

DETERMINANTS OF MEDIA SELECTION AMONG ADVERTISING PRACTITIONERS IN NIGERIA

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ABSTRACT

This study examined the factors that advertising practitioners in Nigeria consider when selecting media for advertising campaigns. The survey research method was applied to collect data with the structured questionnaire as the research instrument. 120 copies of the questionnaire were administered on the respondents who were members of the Media Independents Association of Nigeria (MIPAN) sectoral group of the Nigerian advertising industry. The purposive sampling technique was employed for selecting respondents in order to eliminate waste. 110 copies of the questionnaire were properly completed and returned representing 91.6 percent response rate. Findings revealed that reach was the most important factor that influenced media selection among advertising practitioners in Nigeria as indicated by 40.5 percent of the respondents. This was followed by cost of media as well as available budget for advertising campaigns. Other factors include prestige, image, rating and share of media as well as circulation with respect to the print media. Radio emerged as the most preferred advertising medium as indicated by 37 percent of the respondents. It was followed by newspaper, television and online media respectively. The major conclusion drawn from this study is that traditional media of mass communication are still the preferred advertising media among advertising practitioners in Nigeria. It was recommended that private media owners should increase the reach of their media outlets in order to attract more advertising revenue. It was further recommended that future researchers should investigate how Nigerian advertising practitioners determine some of the variables utilized in media selection. These include reach, prestige, image, and share of advertising media. Furthermore, it was recommended that constant research be conducted to determine the actual reach of media outlets in Nigeria as opposed to unsubstantiated claims by media owners.

Key words Advertising Advertising media Media planning Media selection

Introduction

Advertising, over the years, has grown to become a prominent form of marketing communication. From a rudimentary beginning in the form of town-crying, inscriptions and graffiti, posters, window displays and personal selling, it has today become a gigantic industry across the world, utilizing

modern mass communication media and techniques to get sales messages across to a large number of people.

.Advertising does not work in isolation of the mass media. It is so closely connected with the mass media that advertising can hardly achieve its objectives without utilizing the mass media. Indeed, some definitions of advertising from different scholars show the close relationship between advertising and the mass media. For instance Wright et. al. (1999:9 establish the close connection between advertising and the mass media when they define advertising as “controlled, identifiable information and persuasion by means of mass communication media.”

The Nigerian advertising industry is made up of six sectoral groups. These are the Advertisers Association of Nigeria (ADVAN), Outdoor Advertising Association of Nigeria (OAAAN), Broadcasting Organization of Nigeria (BON), Newspaper Proprietors Association of Nigeria (NPAN), Association of Advertising Agencies of Nigeria (AAAN) and Media Independents Practitioners Association of Nigeria (MIPAN).

.Media Independents (MIs) appeared on the Nigerian advertising scene in May, 1999, with seven member companies. According to MIPAN (2013) a media independent is a registered advertising practitioner who is skilled in media planning, buying and placement and who exercises such functions in such a way that this aspect of the practice becomes more efficient to the advertiser, the media owner and the advertising agency.

In view of the above background, this study investigates the factors that media planners and buyers in Nigeria consider in their selection of media for advertising campaigns. In other words, what are the factors that affect media selection among advertising practitioners in Nigeria?

Literature Review

The media play a crucial role in the advertising process by facilitating the dissemination of messages from advertisers to the target market. As far as advertising is concerned, media are the vehicles or channels that are capable of carrying or transmitting marketing communication messages to the potential target markets.

The advertiser has a wide range of media to select or choose from; these range from the traditional or mainstream advertising media of newspapers, magazines, radio, television, transit media, billboard, direct mail, and Internet to alternative media such as leaflets, posters, brochures, among others. As a result of the multiplicity of advertising media available to the advertiser, media planning and selection have become inevitable in the advertising process.

Willshire (2013) offers a somewhat broad definition of media planning when he states that “media planning is about connecting people and companies.” He explains that there are two principles for media planning whether for old or new media. These are *activity* (what media planners do) and *phasing* (why they carry out their activities).

Another definition by *Marketing Communication 2000* website states that media planning consists of a series of decisions involving the delivery of messages to audiences. It explains that the goals of media planning are attained by the media strategy and programme.

