

Madison Benda

20-230 Intro to Advertising

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Uncle Dan's Outdoor Store and Campers

Target's Psychographic Summary

- Enjoys camping.
- Love being outside. Most campers have "a love for the outdoors".
- Hiking, outdoor cooking and fishing are among favorite things to do while camping.
- Way to enjoy recreational time.
- Requires gear such as tents, flashlights, sleeping bags, etc.
- Some types of camping require specialty gear (backpacking, hammocking, etc.)

Target's Demographic Summary

- Gender: Male = 55%
- Marital / Family Status: Married or living with a domestic partner = 67%
- Age Range: 25-44 = 34%
- HH Income: make over \$100,000 = 29%

Target's Geographic Location: Chicago, IL

This is a media plan for Uncle Dan's to target campers in the Chicago area. This media plan is for a campaign that is carried over the span of 3 months. The recommended months are

May, June, and July. There are 4 different media vehicles covered in this media plan, magazines, radio, google ads, and E-newsletters. There are recommended ads for each of these types of media vehicles within this media plan. You will notice an emphasis in google ads compared to the other media vehicles. The total spending for Uncle Dan's within this media plan is \$267,381.

Media Plan Overview

Media Vehicle	Number of Ads	Total Cost	CPM
Magazines			
Outside Magazine	3	\$ 65,895	\$ 8.14
Chicago Magazine	2	\$ 13,620	\$ 11.35
Magazines Totals/Avg	5	\$ 79,515	\$ 19.49
Radio			
WUSN-FM	12	\$ 21,384	\$ 7.48
WVAZ-FM	12	\$ 33,502	\$ 7.48
All Radio Totals/Avg	24	\$ 54,886	\$ 7.48
Google Ads			
	No. of Clicks		
Google Totals/Avg	53,000	\$ 115,580	\$ 1,058
E-Newsletters			
	No. of Weeks		
E-News Totals/Averages	15	\$ 17,400	\$ 795

TOTALS/AVERAGES	\$ 267,380.60
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Target Audience: Campers in Chicago

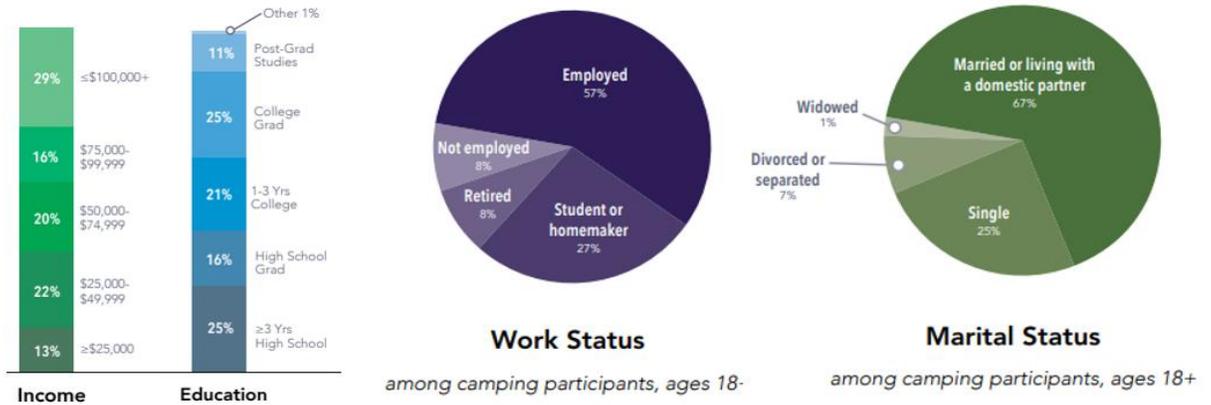
Our target audience is going to be people who love to be outdoors. All products sold at Uncle Dan's are designed to be used for outdoor living. Time spent outdoors by these campers or outdoor participants needs to be as smooth and comfortable as possible. Last year campers logged 587.2 million camping days, which averages 14.5 days per person (The Coleman Company, 2017, p.5). With this many people going camping for this long Uncle Dan's has a wide range of people that they can serve. 88% of campers participate in multiple outdoor activities, Uncle Dan's can serve their customers with a one stop shop for all their outdoor needs.

