



Finding the Right Advertising Mix to Make a Splash

Public Information Office

April 4, 2007



Purpose

- Outline past advertising expenditures & methodology
- Provide examples of successful City advertising campaigns
- Talk about how to get the most “splash” for the cash!
- Outline a proposed strategic advertising plan

Why The City Uses Advertising

- To meet legal requirements
- To impart general City information to the public
 - Ability to craft City's message
 - Ability to target specific audiences
- To reach the public in a direct manner using delivery methods which are scalable for each medium to fit various budgets

Two Types of Advertising Placed

1. Legal Notices

- Legal notices include, but are not limited to:
 - Adopted ordinances
 - Public hearings
 - Election notices
 - Annual proposed appropriations budget
 - Bid notifications
 - Bond issuance notices

Two Types of Advertising Placed

2. General Ads

- General advertising includes, but is not limited to:
 - Meeting notices
 - Employment announcements
 - General information (Water Conservation, Fair Housing, etc.)
 - Special events

Past Advertising Practices

- Most advertising is heavily focused in newspapers
- Most advertising efforts mainly driven by legal requirements
- Shortcomings:
 - Limited consideration given to a multi-media approach
 - Target audience not always analyzed & identified
 - No formal strategy to reach a diverse audience

Where Have Advertising Dollars Been Spent in the Past?

- **In home**
 - **Newspapers**
 - **Magazines**
 - Television
 - **Direct Mail**
 - **Web**
 - List Serve
- **Out of home**
 - **Radio**
 - **Billboards**
 - **Bus/Train**
 - Mall
 - Movie
 - **Web**
 - **Kiosk**

KEY:

Yellow = Utilized Frequently

Blue = Utilized on limited basis

White = Utilized rarely or never

Advertising by Department

(FY 05/06)

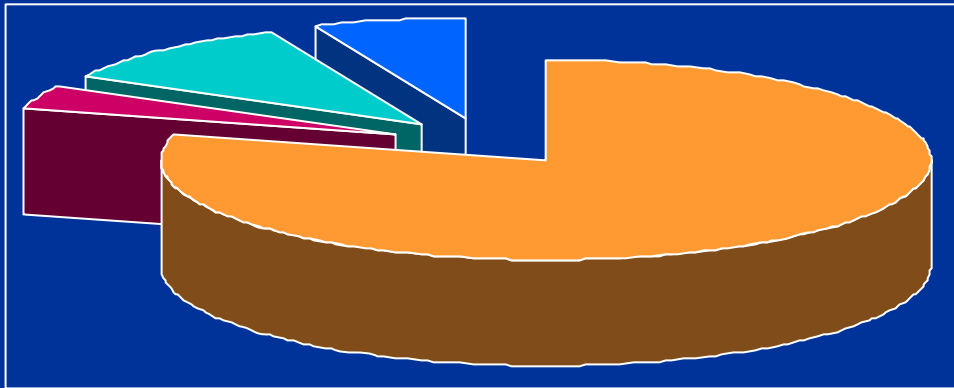
- Aviation -- \$7,436
- Budget -- \$64,847
- Business Development -- \$52,722
- CIS -- \$2,056
- City Attorney -- \$0
- City Auditor -- \$971
- City Manager -- \$695
- City Secretary -- \$272,127
- Civil Service-- \$42,500
- Code – \$22,822
- Convention Center -- \$27,740
- Courts – \$3,080
- Dallas Water Utilities -- \$15,843*
*Doesn't include Water Conservation
- Development Services (EF) -- \$83,568
- Development Services (GF) -- \$39,474
- EBS -- \$2,476
- Economic Development -- \$34,300
- EHS -- \$32,204
- Emergency Management -- \$0
- Fire -- \$3,947
- Housing -- \$4,299
- HR -- \$1,237
- Judiciary -- \$1,407
- Library -- \$9,224
- Mayor/Council -- \$1,174
- OCA -- \$1,843
- Park & Recreation – \$20,758
- Police -- \$271,876
- Public Works -- \$176,785
- Risk Management -- \$9,539
- Sanitation -- \$19,612
- Streets -- \$2,777
- WRR -- \$82,524

General Fund TOTAL: \$1,094,752

Enterprise Fund TOTAL: \$217,111

GRAND TOTAL: \$1,311,863

Past Expenditure Breakdown by Dominant Mediums (FY 05/06)



- Newspapers-- \$1,038,983
- Billboard-- \$49,849
- Bus Ads-- \$139,521
- Radio-- \$83,510

Total Advertising Expenditures: \$ 1,311,863

Why So Much in Newspapers?

