



# Paid Media Guide

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# Paid Media

Paid media is the purchase of ads to broadcast your brand message and reach your focus audiences. This can be a great tool for sharing the priorities of your organization or calling attention to a topic, campaign or effort that you are hoping to broaden awareness of.

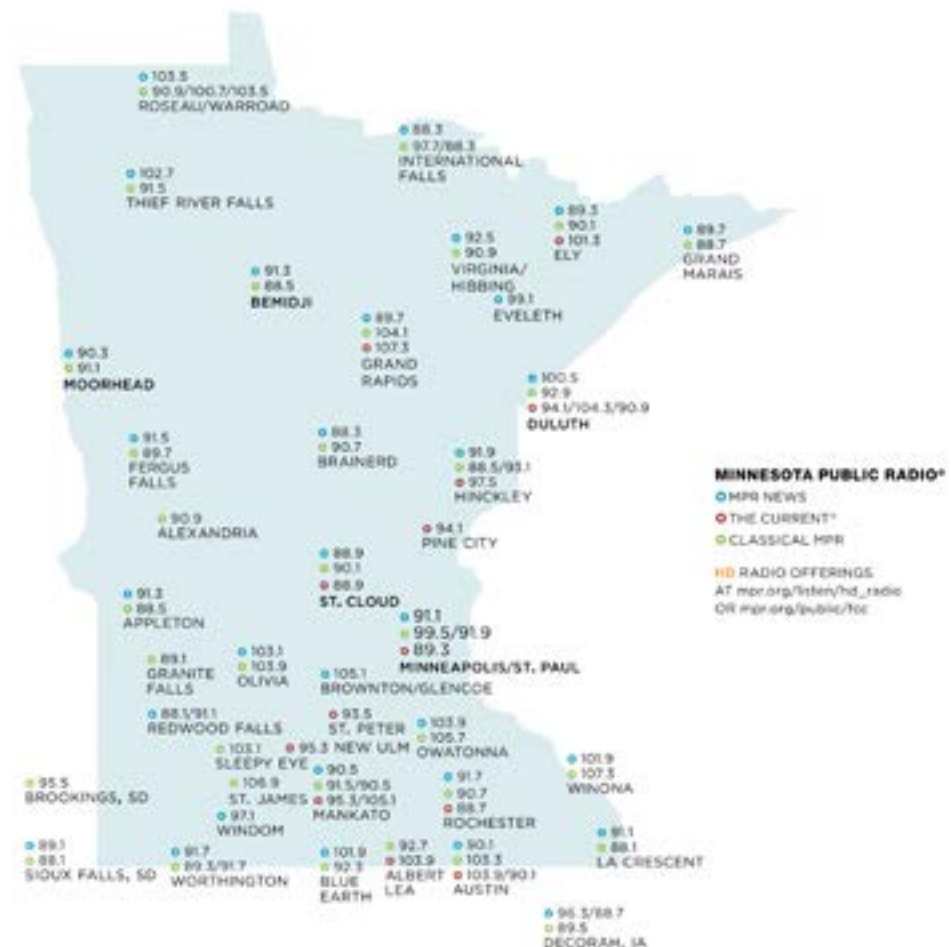


# Radio

You can get the word on via radio as both underwritten radio announcements or traditional radio ads, both paid. public service announcements (PSAs) or paid ads.

## How to:

Contact your local radio station(s) and get in touch with the advertising sales rep to ask about spot availability and pricing. Pricing will vary depending on the time of day and spot length. It's recommended to utilize a variety of time slots throughout the day to reach the most listeners and increase the frequency at which they hear your message.



# Radio (continued)

## Pro(s):

- Can be an efficient way to increase the frequency of your message and reach people during their daily commute.
- Underwritten/PSAs (Public Service Announcements) are easier to plan given the lower production effort required. Often these spots are read by radio DJs/hosts either live or pre-recorded.

## Con(s):

- Outside of station and the time of day the ad will run, audience targeting is very limited. KPI (Key Performance Indicator) tracking is also limited.
- Ad spots, opposed to PSAs, require the ads to be produced/pre-recorded and delivered to the stations.
- Depending on the nature of the campaign, it can require a heavy time commitment to plan and execute.



# News Outlets (print and digital)

Local and community-specific news sources may be circulated in print, digitally (online), or both.

## How to:

Contact the news outlet and ask about options for placing an ad. The outlet's sales rep can provide rates and specifications (like size) for the ads.

## Pro(s):

- Using outlets that align with your audience can lend credibility and trust.
- Community outlets also tend to be lower cost and less complex to plan.

