

Implementasi Manajemen periklanan untuk local advertiser

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20421098&lokasi=lokal>

Abstrak

The people who buy product or use service listen to the radio. In the car, at the office, in the garden producer can reach customer on the radio throughout the day or night. Advertising works by repetition. Advertiser may need to be exposed to a commercial three or four times before you take action. To reach this "viable frequency" radio advertising is often more cost effective than other media. This increases the frequency that your message can be delivered. Each radio station is operated are particular stations that target your specific market. Radio SATUNAMA AM have advantages in many program as the important advertising media for the local advertiser