Impact of “Newspaper of Record”

- The City was required by State law & City Charter to advertise certain legal notices in a “newspaper of record”.
- Newspaper was required to meet circulation, frequency and other criteria.
- In Dallas, the only newspaper which qualified was *The Dallas Morning News*.
- Council adopted *The Dallas Morning News* as the “newspaper of record” on Feb. 14, 1996.
- November 2005 – Charter changes passed – City is no longer obligated to use DMN as the “newspaper of record”.
- Legal ads can now be placed in other newspapers certified to print legal ads.

Total Expenditures for Legal & General Ads FY 05/06

Newspapers -- \$1,038,983

- Al Día -- \$2,256
- But Viet News -- \$0
- C Weekly -- \$0
- Daily Commercial Record -- \$805
- Dallas Business Journal -- \$35,255
- Dallas Examiner -- \$4,604
- Dallas Morning News -- \$924,607
- Dallas Post Tribune -- \$3,686
- Dallas Voice -- \$0
- Dallas Weekly -- \$19,442
- El Extra -- \$3,076
- El Heraldo -- \$5,877
- El Hispano -- \$0
- El Sol de Texas -- \$22,012
- Elite News/Jordan Blair -- \$6,611
- Fort Worth Star-Telegram -- \$7,377
- Korean Daily -- \$0
- Minority Opportunity News The Gazette -- \$640
- Oak Cliff Tribune -- \$635
- People Newspapers -- \$0
- Quick – (included with DMN)
- The Texas Herald -- \$2,100
- The White Rocker -- \$0

Total Expenditures for Legal & General Ads FY 05/06

Radio-- \$83,510

- CBS Radio (formerly known as Infinity Broadcasting) -- \$37,740
 - KRLD
 - KJKK-KLLI/Jock FM 103.3
 - KVIL-FM/103.7 FM
 - KLLI
- Univision Radio -- \$12,800
 - KESS-FM/107.9 FM
- Radio One -- \$6,600
 - KBFB-FM/97.9 The Beat
- WBAP-AM/820 AM -- \$7,470
- KESN-FM 103.3 -- \$13,700
- KOAI-FM -- \$5,200

Billboard/Bus-- \$189,370

- Clear Channel -- \$49,849
- Lamar Advertising -- \$139,521

Getting The Most Splash for the Cash

The Medium Must Match the Goal of the Message!

- Newspaper advertising is most cost-effective for one-time action ads which readers are trained to seek out
 - Attend a meeting, job classifieds, voting announcements, legal ads
- Educational messages intended to impact or change behavior are best for multi-media ad buys to reach audiences “in home” and “out of home”
 - Conserve water, recycle, animal control issues
 - Educational messages generally require 6-8 impressions before they are absorbed
 - NOTE: Impressions = # of billboards, radio spots, print ads being heard or seen by a single person

Multi-Media Advertising Success Story

DWU – Water Conservation Campaign

- Council invests in changing behavior – to raise awareness of conserving water
- Council approves \$3.48M contract with outside Public Relations firm
 - (Three year contract: Feb. 2005 – Jan. 2008)
- Budget: \$1.16M per year
- Buying Power: \$769,652 per year used to purchase ads in print, radio, television, billboards, transit and internet advertising.
 - Newspapers 17%
 - Billboards 10%
 - Radio 18%
 - Television 46%
 - DART Bus Ads 7%
 - Other Media 2%

Multi-Media Advertising Success Story

DWU – Water Conservation Campaign

- Result of Advertising Efforts:
 - Large ad budget/multi-media advertising buy coupled with five-year strategic planning efforts have resulted in a water savings of 34.5 billion gallons over a five year period of time.

