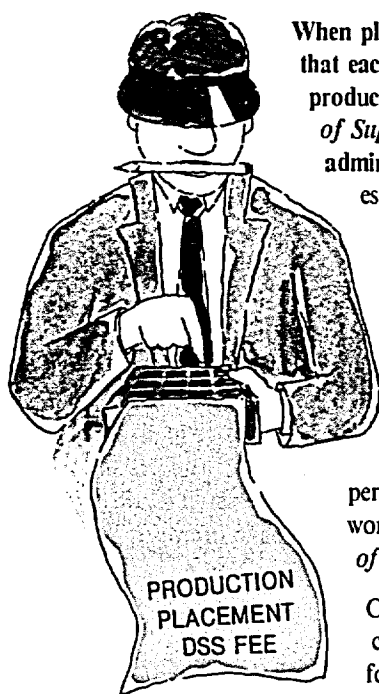


- event specifics (date, time, location);
- other communications activities that have been planned;
- deadlines;
- budget limitations;
- what you hope to achieve;
- your target audience(s);
- information about competitors;
- availability of photos to support your message; and
- customary or preferred media.

There you have it — a detailed easy-to-follow advertising plan. It's not complicated. It's just common sense.



When planning your budget, remember that each advertisement will incur production, placement and *Department of Supply and Services (DSS)* administration costs. The production estimate refers to the cost of writing the ad, producing a mock-up, camera-ready artwork and film. The placement estimate simply means the cost to place the ad, be it in print or electronic media. And remember, there is an eight per cent administration fee for all work processed by the *Department of Supply and Services (DSS)*.

Once your advertising plan is complete and your planning forms are prepared, send them to the *Trade Communications*

Bureau or, in the case of posts abroad, to the appropriate desk officer in your geographic branch.

Television and radio advertising

When thinking or talking about advertising, most of us tend to consider print media; that is, newspapers, trade magazines or direct mail. But remember, if you're trying to reach a large segment of the general public, radio and television (the electronic media) can be enormously profitable.

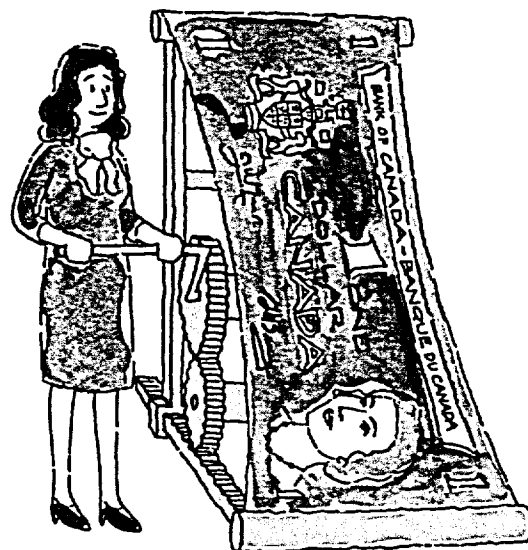
There are drawbacks, though. Television production is generally a costly venture. Because you want a good commercial, you can't skip on production. And that is invariably more expensive than print. Placement costs, too, can be extremely high. Also, negotiating the best time slots to air your commercial

requires a long lead time — a minimum of six months and ideally a year. Creative think time, production time and approvals by broadcast regulatory bodies will also add weeks to the schedule.

Radio advertising is less expensive than television to buy and to produce. That's one of its greatest advantages — fast turnaround at a good price. But if your message requires a lot of explanation, a 30- or 60-second commercial may not be the best route to take. Radio advertising is good for setting a mood and is often useful to complement print advertising. Television has the advantage of being able to show as well as tell, but radio can only tell. And print can show, tell and provide details.

Stretching your communications dollar

Your communications strategy should certainly include some of the following activities developed in consultation with communications strategy officers in the *Trade Communications Bureau*:



Media relations

In conjunction with the *Trade Communications Bureau* and the *Media Relations Office (BCM)* you might decide to contact selected reporters if your project is hard news, then follow up with articles or a news release, supplying photos if they are appropriate to the story. Yes, your stories may be printed without charge, but remember this is not advertising, it's editorial space. There's no guarantee it will be printed word-for-word as you would like it or that it will be written from the angle you had in mind. But it is often a good alternative or complement to advertising if you have a limited budget. Make sure, though, you do this only if there is a legitimate news angle — if you cry wolf too many times, people will stop listening. Communications strategy officers in the *Trade Communications Bureau* can help you assess this.

Public relations

Inform individual businesses and user groups about the event, idea, service or program you are promoting. For example, send