- **Psychographic Elements of Campers** -- Camping is one of America's favorite activities, with 40.5 million participating in 2016 (The Coleman Company, 2017, p.4). Campers like to camp for many different reasons. 45% of campers said, "I'm a casual participant. Camping is one of several ways I like to spend my recreational time", 21% said, "I'm hooked. Camping is one of my favorite things to do" and 17% said "I'm a fanatic. I love being outside, and camping is my favorite activity" (The Coleman Company, 2017, p.13). The biggest motivator for outdoor participation was getting exercise (The Outdoor Foundation, 2018, p.3) The top 3 favorite activities to do while camping are hiking at 45%, outdoor cooking at 44% and fishing at 39% (The Coleman Company, 2017, p.24).

When deciding to take a first camping trip there are different factors that influence people in their decision to try it. "Love for the outdoors" is the number one answer people give when asked why they went on their first camping trip (The Coleman Company, 2017, p.39). After the first trip 79% of first time campers say that they are

“very likely” to participate in another trip the next year (The Coleman Company, 2017, p.44). Outdoor participants want products that are going to make their trip more enjoyable or more productive during their trip. 77% of both male and female camper’s camp in tents and tent campers are the youngest at an average age of 40 (The Coleman Company, 2017, p.5). Most outdoor participants will spend more on activities at 14% for camping participants, but they will spend less on sport or recreational attire at 16% for camping participants (The Coleman Company, 2017, p.30-31).

- **Demographic Elements of Campers** -- The gender ratio of campers is “slightly skewed male with 55% of campers are male and 45% are female (The Coleman Company 2017, p.11). The family status for campers is more widespread as seen in the graphs below. Education levels are tied at 25% each between having greater than or equal to 3 years of high school education or being a college grad (The Coleman Company, 2017, p.11). Most campers are married or living with a domestic partner at 67%, as seen in the chart below (The Coleman Company, 2017, p.11). The average age for a first time camping trip is 10 years old, and most campers are 25-44 at 34% (The Coleman Company, 2017, p.11). Majority of campers are white/caucasian at 78% (The Coleman Company, 2017, p.11). Household income has a widespread range for campers as seen in the graph below. Employment is a little different with over half of campers being employed or retired at 65% (The Coleman Company, 2017, p.11).



- Geographic Target: Chicago, IL** – Chicago is located in the East North Central region for camping participation, this region represents 14% of campers (The Coleman Company, 2017, p.10). The mountain region represents the highest number of participants at 19%, but also is the biggest region geographically speaking (The Coleman Company, 2017, p.10). The Chicago area offers many different types of camping experiences. When I searched “Camping in Chicago” the top 3 search results were William W. Powers State Recreation Area, Camp Bullfrog Lake and Camp Sullivan. All three of these locations had great reviews and were all over 4 stars. The Chicago area has the great lakes being nearby to offer to campers as well.

Uncle Dan’s Outdoor Store Company Profile

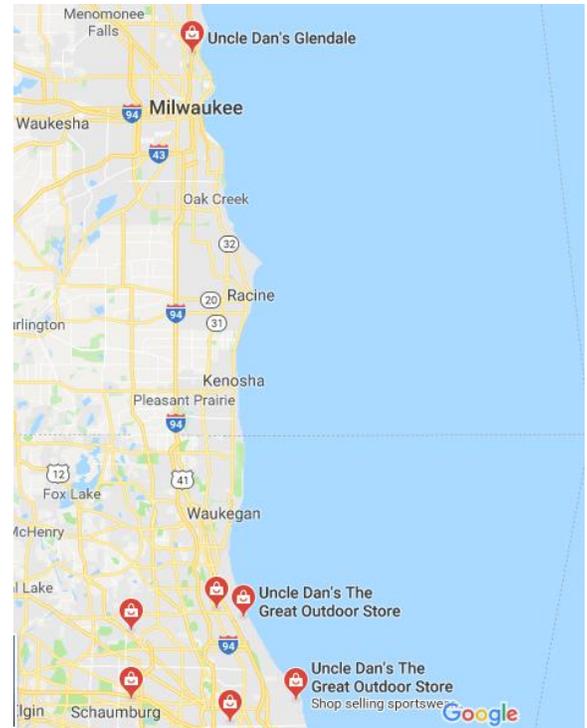
- Purpose, Mission and History** – Uncle Dan’s was founded in 1972 as a navy surplus store by 13-year-old Brent Weiss and his 15-year-old brother (Powell, 2018, para. 1). The brothers worked for their uncle, Dan Weinberg, at his own dry goods store and after his passing the boys opened their own store in his memory (Stories, 2017, para 2). They had one simple goal for their store – to help outfit the great people of Chicago to explore the outdoors. In 2018 Uncle Dan’s combined with Erehwon and Rock/Creek to “form an