Multi-Media Advertising Success Story

Sanitation – Recycling Campaign

- Public Information Office created & manages campaign
- Budget: \$283,000
- Buying Power: \$208,000 used to buy newspapers, DART, kiosk, direct mail & magazine
 - Newspapers 12%
 - Billboards 00%
 - Radio 00%
 - Television 00%
 - DART Bus Ads 8%
 - Magazine 6%
 - Direct Mail 74%
 - Kiosks 00% (utilized but free per contract with CBS OUTDOOR)

Multi-Media Advertising Success Story

Sanitation – Recycling Campaign

- Result of Advertising Efforts:
 - 63,344 households have signed up for the program, surpassing the goal of 60,000 (July 2006 – Feb. 2007)
 - 49% increase in tonnage of recyclable material collected from FY 05/06 – FY 06/07

Conclusions

- Newspaper advertising is most cost-effective for one-time only action ads
- Educational messages intended to impact or change behavior are best for multi-media ad buys
- Both options are scalable to budgets
- Most day-to-day City advertising has been tied to newspapers with a “one size fits all” approach
- Opportunities now open to other newspapers for legal advertising

Advertising Plan Recommendations

- One-time action ads in newspapers should be placed utilizing a strategic approach which includes targeting the City's diverse population
 - Daily newspapers
 - Minority newspapers
 - Special interest and community newspapers
- Advertising meant to impact or change behavior should use a multi-media ad buy approach – with several impressions (multiple ads purchased) utilizing the following mediums:
 - Radio
 - Billboard
 - DART bus
 - Movie Advertising
 - Kiosks
 - Print
 - Web
 - Magazine

Advertising Plan Recommendations

- PIO will provide General Fund departments with professional guidance in identifying a winning advertising plan which utilizes a centralized placement & billing system
- Client departments should start with a PIO consultation to identify advertising goals
 - Identify target audience
 - Establish objectives
 - Identify the best mediums for the message
 - PIO to negotiate additional advertising from media vendors
 - PIO to design and place advertising on behalf of department
 - PIO sends invoice and tear sheets to department for payment

Advertising Plan Recommendations

- Develop group of primary media outlets to be utilized in advertising plans based on universally recognized criteria

Newspaper Criteria:

- Frequency of publication
- Audited circulation
- Ad rates
- Editorial content mix
- Target audience
- Authorization to print legal ads
- Location of publication (Dallas County)

Radio Criteria:

- Arbitron ratings (Number of listeners per average quarter hour)
- Target audience
- Format
- Ad rates
- Location of listener base (Dallas County)

Recommended Newspapers

GENERAL AUDIENCE

- The Dallas Morning News
- Quick

SPANISH LANGUAGE

- Al Día
- El Heraldo
- El Hispano

AFRICAN AMERICAN

- Dallas Post Tribune
- Dallas Weekly
- Elite News

ASIAN LANGUAGE

- But Viet News
- C Weekly
- Korean Daily

SPECIAL INTEREST

- Daily Commercial Record
- Dallas Business Journal
- Dallas Voice
- Oak Cliff Tribune
- People Newspapers
- The White Rocker

Publication	Frequency	Rate Per Column Inch	Circulation	Print Legal Ads	Avg. Age	Target/Ethnicity	Income Level	Education
Dallas Morning News	Daily	\$104	566,608	Yes	46 - 48	83% White, 12% Black 5%, 5% Other	\$60,000 +	Some College +
Quick	Daily (M-F)	\$28	150,000	No	35	White: 38% Black: 29%, Other: 8%, Hispanic 23%	\$55,000	Some College +: 73%
Minority Business News	Monthly	No Response	60,000	No	No	NA	NA	NA
El Lider USA	Weekly	\$27.00	51,000	No	18-24	Hispanic	\$50,000+	NA
Elite News	Weekly	\$15.00	50,000	Yes	Adult 25 - 55	Black	\$35,000+	9th grade to PhD
People Newspapers	Weekly (Friday)	\$129	47,000	Yes	49	White	PCP:\$410,472	College graduate
Dallas Voice	Weekly	\$24.00	45,000	Yes	35 to 44	85% White	32% 50K 10% 100K	Some College 25% College Grad: 30% Adv Studies: 33%
Al Dia Spanish	Daily, except Sunday	\$19.00	40,000	Yes	Average 33	Hispanic	\$38,100	NA
Novedades Spanish	Weekly (Wednesday)	\$15	38,000	Yes	44+	Hispanic	\$42,000+	NA
El Heraldo Spanish	Weekly	\$10	37,000	Yes	26 to 36	Hispanic	Average \$45,475	High School
El Hispano Spanish	Weekly (Thursday)	\$22.50	35,000	Yes	29.7	Hispanic	\$43,263	NA
La Estrella Spanish	Daily	\$22	35,000	Yes	Average 34	Hispanic	\$27,000	High School
MON-The Gazette	Weekly	\$20	30,000	No	NA	63% African American, 37% White	\$40,000+	Some College+