Mediacom (2013) the company that handles the media planning activity for some of the world’s largest advertisers including P&G, Shell, Glaxo Smithkline and Universal defines media planning as the art or science of ensuring that the adverts that advertisers want to place appear in their right places and at the right time to ensure that they reach the correct target groups

According to Moriarty, Mitchell and Wells (2009:26) media planning involves the challenge of advertising practitioners in determining the best way to deliver a message to the target target. They explain that four advertising professionals are involved in the media planning process. These are media researchers, media planners, media buyers and media buying companies.

Doghudje (2005) cited in Onyenyili-Onuorah(2010) states that media planning is essentially the judicious allocation of the media budget to deserving media and a medium is deserving if it has the desired reach and impact and is cost effective.

Sissors and Baron (2010) explain that a typical media planner attempts to answer the following specific questions;

- In which media should I place ads?
- How many times a month should prospects see such ads?
- During which months should the ads appear?
- Where should the ads appear? In which markets and regions?
- How much money should be spent on each medium?

They explain that when all the above questions have been asked and the decisions made, the recommendations and rationale are organized into a presentation and written in a document called a *media plan*. The plan, when approved by the advertiser becomes a blueprint for the selection and use of media. Once the advertiser has approved the plan, it also serves as a guide for actually purchasing the media.

Clow and Baack (2007) state that media planning begins with careful analysis of the target market. They further explain that while developing the media plan, it is important to:

- focus on consumer behaviour
- create plans that affect the consumers' purchasing process
- create plans that influence consumers in the market place.

Clow and Baack further explain that one method of addressing media planning is to study the media choices that members of a specific, defined target market might make during the course of a day.

According to Onyenyili-Onuora (2010) the task of media planning and buying includes identifying the media exposure/usage characteristics of media-satellite/cable radio and television, the Internet, movie screen advertising, videogame advertising, mobile phone, ambience media among others.

Media planners work with the press, television, radio and new media, in particular the Internet, as well as more unusual platforms, for example, promotion on the sides of buses and taxis. Some agencies may combine the role of media planner with that of media buyer. Media planners are also known as communications planners, brand planners or strategists.

According to Arens (2010) the purpose of media planning is to conceive, analyse and creatively select channels of communication that will direct advertising messages to the right people in the right place at the right time. According to him, each of the major mass media that advertisers select for their campaigns have unique capabilities and audience characteristics.

Clow and Baack (2007) aver that the media planner formulates a media programme stating where and when to place advertisements. They also explain that media planners work closely with creative, account executives and media buyers adding that it is important for the creative personnel to know which media will be used. The choices have a major impact on how advertisements are designed. Television advertisements for instance, are constructed in a different way from radio and newspaper advertisements.

The media selection task therefore is one of achieving reach, frequency and impact within cost constraints. Pinkton and Broderick (2010) further explain that the media selection decision can be broken down into four areas-inter- media, intra-media, primary medium and secondary support media. The inter-media decision is one of choosing which main media (media classes) will be used in media plan; the specific media vehicles to be used to carry the advertising messages; the specific media vehicles that will serve as primary media and those that will play a secondary or supportive role.

Strengths and limitations of various advertising media

Advertising media are many but as far as mainstream media are concerned, they include newspapers, magazines, television, cable television, radio, outdoor, transit, direct mail and the Internet. All these media possess some strengths and weaknesses which are suitable for some advertising campaigns and unsuitable for others.

Newspapers used to be primary media for several advertisers. However, Sissors and Baron (2010) explain that in recent times the business model of large urban newspapers has been challenged by the Internet that has cost newspapers the very profitable classified advertising. Newspaper circulation has also gone down especially in advanced countries as young now adults turn to the Internet and mobile phone displays to get the latest news. These notwithstanding, advertisers and advertising agencies including media independents still use newspapers for advertising campaigns despite their limitations. (Sissors and Baron, 2010, and Nkwocha, 2005)

Magazines offer better colour production, in depth researched articles, sophisticated audience readership, durability of advertising messages among others, On the other hand, limitations of magazines include lack of fresh news, expensive to purchase and restricted readership as a result of cost

Strengths of radio include its portability, grassroots appeal, high entertainment value, wide range of programmes, and immediacy in information dissemination among others. Its weaknesses, however, include lack of visual impact, short life-span of messages and the fact that it depends on electrical energy

Strengths of television include immediacy in information dissemination, visual impact, wide reach especially for those in urban areas, high entertainment value, prestige among others. Its weaknesses include the fact that it relies on electrical energy, expensive to purchase and short life-span of its messages.