industry-leading team of specialty outdoor retailers” (“About Us,” 2017, para 1). With this merge they hope to bring better service, more equipment, and stronger community to their customers. They strive to provide their customers with a bigger and better selection, as well as lead the way for specialty equipment (“About Us,” 2017, para 1.). Uncle Dan’s also has a large focus on customer service and see this as an important aspect of business. Erewhon recently took on Uncle’s Dan’s name for their stores, which are also located in the Chicago area.

- **Products** -- Tents are a vital part of camping and are the most popular type of shelter. Tents were the 5th most popular piece of camping equipment purchased and considered the most essential piece of gear. Uncle Dan’s has 107 products in their Tents & Shelters part of their website. Of those 107 products 16 of them are family tents. They range in price from \$175-500 and they carry 5 different brands. Those 5 brands were Big Agnes, Boulder Creek, Eureka, Kelty, Mountain Hardwear and Mountainsmith. In addition to the tents they also sell tent accessories such as poles and stakes.

Flashlights are another important item for both veteran campers and new campers. Close to half of all campers have purchased one of these, making it the most purchased item in the last year (The Coleman Company, 2017, p.5) Flashlights, along with coolers, are the most popular purchases for first time campers (The Coleman Company, 2017, p.5) When I searched flashlight in the search bar there were 76 results. Uncle Dan’s carries flashlights ranging from LED to kids flashlights. The most expensive flashlight within those products was around \$70 and the cheapest was around \$5.

- **Locations** – Uncle Dan’s currently has 9 locations in the Chicago area. The different Chicago neighborhoods they are located in are Bannockburn, Evanston, Highland Park, Kildeer, Park Ridge and Schaumburg. They have 1 location in Wisconsin, but it is still located close to Lake Michigan. They also have 3 rental locations on Lake Michigan that are open in the summer. Between these two types of stores Uncle Dan’s serves a vast majority of the outdoor participants.



Why Campers are the Perfect Target for Uncle Dan’s

Uncle Dan’s provides the equipment that campers need for most types of outdoor adventures. For the people of the Chicago area it’s nice to be able to have a specialty store close by with their 9 locations within the Chicago area. Uncle Dan’s carries all of the items listed in the Top 10 Camping Purchases in the Last Year from the 2017 American Camper Report. Of the Top 10 Most Essential Camping Items from the 2017 American Camper Report, Uncle Dan’s carries everything except for firewood (but they do have fire starter) and campers/ RV’s. Uncle Dan’s has the capabilities to serve all types of campers and outdoor participants. They also have their rental stores that serve both their Chicago customers and people who are visiting the Chicago area to camp.

Media Plan Recommendations

Magazine Recommendations

Magazine Name: Chicago Magazine

- **Rationale:** Chicago Magazine is a good media vehicle for Uncle Dan's to advertise in for many different reasons. Chicago Magazine offers a targeted market for Uncle Dan's to target their psychographic customers. Chicago Magazine's readers are very loyal to their publication with 46% of readers being subscribed for over ten years. Their readership is 52% female and 48% male, which is pretty close to what it is for campers at 55% male and 45% female. The average age for readers of Chicago Magazine is 46, and 30% of their readers are between the ages of 25-54. As stated before campers between the ages of 25-44 make up 34% of campers. Magazines have a long shelf life, at around 1-2 months with some magazines being even longer. They also have a high pass along rate which means more people are seeing your ad. This is especially true if the magazine is carried in places like doctor's offices where magazines are common.
- **Ad Size and Position:** I chose a 1/3rd page ad for Chicago Magazine on the inside of their publication. We have the option for the ad to be either horizontal or vertical. Vertical would be 2.2" x 9.35", and horizontal would be 4.6" x 4.6". The two issues I would choose to put Uncle Dan's ads in are the May issue and October Issue. The May issue focuses on travel which for campers in Chicago may be when they are beginning to plan summer camping trips. The October issue has a travel guide in it, as well as a feature on Lake Geneva. Lake Geneva is located about an hour and a half from Chicago in Wisconsin. This also may attract customers from the Milwaukee area if they were to see

the October issue and this would be beneficial because Uncle Dan's also has a store in the Milwaukee area.