Recommended Radio

GENERAL AUDIENCE

- KHKS-FM (KISS 106.1)
- KSCS-FM (96.3 FM)
- WBAP-AM (820 AM)
- KVIL-FM (103.7 FM)
- KRLD-AM (1080 AM)

SPANISH LANGUAGE

- KEGL-FM (97.1 FM)
- KESS-FM (107.9 AM)

AFRICAN AMERICAN

- KKDA-FM (K 104.5)
- KBFB-FM (97.9 The Beat)

Local Radio Stations

Station	Format	Target Audience	Average Quarter Hour (AQH) Listeners (15 minutes)	Estimated Advertising Rates 6A - 7P
KESS-FM 107.9	Spanish/Talk	Hispanic 18+	55,500	60 Second Spot \$150
KHKS-FM KISS106.1	Contemporary Hit Radio	Adults 18-49	53,600	60 Second Spot \$1000
KKDA-FM K104.5	Urban Contemporary	Black Adults 25-54	37,400	60 Second Spot \$850
KSCS-FM 96.3	Country	Adults 45-54	15,600	60 Second Spot \$400
KTCK-AM	Sports	18+ Sports	30,700	60 Second Spot \$700
KEGL-FM 97.1	Family Spanish	Hispanic 18-34	17,600	60 Second Spot \$240
KLTY-FM 94.9	Religious	Adults 25-54	27,900	60 Second Spot \$500
KVIL-FM 103.7	Soft Contemporary	Adults 25-54	20,200	60 Second Spot \$500
KBFB-FM 97.9 The Beat	Urban	Adults 13-25	17,700	60 Second Spot \$400-500
KPLX-FM 99.5 The Wolf	Modern Country	Adults 25-54	17,500	60 Second Spot \$550
KZPS-FM 92.5	Classic Rock	Adults 25-54	16,200	60 Second Spot \$250
KJJK-FM 100.3	Pop Rhythmic	Adults 18-49	15,300	60 Second Spot \$400-450
KDGE-FM 102.1 fm	Alternative Rock	Adults 18-34	15,100	60 Second Spot \$250
KDMX-FM 102.9	Adult Contemporary	Adults 25-54	14,900	60 Second Spot \$480
KERA-FM 90.1	Public Radio News Talk	Adults 35+	14,900	30 Second Spot \$170 - non-profit rate
KLUV 98.7	Classic Hits (Oldies)	Adults 35-54	13,800	60 Second Spot \$375
WBAP-AM 820	New/Talk	Adults 35-54	11,600	60 Second Spot \$550
KMVK-FM 107.5	Urban Contemporary	Adults 18+	9,800	60 Second Spot \$200
KRLD-AM 1080	News/Talk/Sports	Adults 25+	9,500	60 Second Spot \$600
KLNO-FM 94.1 FM	Spanish	Hispanic Adults 18-34	18,400	60 Second Spot \$450
KCBI-FM 90.9	Non-Commerical Christian Music	Adults 35-54	6,200	60 Second Spot \$75
WRR-FM 101.1	Classical	Adults 25-54	5,300	60 Second Spot \$175
KDXX-FM 107.1/94.1	Spanish Oldies	Hispanic Adults 18-34	10,400	60 Second Spot \$150
KKDA-AM 730	Soul Oldies	Black Adults 25-54	4,000	Matching Schedule
KNON-FM 89.3	Variety	Adults 12+	1,800	No Response
KHVN-AM 970	Gospel	Adults 25-54	1,800	60 Second Spot \$60
KGGR-AM	Gospel	Adults 25-54	1,700	60 Second Spot \$35
KDBN-FM 93.9 The Bone	Classic Rock	Adults 25-44	9,800	60 Second Spot \$250
KESN-FM 103.3 (ESPN Sports)	Sports	Men 25-54	9,300	60 Second Spot \$245

