

## 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 consecutive 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%	\$67,000	27.25%
\$1,200	10.75%	\$80,000	28.00%
\$1,500	11.50%	\$100,000	28.75%
\$1,750	12.25%	\$115,000	29.50%
\$2,100	13.00%	\$140,000	30.25%
\$2,500	13.75%	\$165,000	31.00%
\$3,000	14.50%	\$200,000	31.75%
\$3,600	15.25%	\$250,000	32.50%
\$4,500	16.00%	\$300,000	33.25%
\$5,500	16.75%	\$350,000	34.00%
\$6,500	17.50%	\$450,000	34.75%
\$7,500	18.25%	\$500,000	35.50%
\$9,000	19.00%	\$600,000	36.25%
\$11,000	19.75%	\$750,000	37.00%
\$13,000	20.50%	\$900,000	37.75%
\$15,500	21.25%	\$1,100,000	38.50%
\$18,500	22.00%	\$1,300,000	39.25%
\$22,500	22.75%	\$1,500,000	40.00%
\$27,000	23.50%	\$1,800,000	40.75%
\$32,000	24.25%	\$2,200,000	41.50%
\$39,000	25.00%	\$2,600,000	42.25%
\$47,000	25.75%	\$3,100,000	43.00%
\$56,000	26.50%		

## 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