- **Ad Cost:** I think that Chicago Magazine is a good place for Uncle Dan's to advertise, but not the best which is why I chose to put more money into a different magazine. I think that this magazine can still be beneficial to Uncle Dan's but didn't see it as the smartest place to put a lot of money. The cost to run one 1/3rd page ad, when running 2 or 3 total ads, is \$6,810. I thought the May and October issues were the only really beneficial ones for Uncle Dan's to run in which is why I chose only 2 ads. The total cost for the ads in Chicago Magazine will be \$13,620, which is only .05% of the \$250,000 budget.
- **CPM:** CPM stands for cost per mille, which denotes the cost per thousand impressions. In magazines this is the cost to reach 1,000 people and is calculated by taking the cost of one ad by the total audience. The total audience for magazines is calculated found by multiplying the circulation by the pass along rate. The CPM for this magazine is \$11.35. This is higher than both radio stations and the other magazine, but is within \$4 of both as well. I think that magazines overall have a good CPM when you are trying to reach a specified audience.

Magazine Name: Outside Magazine

- **Rationale:** Outside Magazine is a better media vehicle for Uncle Dan's than Chicago Magazine. Although Chicago Magazine targets the demographic area more, the ads we would run in Outside Magazine target people who specifically want to buy outdoor gear. Outside Magazine is also a national magazine and could get Uncle Dan's name out to people who visit the Chicago area, but have never hear of it. Outside magazine has an average reader age of forty-four, thus being in the age range of the average camper. Their

gender ratio is mainly male at 70% male and 30% female, campers are 55% male and 45% female. Although this publication is strongly male, the issues we will be advertising in have sections specifically targeted for women and women's outdoor products.

Magazines traditionally have a long shelf life, somewhere between 1-3 months depending on the magazine. I see it most beneficial to put our ads in the Buyer's Guide issues. These are released three times a year giving them a longer shelf life. With these staying around longer until the next one comes out there will be more of a chance for people to see our ad for a longer period of time. The circulation of this publication is 395,000 which is a large number all interested in buying outdoor products. Outside Magazine has the following statement in their Media Kit regarding their Buyer's Guide issues, "Considered the most trusted source in the industry, our reviewers put thousands of products through rigorous testing every year; only the best make it into our annual Spring and Winter Buyer's Guides." Since Uncle Dan's carries quality products the goal would be to have some products that Uncle Dan's carries also in these guides.

- **Ad Size and Position:** I see it most beneficial to put our ads in all three of the Buyer's Guide Editions of Outside Magazine. People who pick up these magazines are going to be particularly interested in outdoor gear, which is what Uncle Dan's main product focus is. I have decided on a half a page ad in all three to give us a large space to advertise in within this publication. All three ads will be located inside of the publications. We can use 4 color, 2 color, or black and white within these ads. We have the option of the ½ page ad being horizontal or island. We also have the option within those to have it be non-bleed, live, trim, or bleed. The three different issues our ad will appear in is the Spring Buyer's Guide, Winter Buyer's Guide, and the Gear of the Year edition. These

three issues have been proven to have an influence on buying behavior by consumers according to the Outside Magazine media kit.

- Ad Cost:** One thing that was attractive when looking at the ads in the Buyer’s Guide editions was how affordable they were. When working with our budget I thought that these added a great value to the media plan. Each ad in the Buyer’s Guides will cost \$21,695, the total for the three ads is \$65,985. With a pass along rate of 4 the ad would be seen by over a million people, thus making it worth the higher price.
- CPM:** CPM stands for cost per mille, which denotes the cost per thousand impressions. In magazines this is the cost to reach 1,000 people and is calculated by taking the cost of one ad by the total audience. The total audience for magazines is calculated found by multiplying the circulation by the pass along rate. The CPM for this magazine is \$8.14. This is close to both of the radio stations and the Chicago magazine. Outside magazine did cost about \$3 more in CPM, but it is a national magazine where Chicago Magazine is specified to Chicago. I think that magazines overall have a good CPM when you are trying to reach a specified audience.