The strengths of billboard advertising include accessibility, reach, geographic and demographic flexibility. Its weaknesses include the fact that it is limited to simple messages, no guarantee of high recall and limited availability in upscale neighbourhoods.

Strengths of transit media include mass coverage of a metropolitan area, high frequency, relative efficiency among others. Its weaknesses include limited messages space, high competition from other media and personal activities and frequency inspection.

The strengths of Internet display include low cost corporate legitimacy, creative flexibility, easy documentation of effectiveness among others. Its limitations include the fact that it is a constantly changing medium, high cost to achieve adequate reach among others.

Criteria for advertising media selection.

In view of the multiplicity of advertising media available to the advertising agency or media independent (MI), certain criteria are usually utilized to select appropriate media for advertising campaigns. This is important because advertising media is quite expensive. Besides, there is also the need to eliminate waste in the advertising process. As identified by Nti- Yeboah (2011) the criteria for selecting media for any advertising campaign include the nature of the product, market, advertising objectives, media circulation, financial consideration, type of audience, life of advertisement and media used by competitors. Others include target audience media habits, nature of the product, type of advertising message, cost factor, media reach, available budget, prestige and image of the media as well as media rating and share.

The changing face of advertising media selection

The face or scope of advertising media selection has changed with advances in media and communication technologies that emerged in the new millennium. This revolution has led to dynamic

growth in the use of interactive media especially the Internet which has forced advertisers, marketers and advertising agencies to re-evaluate traditional advertising media.

The Internet or online media have unarguably transformed the traditional methods through which advertisers or marketers communicated with their target markets and altered the scope of media selection. According to Tavor (2011), the Internet has become the world's most powerful advertising medium for two major reasons. The first is that virtually all audience members of traditional mass media now have access to the Internet. Secondly, the Internet now has a daily audience that is greater than the sum of the entire historical audience of traditional mass media. Therefore the possibility of reaching a predefined target market leverages the brand, induces the effectiveness of the website's sales and enhances the transfer of information to consumers.

According to Rodgers and Thoron (2010) there are five major formats of online advertising. These include sponsorship, keyword linking, commercial sites, pop-up advertising and banners. In addition to these, Cheek, Kunz and Osborne (2011) have identified two others namely direct e-mailing and link strategies.

The Nigerian media landscape

Nigeria has a vibrant media industry whose history dates back to 1859 when the Rev. Henry Townsend of the Church Missionary Society (CMS), Anglican Communion, established the country's first newspaper, *Iwe Irohin* in Abeokuta, capital of present day Ogun State.

From that rudimentary beginning, Nigeria's print media industry has grown tremendously over the past 154 years. There are now over 100 newspapers and magazines in the country and most of them are owned by private commercial interests. Some state governments also own newspapers with limited circulation and coverage. The Nigerian newspaper landscape is dominated by a few national newspapers which include *The Punch, Guardian, Sun, Vanguard, Nation, National Mirror, ThisDay, Nigerian Tribune, Daily Independent, Daily Trust and New Nigerian*. The leading news magazines are *Tell, The News, The Source, Newswatch and The Insider*. Actual circulation figures of newspapers and magazines are not known.

The broadcast media with over 80 years history used to be owned exclusively by both the Federal and state governments. The Federal Government owns the largest radio and television networks. These are the Federal Radio Corporation of Nigeria (FRCN) and Nigerian Television Authority (NTA) respectively. The situation, however, changed in 1992 when the military regime of General Badamosi Babangida deregulated the broadcast sector thereby permitting private ownership of the broadcast media in Nigeria. The deregulation of the broadcast media has brought a quantum leap in the number of radio and television stations in the country. According to the National Broadcast Commission (NBC) as at August 2012, there were 233 Federal and State owned radio and television stations, 123 private as well as 36 satellite and cable TV operators. (Cited in Garba, 2012)

Empirical review

Advertising media planning and selection are not very popular areas of research among communication researchers. However few related studies do exist but there are mainly from developed countries.

A study conducted by MediaVert USA (cited in Clow and Baack, 2007) shed some light on how attentive consumers are to brand messages in different advertising media. Word-of mouth messages were at the top of the list. Of the sample size, 63 percent said they paid more careful attention to brand messages disseminated by word- of- mouth. Second was sampling (45%), followed by in-store messages (32%), mass media advertisements (27%), online (10%) and direct mail (7%).

