save your buy to add it to your media buy summary.

Once you save a buy, you can start a new media buy. Your saved buys will be accessible through the summary page.

The Change in Support tab displays a graph of the projected effects of your media buy.

Toggle between percent and raw numbers of demographic information

After completing steps 1-4, the Campaign Simulator will project the effects of your media buy.

Comparing Media Buys

Place media buys side-by-side to compare the expected changes in support and to compare projected information about potential people influenced, media buy costs, and the cost per person influenced. While you can compare two buys from the same market, you can only make a single media buy per media market.

purple state

Change the media type, tone, or ad cycles of a saved buy at any time.

Position: **OPPOSE** ↻

You can compare 2 buys from the same market, but only purchase 1 buy per market.

Return to the Map Tool to check which counties are covered by which media markets.

Norfolk-Portsmouth-Newport News, VA

Television: \$16,500 | Radio: \$9,750 | SocialMedia: \$500 | DirectMail: \$25,000 | Newspaper: \$7,250

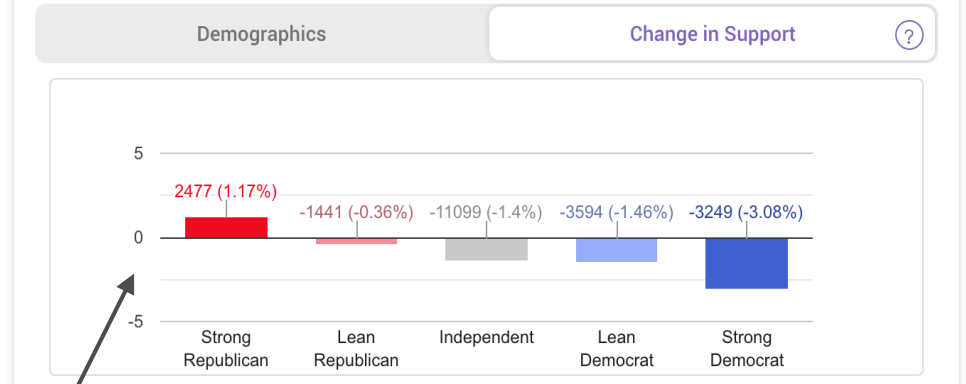
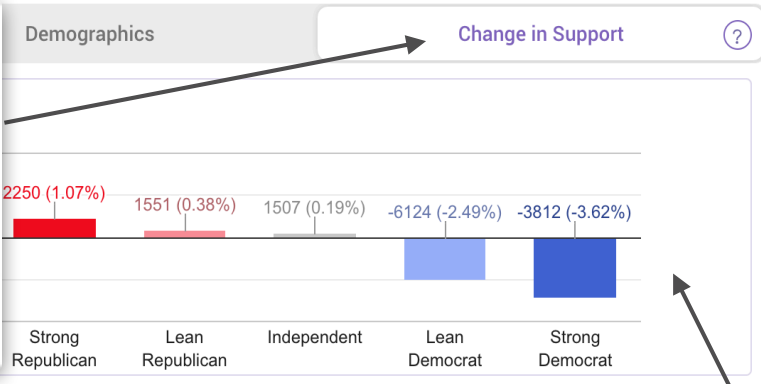
Tone: Negative | Advertising Cycles: 4

Norfolk-Portsmouth-Newport News, VA

Television: \$16,500 | Radio: \$9,750 | SocialMedia: \$500 | DirectMail: \$25,000 | Newspaper: \$7,250

Tone: Positive | Advertising Cycles: 2

The Change in Support tab shows projected results. Choose between viewing results for a media buy or the total campaign.



Graphs show the expected changes in support and opposition across the political spectrum and the numbers below show projections for people influenced and associated costs.

The media buy | Total campaign

People Influenced: 4628 | Media Buy Cost: \$39,000.00 | Cost per Person: \$8.43

The media buy | Total campaign

People Influenced: 16906 | Media Buy Cost: \$33,000.00 | Cost per Person: \$1.95

After saving a buy, you can access the Summary Page, which displays all of your media buys with their projected numbers and costs.

SUMMARY (2)

Summary Page

The Summary Page provides a list of all your saved buys, their projected effects and costs, as well as the total effects and costs for all your buys combined.

Summary graphs display the projected changes in support and opposition across the political spectrum for each of your media buys and for your total campaign.

