

## 2. Frequency Discounts

### FREQUENCY = EXPOSURE

Frequency - calculated as the average number of times a person is exposed to an advertising message - is significant in producing effective advertising programs. Many studies reinforce the idea that most advertising messages require a frequency of three impacts in order for customers to be able to make a decision about a business' product or service. Emphasize frequency before ad size to reach a greater number of prospects.

### FREQUENCY DISCOUNTS

#### LONG-TERM FREQUENCY

Consecutive Weekly Frequency	Discount
1x	0.00%
13x	5.00%
26x	10.00%
52x	15.00%
365 days	15.00%

## 4. Short Term Frequency Discounts

Frequency	Discount
1x	0.00%
2x	12.50%
3x	15.00%
4x	17.50%
5x	20.00%
6x	22.50%
7x	25.00%

Within 7 days. Discount applies to all ads

Frequency and Pick-Up discounts can combine

## 3. Annual Discounts

### DETERMINE YOUR ANNUAL SPENDING LEVEL

Commitment Level	% Discount off Base Rate	Commitment Level	% Discount off Base Rate
\$1,000	10.00%	\$32,000	29.00%
\$1,200	11.00%	\$39,000	30.00%
\$1,500	12.00%	\$47,000	31.00%
\$1,750	13.00%	\$56,000	32.00%
\$2,100	14.00%	\$67,000	33.00%
\$2,500	15.00%	\$80,000	34.00%
\$3,000	16.00%	\$100,000	35.00%
\$3,600	17.00%	\$115,000	36.00%
\$4,500	18.00%	\$140,000	37.00%
\$5,500	19.00%	\$165,000	38.00%
\$6,500	20.00%	\$200,000	39.00%
\$7,500	21.00%	\$250,000	40.00%
\$9,000	22.00%	\$300,000	41.00%
\$11,000	23.00%	\$350,000	42.00%
\$13,000	24.00%	\$450,000	43.00%
\$15,500	25.00%	\$500,000	44.00%
\$18,500	26.00%	\$600,000	45.00%
\$22,500	27.00%	\$750,000	46.00%
\$27,000	28.00%	\$900,000	47.00%

## 5. Industry Discounts

### CATEGORY DISCOUNTS AVAILABLE

Call your account representative for details.  
863-802-7381

## Color Gets You Noticed

Two of the most important factors in getting more people to notice, read and comprehend your ad in addition to frequency are size and color. A full-page, four-color ad will be noticed, read and assimilated nearly twice as much as a quarter-page, black and white ad.

Source: RAM Strategic Marketing, 2008