Magazine Recommendations

Magazine Name	Cost Per Ad	Ad Size	Ad Position	Number of Insertions	Total Campaign Cost	Circulation (000)	Pass Along Rate	Total Audience (000)	CPM
Outside Magazine	\$ 21,965	half	Inside	3	\$ 65,895	675	4	2,700	\$ 8.14
Chicago Magazine	\$ 6,810	third	Inside	2	\$ 13,620	120	5	600	\$ 11.35
Magazines Totals/Avg	\$ 14,388			5	\$ 79,515			3,300	\$ 9.74

Radio Recommendations

Radio Choices

- **Format:** In the two different radio ads I have suggested I chose two different formats, Urban Adult Contemporary and Country. These two formats are very different but both have demographics to match our target audience of campers.

According to Katz Radio Group, Urban Adult Contemporary is described as “(a station that) plays hit Black music from a variety of decades depending on market conditions. Current songs included in the mix are typically smooth and relaxing without Rap or Dance.” For Urban Adult Contemporary, or UAC, the gender demographics are flipped from those of campers, but I see this as a benefit to draw more females in to camping. The audience for UAC is 45% male and 55% female, where the audience for campers is 55% male and 45% female. These are somewhat close and like I said before may draw more females campers to Uncle Dan’s when they hear about it. The age range for UAC is 40% of listeners are between the ages of 34-54. This is the same age range for most campers.

The other format I have chosen is Country. According to Katz Radio Group, there are many different types of country such as Hot/Young, Traditional, and Full Service. The gender breakdown is 47% male and 53% female, thus being very similar to that of campers. The ages of people who listen to country music is pretty spread out between ages 18-65+. All of these age ranges have somewhere between 12% and 15%, thus making them marketable to all ages.

- **Days and Daypart:** I have chosen to run all radio ads during the PM daypart. The PM daypart runs from 3 pm -7pm, therefore it includes the evening commute. I think running

these ads in the evening commute would be beneficial because that is when our customers are most likely to be thinking about their upcoming camping trips. By planting radio ads in this commute it can spark the idea for new gear. I would suggest running these ads on Wednesdays, Thursdays or Fridays since most camping trips take place on the weekend.

- Insertions:** Between the two different radio stations we had a total of 24 insertions. I realize this is not much and radio requires a lot of repetition, but with the given budget I do not see it possible to use this media vehicle effectively. I think there are other media vehicles we can use that will reach our target audience a lot better. There will be a total of 12 insertions for each station. These ads will run over the course of 3 weeks. The ad will run one day a week, once every hour. It would be more effective to run these ads more throughout the daypart, like I said earlier it is not in the best interest of Uncle Dan's or the budget they have set to do this.

Radio Insertion Worksheet	WUSN-FM	WVAZ-FM
Chosen Daypart	PM	PM
Number of hours per daypart	4	4
Number of ads per hour	1	1
Total number of ads per day	4	4
Days per week ad runs	1	1
Number of weeks your radio ads will run	3	3
Total number of ad days for campaign	3	3
Total Number of Insertions	12	12

Station No. 1

- Name/Format:** V103 - Urban Adult Contemporary – WVAZ-FM

- **Reason:** This station had the highest rating out of all of the other UAC stations in the Chicago area. After looking through their website and social media accounts it was clear that they were well liked by the people of Chicago. They also had the right demographics that matched the target audience for Uncle Dan's as stated in the above paragraphs.
- **Cost Per Ad:** Radio ads are very expensive for what you get. The CPP (cost per point) for this station was \$594, thus making a sixty second ad \$2,792. After 12 insertions of the sixty second ad the total ad cost for this station is \$33,502. One of the downfalls to radio ads is that after they have been played they are gone. There is no pass along for radio ads, once they're done they're done. Therefore for 12 minutes of ad space we will be paying over \$30,000 which does not seem the most ideal which is why I did not put much money into this media vehicle.
- **CPM:** The CPM for radio is based off of listeners. The cost of one ad is divided by the listeners of the station. The CPM for this station is \$7.48. Both stations have the same CPM of \$7.48. So basically they would be paying the same amount to reach two different types of audiences that have similarities in audience.

