**Promotion Methods Research**

As part of your Unit 2 exam you will need to carry out research into the different costs of advertising. The table below will help you get started, you should add any other methods of advertising you can think of.

**Task:** Complete the table below. In the second column you should make notes on the cost/s of each of the different methods of advertising and what you get for your money

For example: £5,000 for a 30 second commercial shown twice a day between 1-2pm on channel x for 2 weeks, £80 for 600 flyers in colour.

**Remember** to include the website/link of where you found your information.

|  |  |
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| **Method** | **Cost and weblink/address** |
| **TV Advert**MorningDay TimeEvening Prime Time |  |
| Cost of producing a TV commercial(Production costs) |  |
| Cinema Advertising |  |
| Poster |  |
| Graphics Designer |  |
| Leaflets/Flyers |  |
| Radio Commercial |  |
| Cost of producing radio Commercial |  |
| Billboard |  |
| National Newspaper |  |
| Local Newspaper |  |
| Magazine |  |
| **Social Media:**Instagram video and photo advertisingFacebookTwitterSnapchat |  |
| Youtube |  |
| Emails |  |
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