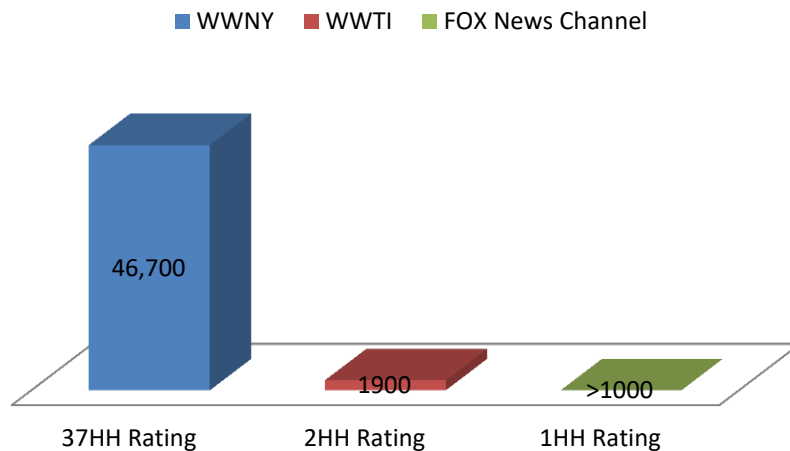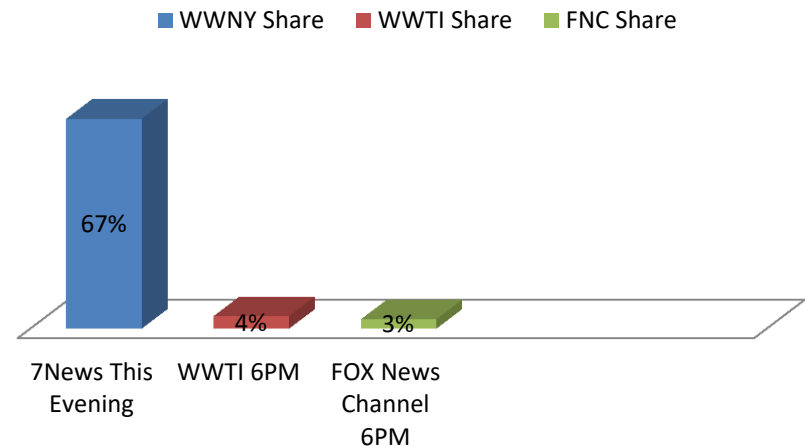# Effective Advertising

An effective advertising campaign is a combination of:
- Reach- The number of viewers exposed to the advertisement.
- Frequency- The number of times a message is repeated.

Persons 18yrs+ Reached M-F 6PM

■ WWNY ■ WWTI ■ FOX News Channel

46,700	1900	>1000
37HH Rating	2HH Rating	1HH Rating

Share of Available Audience M-F 6PM

■ WWNY Share ■ WWTI Share ■ FNC Share

67%	4%	3%
7News This Evening	WWTI 6PM	FOX News Channel 6PM

Frequency- Advertisers should have their message repeated to reinforce their message and engage new customers...but repetitive messages to a small audience just sends the same message to the same potential pool of customers... A large number of spots is no match for a few effective messages to a larger potential pool of customers.

Nielsen Feb 2017 Survey

Note- FOX News Channel was highest rated cable channel at 6PM, most others registered >1HHrating/2share if anything at all.