In an exploratory study, Rademaker (2011) examined the extent to which green environmental issues, advertiser-agency cooperation and the economic recession influenced media selection. The sample

was chosen on the basis of a cluster analysis on annual media investments among the largest advertisers in Sweden.

The results of the cluster analysis showed some correlation with the type of industry and revealed eight clusters with different portfolios of media expenditures. The results of the study indicated that despite companies' environmental policies, green environmental issues did not seem to be considered by the marketing managers when selecting advertising media.

. In another study, Rademaker (2011) found that despite organizations claiming to care for the green environment through documented environmental policies, advertising media selection does not seem to be much guided by green environmental concerns among marketing communication companies in Sweden.. Rather, problems with consistency and control seem to exist between companies' ideas/selection (documented environmental policies) and their actions (advertising media selection), causing the need for justification and/or hypocrisy.

.Theoretical framework

The relevant theoretical framework for this study is the continual-frequency media scheduling theory also known as the recency theory. According to Clow and Baack (2007), this theory suggests that a consumer's attention is selective and focused on his or her individual needs and wants. The theory is attributed to Erwin Ephron (cited in Freeman,1997) and Betty Tabor (1998). Essentially, the theory challenges the traditional three-exposure model based on the intrusion value which holds that advertisements make an impact on an audience regardless of individual needs or wants. Intrusion value is the ability of media or advertisements to intrude upon audience members without their voluntary attention.

According to the Audience Watch website (2013) recency theory refers to the belief that advertisements and promotions are most effective when they are exposed immediately prior to the time of decision and that the influence of advertising exposure diminishes with time. For instance, exposure to fast food advertisements is optimal when it occurs just before lunch.

Furthermore, the theory suggests that purchases occur continuously; therefore the media planning strategy should be such that it reaches as many consumers as possible in as many times as possible. Also, when optimizing a media plan, greater value should be assigned to advertisements which are exposed immediately preceding days of more frequent purchase.

One primary difference in recency theory is the idea that one advertisement exposure is enough to affect an audience when that person or business needs the product being promoted. Additional exposures actually may not be necessary. The advertising strategy that matches recency theory spreads the message around using a variety of media, each one providing only one exposure per week or time period.

Methodology

This study employed the survey research method with the questionnaire as the data collection instrument. To ensure the content validity of the instrument, relevant literature was reviewed and analyzed which provided some direction in drafting the questionnaire. Similarly, to ensure the face validity of the instrument, the initially constructed questionnaire was given to an advertising expert for scrutiny and suggestions which led to its modification. To ensure its reliability, the modified questionnaire was pre-tested on 10 advertising lecturers at the Redeemer's University and School of Communication, Lagos State University. The questionnaire was then re-modified according to the results of the pre-test.

120 respondents who were members of the Media Independents Practitioners of Nigeria (MIPAN) were purposively selected and administered the questionnaire. They were media planners, media buyers, researchers among others in the MIPAN sectoral group. This technique was adopted to eliminate waste as the study sought to determine the criteria for media selection among members of

this sectoral group of the Nigerian advertising industry. 110 copies of the questionnaire were properly completed and returned representing 91.6 percent response rate. The data collected were analyzed through the SPSS software using descriptive statistics of frequency counts and percentages or frequency distribution tables.

RESULTS AND DISCUSSION

TABLE 1: Key demographic variables of respondents

		Frequency n=110	Percent	Valid Percent	Cumulative Percent
Sex of respondents	Male	72	65.0%	65.0%	65.0%
	Female	38	35.0%	35.0%	100.0%
Age bracket of respondents	20-25	5	4.5%	4.5%	4.5%
	26-30	18	16.4%	1.5%	21.0%
	31-35	22	20.0%	20.0%	41.0%
	36-40	32	29.5%	29.5%	70.0%
	41-45	17	15.5%	15.0%	85.5%
	46-50	11	10.0%	10.0%	95.5%
	51 and above	5	4.5%	4.5%	100.0%
Educational background of respondents	OND	8	7.3%	7.0%	7.0%
	HND	42	38.2%	38.0%	45.0%
	B.SC	36	32.7%	33.0%	78.0%
	M.SC/MBA	24	21.8%	22.0%	100.0%
	Ph.D	-	-	-	-
Status/position of respondents	Media planner	24	21.8%	22.0%	22.0%
	Media buyer	54	49.1%	58.0%	80.0%
	Others	22	20.0%	20.0%	100.0%

Table 1 indicates the key demographic variables of the respondents. Most of them (65 percent) are males while 35 percent are females. In terms of age, majority of them (49 percent) fall within the 22 to 32 age bracket. Similarly, majority (71 percent) hold the Bachelor of Science degree or Higher National Diploma. In terms of their status in their organisations, most of them (58 percent) are media buyers; 22 percent media planners while 20 percent occupy other positions in their organisations.