Next Steps

- Council concurrence with general direction
- Business Development & Procurement Services to establish price agreements with recommended primary newspapers, radio stations and Lamar Transit for DART bus, LED and train ads
- Annual review of price agreements
- PIO and BDPS to host Advertising Summit for departments
- Citywide implementation of approved advertising strategies



Appendices

A--Sample Newspaper Buy

B-- Sample Radio Buy





Appendix A

Sample Newspaper Buy



Sample Newspaper Buy

- Client: City Department
- Budget: Unspecified
- Target Audience: General public
- Goal: Encourage attendance at public meeting

Sample Newspaper Buy

DEPARTMENT REQUIREMENTS:

- The client only wants to purchase newspaper ads
- The client wants the ads to run in five weekly publications and the DMN

Sample Newspaper Buy

PIO RECOMMENDATIONS for ADVERTISING

- Newspaper ads ▲
 - Al Día, C Weekly, Dallas Morning News, Dallas Weekly, El Heraldo, Elite News

Sample Newspaper Buy

Publication	Dates to Run	Ad Size	Column Width	Cost
Dallas Morning News Charlie Rondeau 214-977-8212 Deadline 2/2	Sunday, 02/04	3 columns X 4.25 Column Inch \$103.65	1.82 inches	\$1321.54
Al Día Spanish Newspaper Charlie Rondeau 214-977-8212 Deadline 2/1	Saturday, 02/03	2 X 4 Column Inch \$19	1.82 inches	\$152.00
El Heraldo Spanish Newspaper Asmenda 214-827-9700 asminda@elheraldonews.com Deadline Wednesday before noon	Friday, 02/02	3.5 X 5 \$10.30		\$180.25
*The Dallas Weekly Michael Cesar 214-428-8958 ext. 305 mcaesar@dallasweekly.com Deadline Tuesday	Wednesday, 01/31	3.25 X 5 Column Inch \$10	1.916	\$174.90
Elite News 214-372-6500 (Tuesday) Jordan@elitenews.com Deadline Tuesday	Thursday, February 02/01	4.75 X 5.25	2-1/16	\$375
C-Weekly (Chinese Newspaper) Eugene Shen – 972-497-9650 ext 101 (Claire) fulchuli@cweeklyusa.com Eugene@cweeklyusa.com Deadline is Wednesday	Friday, 02/02	7.25 X 4.017		½ = \$85
				TOTAL \$ 2,288.69



Appendix B

Sample Radio Buy



Sample Radio Buy

- Client: City Department
- Budget: Unspecified
- Target Audience: General public
- Goal: Encourage a change in behavior

Sample Radio Buy

DEPARTMENT REQUIREMENTS:

- The client only wants to run ads on popular radio stations
- The client wants the ads to run during the times when listeners are at home or in their cars

Sample Radio Buy

PIO RECOMMENDATIONS for ADVERTISING

- Radio ads ▲
 - PIO recommends KISS 106.1FM, KESS 107.9, and K104/KKDA-FM*

Sample Radio Buy

Station	Format	Number of spots	Length	Time of Day	Population Reach	Cost
KISS 106.1 FM	Contemporary Hit Radio	12	15 sec	M-F 5a-10a; 3p-8p	2,832,200	\$3,060
KESS 107.9	Spanish Talk	30	60 sec	M-SU 6a-7p; 6p-11p; 6a-Mid	829,300	\$3,000
K104/KKDA-FM	Urban Contemporary	22	30 sec	M-F 6a-7p; Sa-Su 6a-Mid	2,679,574	\$3,030
KRNB 105.7	Urban Contemporary	22	30 sec	M-F 6a-7p; Sa-Su 6a-Mid	2,679,574	FREE with KKDA-FM
KKDA Soul 73 AM	Rhythm & Blues, Jazz	22	30 sec	M-F 6a-7p; Sa-Su 6a-Mid	2,679,574	Free with KKDA-FM
Total						\$9,090.00