

Suggested Media Placement Tips

Paid media placement comes in the forms of print and electronic advertisements, television commercials, radio spots, and booth space at tradeshow and conferences. If you have good relationships with local journalists, ask them to refer you to the appropriate account executive who sells advertising at their publication or station. Some account executives work in specific geographic or demographic areas, but others solicit business from any organization looking to buy ad space.

If you plan on marketing your organization or event for an extended period of time and you have the budget to do so, consider signing a contract. Purchasing ads "in bulk" allows for less expensive rates.

To learn more about tradeshow placement, sign up for industry email newsletters that spotlight upcoming conferences. Visit the shows' Web sites and contact the appropriate individuals about reserving booth space.