TABLE 2: Media mostly selected for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	35	32.0%	32.0%	32.0%
Television	20	18.0%	18.0%	50.0%
Newspaper	20	18.9%	18.0%	68.0%
Valid Magazine	10	9.0%	9.0%	77.0%
Billboard	10	9.0%	9.0%	86.0%
Online	15	14.0%	14.0%	100.0%
Total	110	100.0%	100.0%	

In terms of media mostly selected by respondents for advertising campaign, data on table 2 indicates that 35 or 32 percent of the respondents select radio as their primary advertising medium. This is followed by 20 or 18 percent of the respondents who select the newspaper medium as their main advertising medium. Television is selected by 20 or 18 percent of the respondents as their preferred advertising medium while 15 or 14 percent of the respondents select the online or Internet medium for advertising campaigns. 10 or 9 percent of the respondents prefer billboard as their preferred advertising medium. Another 10 or 9 percent of the respondents select magazine as their preferred advertising medium. From the data, it is obvious that radio is the most preferred advertising medium by advertising practitioners in Nigeria for advertising campaigns. This confirms the belief among some scholars and advertising practitioners that radio is the most popular medium of mass communication in developing countries.

TABLE 3: Factors that mostly influence media selection

	Frequency	Percent	Valid Percent	Cumulative Percent
Reach	49	45.0%	45.0%	45.0%
Cost	28	25.5%	25.5%	70.0%
Available budget	23	20.5%	20.5%	91.0%
Valid Prestige and image	5	4.5%	4.5%	95.5%
Rating and share	5	4.5%	4.5%	100.0%
Total	110	100.0%	100.0%	

Table 3 indicates that majority of the respondents were mostly influenced in their media selection by the reach of media as indicated by 49 or 45 percent of the respondent. However, 28 or 25.5 percent of them indicated that they were influenced in their media selection by the cost of media. However, 23 or 20.5 percent of the respondents considered available advertising budget as the crucial factor that influenced their media selection while 5 or 4.5 percent of the respondents indicated that they were influenced by circulation of the media. This, however, is with respect to print media. Similarly, another 5 or the 4.5 percent indicated that they were influenced by media rating and share in their selection of media for advertising campaigns

The data revealed that reach, cost and available budget influenced 100 representing 91 percent of the respondents while prestige and image as well as rating and share influenced 10 or 9 percent of the respondents. From this data, it is obvious that reach, cost and available budget are the major factors that influenced media planners in their media selection for advertising campaigns..

TABLE 4: Reasons for selecting newspaper for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Reach	82	74.5%	74.5%	74.5%
Cost efficiency	23	21.0%	21.0%	95.5%
Prestige and image	5	4.5%	4.5%	100.0%
Accessibility	-	-	-	
Total	110	100.0%	100.0%	

Table 4 presents the data on why respondents prefer the newspaper medium for advertising campaigns. The data reveal that 82 or 74.5 percent of the respondents select newspaper for advertising campaign because of its reach while 23 or 21 percent of the respondents select it due to cost efficiency while the remaining 5 or 4.5 percent of the respondents choose the newspaper medium because of prestige and image.

TABLE 5: Why magazines are selected for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cost efficiency	14	13.0%	13.0%	13.0%
Reach	22	20.0%	20.0%	33.0%
Prestige	74	67.0%	67.0%	100.0%
Accessibility	-	-	-	
Total	110	100.0%	100.0%	

Table 5 presents the data on why respondents select the magazine medium for advertising campaigns. The data indicate that 74 or 67 per select the medium for prestige reasons while 22 or 20 percent select it because of its reach. The remaining 14 percent select it for cost efficiency. From this data it can be asserted that Nigerian advertising practitioners select magazines for advertising campaigns for prestige reasons.