Station No. 2

- **Name/Format:** US 99 Chicago's Hottest Country - Country - WUSN-FM
- **Reason:** This station had the highest rating among all of the other country stations in the Chicago area. They had a very professional website they featured things related to country music and events going on in Chicago. They had demographics that matched the needs of Uncle Dan's which made them a good choice for Uncle Dan's to run ads.
- **Cost Per Ad:** Like I stated before, Radio ads are not the cheapest and require repetition to be the most effective. The CPP for this station was \$594, therefore a sixty second ad

costs \$1,782. With 12 insertions for at this station, the total cost comes to \$21,384. This is a very small portion of our budget, but this money could be spent more effectively somewhere else. I would rather just leave radio out of this media plan all together, but due to this assignment I was required to buy two. These two seemed they could be the most effective.

- **CPM:** The CPM for radio is based off of listeners. The cost of one ad is divided by the listeners of the station. The CPM for this station is \$7.48. Both stations have the same CPM of \$7.48. So basically they would be paying the same amount to reach two different types of audiences that have similarities in audience.

Radio Placements

Radio Station	Format	Daypart	Rating	Rating (%)	Persons 12+ in Market	Listeners of station (000)	Cost per point (CPP)	Cost per :60 ad	No. of Insertions	Total Cost	CPM (Listeners)
WUSN-FM	Country	PM	3	3%	7,945,800	238	\$ 594	\$ 1,782	12	\$ 21,384	\$ 7.48
WVAZ-FM	Urban AC	PM	4.7	4.7%	7,945,800	373	\$ 594	\$ 2,792	12	\$ 33,502	\$ 7.5
All Radio Totals/AVG			3.85			612	\$ 594	\$ 2,287	24	\$ 54,886	\$ 7.48

Google Keyword Recommendations

- **Keyword List:**
 - family tent
 - camping gear
 - cheap tents
 - camping Chicago
 - RV parks near me

- campgrounds near me
- outdoor activities
- camping food
- hydro flask
- merrell shoes

- **Rationale:**

- ‘family tent’: I chose this word because this is a product that Uncle Dan’s sells. Camping is especially popular with families, which is why these tents are also a popular item. When searching ‘family tents’ on the Uncle Dan’s website 149 products come up. Other products that Uncle Dan’s sells could also interest families and sell more product for Uncle Dan’s. There were many searches for ‘family tent’ in the Chicago area which is another reason I chose to include it. This word we will be paying the high bid on to be at the top of the page.
- ‘camping gear’: This is exactly what Uncle Dan’s specializes in which is why I knew it needed to be included. If anyone is looking for camping gear in the Chicago area we want to make sure they at least know that Uncle Dan’s is an option for them. This phrase had a more expensive bid, but I saw that it was fit to spend the money on it since it is what Uncle Dan’s specializes in. I also raised the number of clicks per month to 2,500 in hopes that we could reach more of our target audience and get more people into the stores.
- ‘cheap tents’: Tents is a product that Uncle Dan’s carries many different brands and varieties of. Although Uncle Dan’s carries all name-brand tents that I wouldn’t necessarily consider cheap, this search could still pull in people who are

looking for different camping gear. It may also get people to buy a nicer tent if they begin to look at the quality of products Uncle Dan's carries. I took the higher bid for this phrase to be displayed on the first page, but lowered the number of clicks per month to 1,000.

- 'camping Chicago': This search is good for both people who live in the Chicago area and those campers who travel to camp. For campers who live in Chicago they are reminded that Uncle Dan's has right what they need. For campers outside of the Chicago area they are introduced to Uncle Dan's and they know that while they are visiting there is somewhere they can get gear and supplies. I chose the high bid on this one as well as I thought that it was important to advertise to anyone who is thinking of camping in Chicago. I chose 2,500 clicks per month for this one as well in hope that we can reach more people. This was the most expensive word.
- 'RV parks near me' and 'campgrounds near me': These phrases are important because people with RV's are also going to need some of the same camping supplies as campers and vice versa. Most RV parks also have space for tent camping as well, so people who are searching this could be more traditional campers as well. Most campgrounds also have hookups available for RV's. For these phrases I picked the lower end, just because they high end was close to \$3-\$4 a click and that seemed a little excessive. I felt money could be better spent on boosting other phrases. More clicks were purchased for these since this was such a popular search.