When you've finalized your campaign, press print to save your summary. You will need to share your final budget and change-in-support projections with your manager and client.

Close the Summary Page to return to the Media Buy Page.

SUMMARY (2)

Media Market: Norfolk-Portsmouth-Newport News, VA Media: Radio Tone: Support Negative Advertising Cycles: 1 Show in panel: 1 2

Political Spectrum	Value	Percentage
Strong Republican	3093	1.47%
Lean Republican	3023	0.75%
Independent	4640	0.59%
Lean Democrat	376	0.15%
Strong Democrat	-728	-0.69%

People Influenced: 10404 Media Buy Cost: \$9,750.00 Cost per Person: \$0.94

Move your buys into Panel 1 or 2 to see and compare them on the Media Buy Page.

You can delete a buy at any time.

Media Market: Roanoke-Lynchburg, VA Media: Television Tone: Support Moderate Advertising Cycles: 3 Show in panel: 1 2

Totals: The Totals section shows the projected results of all your media buys combined.

Political Spectrum	Value	Percentage
Strong Republican	7726	1.88%
Lean Republican	6192	0.89%
Independent	13730	1.12%
Lean Democrat	1561	0.44%
Strong Democrat	-1420	-0.78%

People Influenced: 27789 Media Buy Cost: \$39,750.00 Cost per Person: \$1.43

Voters Influenced estimates the number of people you mobilized or persuaded with your campaign.

These numbers show the total cost for your campaign as well as the average cost per person influenced.