## Con(s):

- Community outlets tend to have low overall reach and come with a high cost per view.
- Tracking key performance indicators (KPIs) such as impressions or clicks can be very challenging.
- Ad sizes tend to vary more widely with community partners, increasing the amount of production needed.



*Example of a printed news outlet ad*

# TV

TV commercials air on broadcast or cable TV channels.

## How to:

Connect with a local broadcast media planner who has contacts and planning tools available to put together a comprehensive broadcast TV media plan. If station specific, connect with an advertising representative to put a schedule together. If planning a larger broadcast buy, connect with MDH to help facilitate

## Pro(s):

- TV is a premium tactic that can reach a lot of people to raise awareness.
- You can't target specific people, but you can select specific content/stations and part of the day.

## Con(s):

- Broadcast TV tends to be very expensive, requires a heavy planning lift, and has limited targeting capabilities.
- It has no Key Performance Indicator (KPI) tracking abilities beyond whether it ran or not.
- Unless you are working with a very small list of stations, a broadcast planner is needed to accurately and efficiently put a plan together.



Example of a TV ad

# Digital (Display, Video, Audio)

Digital ad options include digital display ads (the banner ads you see on websites), digital video (the ads before or while you watch a streaming video online, like a news website or Hulu), or streaming audio (the ads before or during streaming audio content on a service like Pandora or Spotify).

## How to:

You will need to work with a third-party company that will take your ads and place them on websites and video/audio services for you. After contracting with them, you will need to send the ad files. They will run the campaign and send you reporting metrics back as requested. For site specific ad buys, work with a sales contact listed on site. For digital network or more robust digital buys, connect with MDH for assistance

## Pro(s):

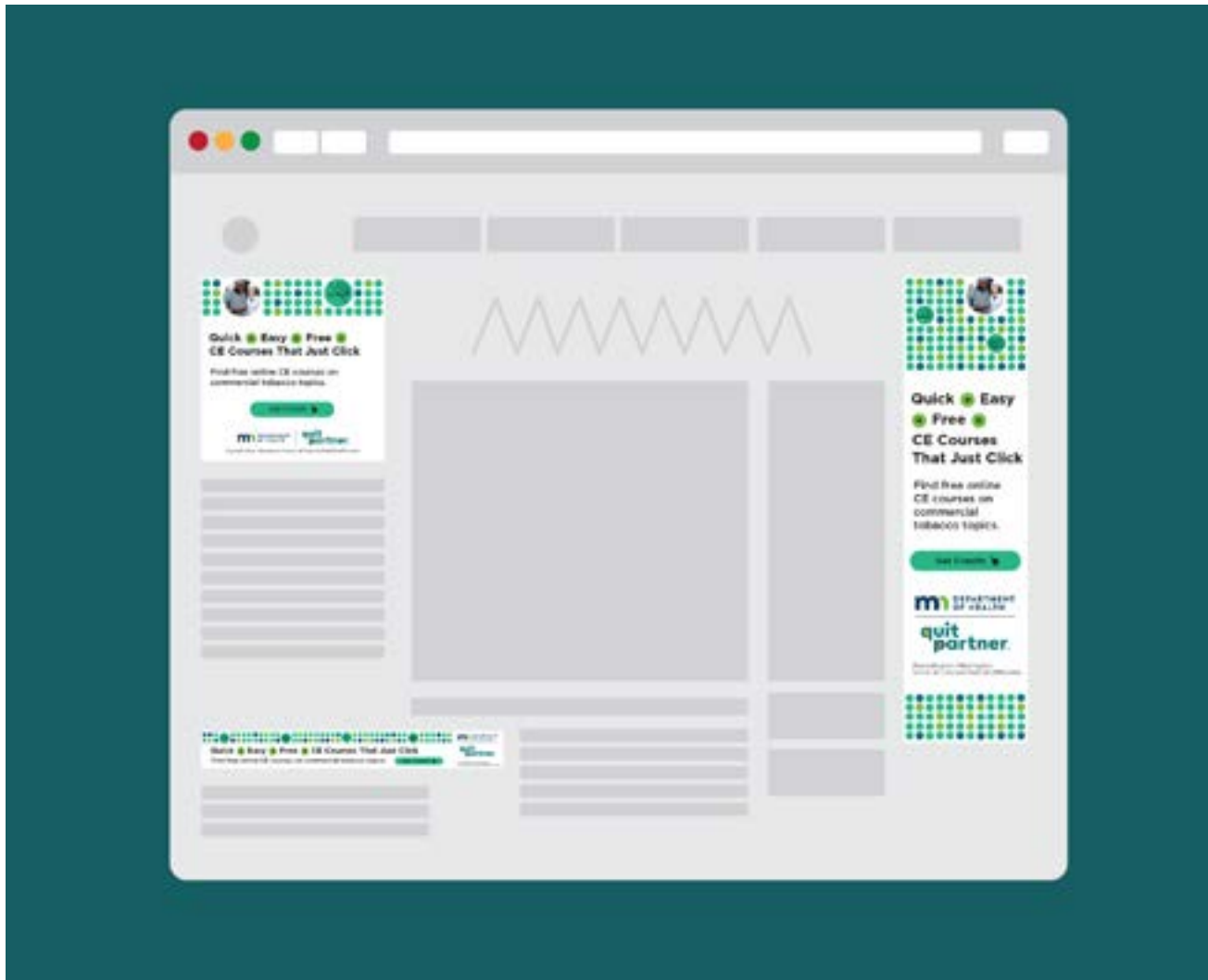
- It's easy to reach a specific audience with your ads by providing information about their demographics, interests, and behaviors.
- Digital media is able to reach users where they are spending a large amount of their time consuming media.
- Key Performance Indicators (KPIs) are easily tracked and can be used to improve ad performance.