- outdoor activities: This phrase I thought would be good to draw people who like to spend time outdoors to Uncle Dan's. They might not be planning on going camping but they still may want some of their apparel or other products to go with the outdoor activities they enjoy. I chose the lower option for this one since it isn't quite as targeted as some of the other phrases. The high end was also more than I was comfortable spending for this phrase.
- camping food: This phrase is to pull people in who like to camp. They may not be looking to buy camping supplies at the moment, but if they know Uncle Dan's is out there that's where they may think to go. They also could see our ad and decide they want to look at being some new camping gear. I picked the higher end for this one just because it didn't cost very much.
- hydroflask: This is a brand of water bottle that Uncle Dan's carries. When looking under the brand tab it is one that they feature. They sell things like water bottles and canisters, water bottle holders, apparel, cleaning supplies and more. Uncle Dan's carries a total of 43 products from hydroflask. This I felt would be good for people who may want these water bottles and don't have time to order online. They can see what Uncle Dan's offers in their stores.
- merrell shoes: This is another brand that Uncle Dan's features on their brand page. Merrell is an outdoor shoe company that is very popular with campers and hikers. These shoes are VERY popular with outdoor people, we sell these at a shoe store I work at, DSW, in Kansas City and we have many people come in for them specifically. Uncle Dan's carries 77 products from this company and they are all men's and women's shoes.

- Most Expensive Keyword:** The most expensive keyword was ‘camping Chicago’. This one cost \$2.98 per click and a total of 7,500 clicks were purchased for over the course of 3 months. I think that this is the most expensive work because there is a lot of competition on this page and it is searched a lot. This was by far the most expensive keyword bought, but I think that it would pay off for Uncle Dan’s.

The least expensive keyword purchased was ‘cheap tents’. This one didn’t cost as much as the others to get on the top page. This is a phrase that is not searched as much and has less competition to advertise on. I chose the high bid at \$.81, and only chose to do 1,000 clicks over 3 months. The total cost for this ad was \$2,430.

Overall, I chose more of the high bids than the low bids. Most people don’t go past the first page of google so buying the lower bids didn’t seem as useful. Some that had very high bids I still felt would be useful, and they obviously have a lot of traffic if they have such a high bid.

Google Ads: Keyword Based Search Ads

Keywords/Keyphrases	Cost Per Click (CPC)	Total Clicks per Month	Number of Months	Total Clicks	Total Cost	CPM (CPC)
family tent	\$ 0.55	3,000	3	9000	\$ 4,950	\$ 550
camping gear	\$ 1.70	2,500	3	7500	\$ 12,750	\$ 1,700
cheap tents	\$ 0.81	1,000	3	3000	\$ 2,430	\$ 810
camping chicago	\$ 2.98	2,500	3	7500	\$ 22,350	\$ 2,980
RV parks near me	\$ 0.95	10,000	3	30000	\$ 28,500	\$ 950
campgrounds near me	\$ 0.96	10,000	2	20000	\$ 19,200	\$ 960
outdoor activities	\$ 1.05	1,000	3	3000	\$ 3,150	\$ 1,050
camping food	\$ 0.85	3,000	3	9000	\$ 7,650	\$ 850
hydroflask	\$ 0.30	10,000	2	20000	\$ 6,000	\$ 300
merrell shoes	\$ 0.43	10,000	2	20000	\$ 8,600	\$ 430
Google Totals/Avg	\$ 1.06	53,000		129000	\$ 115,580	\$ 1,058

E-Newsletter Recommendations

I think that Uncle Dan's could greatly benefit from E-Newsletter ads therefore I chose to include two of them. This is a great way to reach the people of Chicago directly.