Reading the Graphs

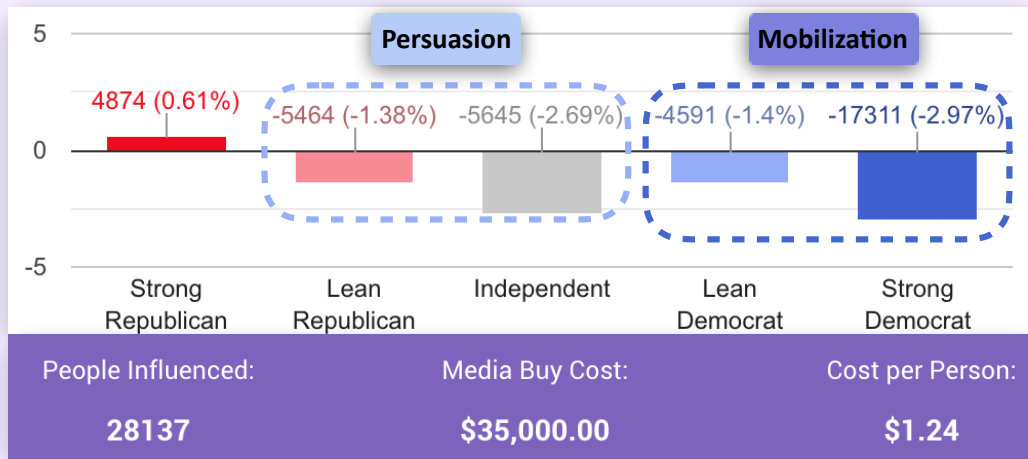
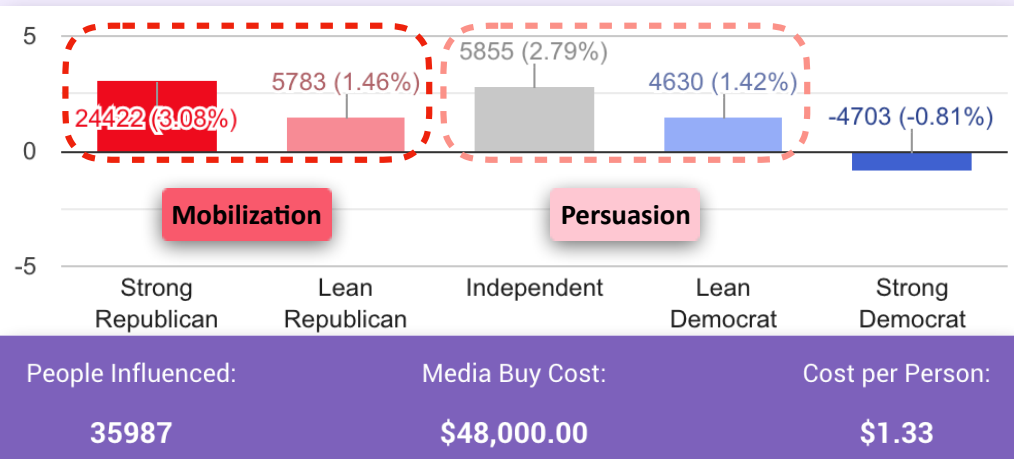
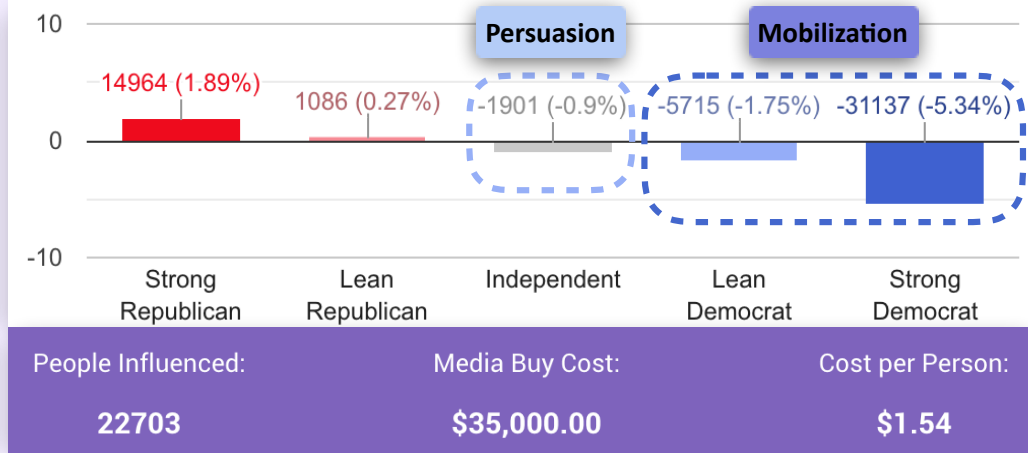
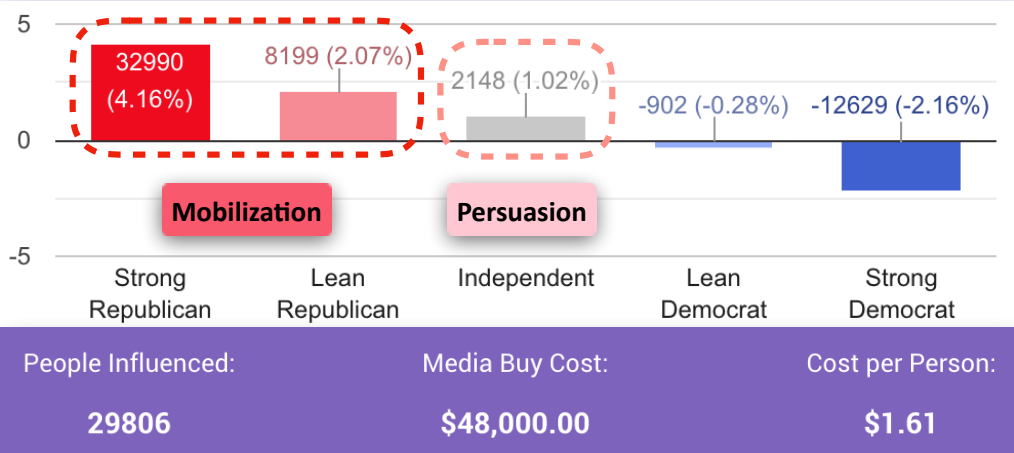
Depending on your client's position, you will want to increase either support or opposition. *Bars going up always indicate added support* for a particular bill or issue, and *bars going down always show increased opposition*. It's impossible to please everyone! Influencing some people often means alienating others.

Support Campaigns

Here, support was increased by *mobilizing* large numbers of Republicans and *persuading* Independents, despite alienating the Democratic base.

Opposition Campaigns

In this campaign, opposition was increased by *mobilizing* the Democratic base and *persuading* Independents, despite alienating Republican voters.



This campaign mobilized fewer Republicans, but influenced more people toward support by persuading Independents *and* Democrats without alienating the strong Democratic base.

This campaign mobilized a smaller Democratic base, but influenced greater numbers toward opposition by persuading Independents *and* Republicans without alienating strong Republicans.