## Con(s):

- Online or TV streaming video placements, as well as audio (Pandora or Spotify), are more expensive than digital display placements and require larger levels of investment.
- Finding the best company to work with takes more time than with community or broadcast media because there are many companies that provide this service.



# Digital (Display, Video, Audio continued)



*Example of digital banner ads and their placement*

# Paid Social Media

Almost every social media platform now offers paid options, where you can pay to publish ads for platform users to see, depending on their interests, behavior, demographics, location, etc. You can create ads or boost (promote) your posts.

## How to:

### Boost a post:

Go to your Facebook page and find the post you want to promote and select “Boost” at the bottom-right corner of the post. From there, fill in the details for your ad including the audience, total budget, the duration you’d like to promote the post, and your payment information. When finished, select “Boost”.

This is a relatively simple tactic, because you're using your existing post, and you can start with a very low budget.

Additional Resources can be found:

- [How to Boost a Post on Facebook page \(https://bit.ly/3pftf4B\)](https://bit.ly/3pftf4B)
- [How to Boost a Post on Instagram page \(https://bit.ly/3fGpsrN\)](https://bit.ly/3fGpsrN)
- [Quick Promote Ads Help Center Twitter page \(https://bit.ly/3GPtoSX\)](https://bit.ly/3GPtoSX)
- [How to Boost a Post using Spark Ads on TikTok \(https://bit.ly/3pKZj3u\)](https://bit.ly/3pKZj3u)

### Create an ad:

First, you will need a Facebook Business Manager account and Ad account created for your page. From there, you can create a campaign in Ads Manager and select an objective and input a campaign budget (lifetime budget recommended), create ad sets with your audience targeting, ad campaign run dates, and ad placements, and then create the ad(s) you’d like to run for each audience. For your ad, you will need both image and/or video assets, ad copy (primary text, headline, descriptions), and a landing page URL to link out to.

Additional resources can be found:

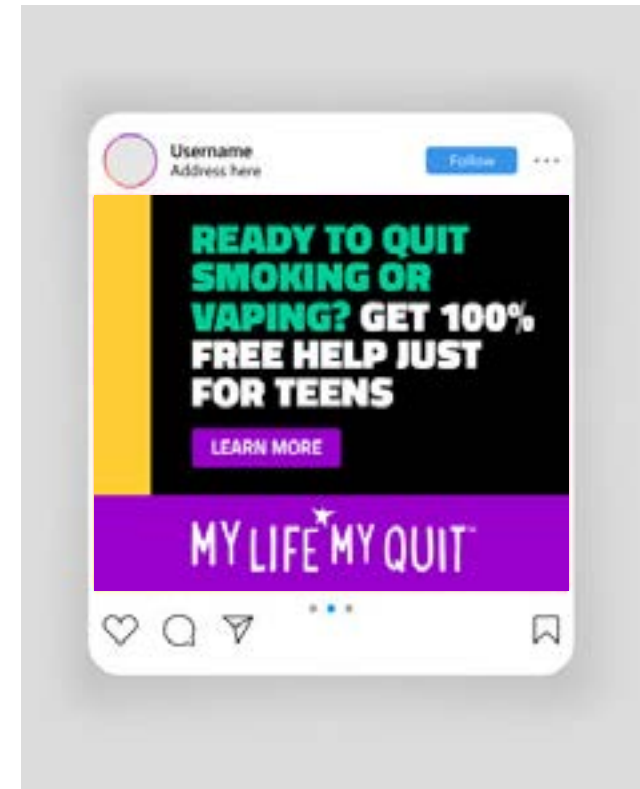
- [Facebook Business Help Center \(https://bit.ly/3FkwU6P\)](https://bit.ly/3FkwU6P)
- [Ads Manager for Instagram \(https://bit.ly/3qKlSmt\)](https://bit.ly/3qKlSmt)
- [Twitter Ads Account Creation and Management \(https://bit.ly/3ryoLX2\)](https://bit.ly/3ryoLX2)
- [TikTok Business Help Center \(https://bit.ly/44KZnyX\)](https://bit.ly/44KZnyX)