E-Newsletter 1

- **Newsletter Type:** Chicago Magazine E-Newsletter – Go Travel
- **Ad Type:** Pixel Exclusive
- **Newsletter Type Rationale:** I think that E-newsletters are a very effective form of advertising. They are also more affordable than some other media vehicles. The nicest thing about e-newsletters is that the consumer has asked for the ad by opting in to the newsletter. You know that the consumer will be willing to look at your ad because they have asked for the publication. The newsletter I have picked is called 'Go Travel' by Chicago Magazine. It is one of their newest newsletters, therefore it has a smaller amount of subscribers. All of the subscribers are people who enjoy to travel, some may even like to be outdoors and camp which is why I chose this newsletter.
- **Ad Type Rationale:** I chose the pixel exclusive ad type because it was the biggest and was still pretty affordable. This e-newsletter only comes out once a month on the third Thursday, therefore there are less insertion opportunities in this e-newsletter. I thought that running an ad here each month within the three month campaign would be beneficial for Uncle Dan's.

E-Newsletter 2

- **Newsletter Type:** Chicago Magazine E-Newsletter – Sales Check

- **Ad Type:** Pixel Skyscraper
- **Newsletter Type Rationale:** This e-newsletter highlights sales going on in the Chicago area and other shopping news. This can attract both campers and people in Chicago who love to shop. Uncle Dan's carries products that may attract more than just campers. For example, the Hydroflask water bottles that they carry are very popular among college girls. I was surprised to see that Uncle Dan's carried them the first time I got on the website. Uncle Dan's is mainly targeting campers but can also target everyone else in the market as well with this newsletter.
- **Ad Type Rationale:** I chose the pixel skyscraper ad (160x600) because I thought the dimensions were better, but can change to pixel banner ad (468x60) for no additional cost. The ads cost \$700 an ad and I think it would be beneficial to run the ad every week during our 3 month campaign. Therefore we would have 12 total weeks, which would total out to \$8,400.

E-Newsletter Recommendations

Source	Newsletter	Type of Ad	Cost Per Ad	Number of Weeks	Total Campaign Cost	Circulation	CPM
Chicago Magazine	Go Travel	Pixel Exclusive	\$ 3,000	3	\$ 9,000	8,920	\$ 1,009
Chicago Magazine	Sales Check	Pixel Skyscraper	\$ 700	12	\$ 8,400	14,440	\$ 582
Totals/Averages			\$ 1,850	15	\$ 17,400		\$ 795

Strategy Thoughts

- **Budget and CPM:** CPM stands for cost per mille, which denotes the cost per thousand impressions. In magazines this is the cost to reach 1,000 people and is calculated by

taking the cost of one ad by the total audience. The total audience for magazines is calculated found by multiplying the circulation by the pass along rate. The CPM for radio is based off of listeners. The cost of one ad is divided by the listeners of the station. For Google ads the CPM is measured by the cost for 1,000 clicks. CPM can also be referred to as CPC in google ads which stands for cost per click. The CPM for e-newsletters is calculated by dividing the circulation by 1,000.

Between all these media vehicles the one that had the best CPM was radio, at \$7.48 per thousand. The CPM for radio is so low because the total audience for radio is very high. The most expensive CPM is Google Ads, which came to \$1,058 per thousand, which is very high compared to radio. The big difference between Google ads and radio is that the Google ads are much more targeted to the consumer. With radio ads the demographics may match the typical camper, but I also fall into the typical camper range and I hate camping. I think that magazines offer the “best bang for your buck” out of all media types. They have the best balance between a good target audience and price. I think that Google ads are the best way to spend money for Uncle Dan’s, but is VERY expensive.

- **Media Benefits:** From this paper I have learned about the benefits to all the different types of ads covered. For magazines, they are very targeted to what the magazine is about. For example, Outside magazine is for people who like the outdoors which is why it was a great fit for an ad for Uncle Dan’s. Magazines also have subscribers which means they pay for the info and wait for them to come monthly, biweekly, etc. Radio has much different benefits than magazines. Radio ads are targeted, but they are mainly targeted demographically rather than by interest as well. One way that radios can target is

by format, such as talk, country, pop, rock, etc. Formats can help match advertisers to their target audience based on the average listener for each format. E-newsletters are good because the audience has opted in to receive it them. By having the audience “ask for” the content the ads tend to be more interacted with. E-newsletters are also able to be very targeted just like magazines. Google ads are able to the most targeted because they only come up when certain phrases are searched. All media types have their own unique benefits that can benefit different advertisers.

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