TABLE 6: Reasons for selecting radio for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Entertainment value	11	10.0%	10.0%	10.0%
Cost efficiency	33	30.0%	30.0%	40.0%
Reach	63	57.0%	57.0%	97.0%
Prestige and image	3	3.0%	3.0%	100.0%
Total	110	100.0%	100.0%	

Table 6 presents data on why respondents select radio for advertising campaigns. The data indicate that 63 or 57 percent of the respondents select the medium because of its reach while 33 or 30 percent of the respondents select the medium due to cost efficiency. 11 or 10 percent of the respondents select the medium because of its entertainment value while the remaining 3 percent of the respondents select the medium because of its entertainment value.

Table 7: Reasons for selecting television for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Audio visual impact	55	50.0%	50.0%	50.0%
Reach	33	30.0%	30.0%	80.0%
Valid Cost efficiency	11	10.0%	10.0%	90.0%
Prestige and image	11	10.0%	10.0%	100.0%
Total	110	100.0%	100.0%	

Table 7 presents the data on why respondents select television for advertising campaigns. The data indicate that that 55 or 50 percent of the respondents select the medium because of its audio visual impact while 33 or 30 percent of the respondents select it because of its reach. 11 or 10 percent of the respondents select the medium because of its prestige and image. It can therefore be asserted that television's audio visual impact and reach are the major reasons why advertising practitioners in Nigeria select television for advertising campaigns.

TABLE 8: Reasons for selecting billboard for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Reach	35	32.0%	32.0%	32.0%
Flexibility	30	27.0%	27.0%	59.0%
Valid Cost efficiency	10	9.0%	9.0%	68.0%
Prestige and image	35	32.0%	32.0%	100.0%
Total	110	100.0%	100.0%	

Table 8 presents data on why respondents select billboard for advertising campaigns. The data indicate that 35 or 32 percent of the respondents select the medium because of its reach while the same proportion of respondents select it for prestige and image reasons. 30 or 27 percent of the respondents select the medium due to its flexibility while 10 or 9 percent of the respondents select it due to cost efficiency. Thus, reach prestige and image are the major reasons why respondents select billboard for advertising campaigns.

TABLE 9: Reasons for selecting the Internet for advertising campaign

	Frequency	Percent	Valid Percent	Cumulative Percent
Reach	30	27.0%	27.0%	27.0%
Cost efficiency	45	41.0%	41.0%	68.0%
Valid Creative flexibility	20	18.0%	18.0%	86.0%
Prestige and image	15	14.0%	14.0%	100.0%
Total	110	100.0%	100.0%	

Table 9 presents the data that explains why respondents select the Internet for advertising campaign. 45 or 41 percent of the respondents select the medium because of cost efficiency; 30 or 27 percent because of its reach; 20 or 18 percent select it because of its creative flexibility while the remaining 15 or 14 percent select it for prestige and image reasons.

Summary and conclusion

The mass media play a crucial role in the advertising process by facilitating the dissemination of advertising messages from advertisers to the target audience. It was in recognition of this fact that this study was carried out. Its major purpose was to examine the factors that affect media selection for advertising campaigns among advertising practitioners in Nigeria. Specifically it offered the following research questions for investigation:

. Findings revealed that reach was the most important factor that influenced media selection among advertising practitioners in Nigeria as indicated by 45 percent of the respondents. This was followed by cost of the media as well as available budget for advertising campaign. Other factors that affected media selection were prestige and image of media, rating and share of media as well as circulation with respect to the print media.

Radio emerged as the most preferred advertising medium as indicated by 37 percent of the respondents. It was followed by newspapers, television and online media. The magazine medium was the least preferred advertising medium..

The major conclusion drawn from the study is that traditional media of mass communication namely radio, television, newspapers and magazines are still the preferred advertising media among Nigerian advertising practitioners. This is probably because for now, it is still easier to reach target markets through such media. Internet penetration level is relatively low in Nigeria and with epileptic supply of electricity the problem of Internet access is further compounded.

Recommendations

Based on the foregoing, the following recommendations are made:

- Private media owners should enhance the reach of their outlets in order to attract more advertising revenue.
- There is the need for researchers to examine how Nigerian advertising practitioners determine variables such as reach, prestige, image, rating and share used in selecting advertising media
- There is the need for constant research to determine the actual reach of media outlets by independent research organisations as opposed to unsubstantiated claims by media owners
- There is the need for studies to determine how the Internet and social media have affected the advertising revenue of traditional or mainstream media.

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