### Pro(s):

- You can get started on your own, right away.
- Low cost per view, compared to other tactics.
- Can apply both demographic and interest targeting, as well as create custom audiences using first-party data to reach people who are, for example, visiting your website, engaging with your content, subscribing to your newsletters, etc. You can also create “Lookalike” audiences of those first-party custom audience segments to find people who are similar.
- Because you run ads on social media platforms yourself, you can easily track Key Performance Indicators on an ongoing basis and change your settings to improve performance.

### Con(s):

- Demographic and custom audience targeting is becoming more limited.
- Managing social media ads can be a heavier time commitment, though using Boosted Posts (rather than separate ads) can reduce the time commitment.



*Example of a paid social media ad*

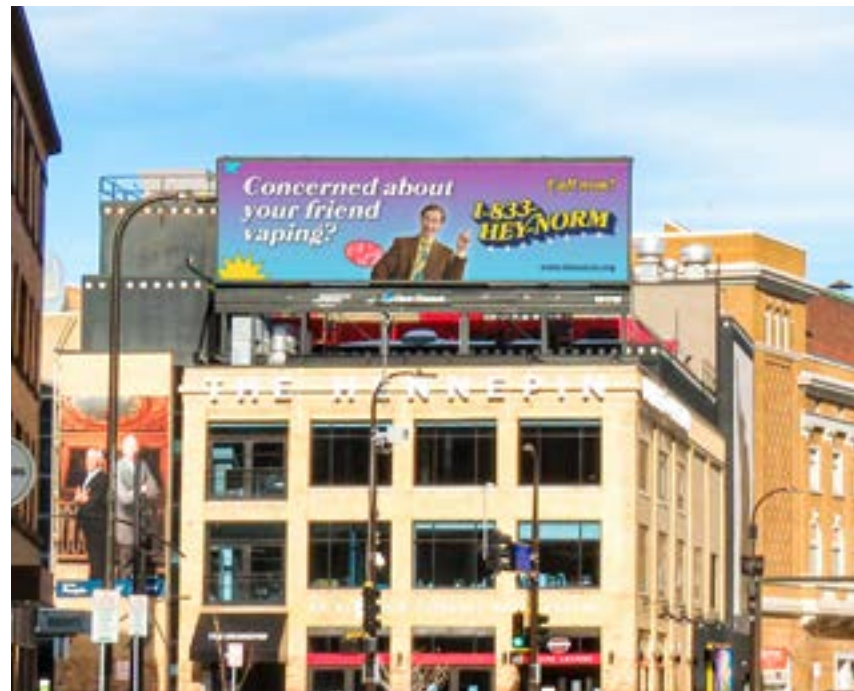


# Out of Home

Out of home (OOH) is any advertising found outside of someone's home. This can include billboards, ads on street furniture like bus shelters or benches, in transit areas like airports or train stations, and place-based ad media like you might see in stadiums, malls, or movie theaters.

## How to:

Reach out to local OOH reps based on the desired media and request a proposal. For example, if you want to run transit ads, contact your local transit agency's marketing rep. Note any specific locations or neighborhoods you have in mind. Make sure production/printing cost, installation cost, and tax is all included in the final proposal.



*Example of an out of home billboard ad*

# Out of Home (continued)

## Pro(s):

- High-reaching.
- Very efficient in terms of cost per view.
- Gets the message in front of people during their daily commute, out in their community, etc.
- Depending on the amount of media, it can be less complex to plan than digital media.

## Con(s):

- Higher cost of entry than digital media.
- There can be limited availability depending on the geography of interest and time of year.
- Robust plans can take time.



*Example of an out of home bus wrap ad*

# Thank you!

Contact [tobacco@state.mn.us](mailto:tobacco@state.mn.us) with any questions