



# **SNS COLLEGE OF TECHNOLOGY**

**Coimbatore-37.**

**An Autonomous Institution**



**COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS**

**III YEAR/ V SEMESTER**

**UNIT – 2** Display Plan

**Topic: Internet Users: Penetration and Kind of Internet Use**

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# DISPLAY PLAN



- Marketers need to prepare a display media plan, which must include the following:
  - site
  - section
  - ad size
  - impressions
  - rate
  - cost



# Cont...

Table 2.2 Display Plan

Site	Section	Ad Unit	Impressions	Duration	CPM	Cost
Yahoo	Home Page	LREC Expando	1,750,000	2 days in rotation	150	INR 260,000
	Movies	LREC	500,000	6 Weeks	180	INR 95,000
	Mail	Super Roll Over	1,500,000	3 Weeks	75	INR 115,000
	Messenger	LREC	1,000,000	3 Weeks	180	INR 175,000
<b>Yahoo Total</b>	-	-	-	-	-	INR 645,000
In.com	Listen	Jingle + Branding	100,000	1 Month		INR 700,000
	ROS	LREC	1,500,000	4 Weeks		
	Home Page	Takeover	200,000	1 Day		
IBN Live + Buzz18	Home Page	Innovation	1,200,000	2 Days		INR 150,000
IBN LIVE	Home Page	Site Capture	500,000	1 Day		
MSN	Home Page	300x250 Expandable	750,000	3 days on rotation	175	INR 133,000
	Hot Mail	Roll Over	800,000	4 Weeks	130	INR 102,000

Source: Adapted from <https://image.slidesharecdn.com/digitaladvertisingbuyingmodels-130313011402-phpapp01/95/digital-advertising-buying-models-11-638.jpg?cb=1263137720>. Retrieved on March 20, 2017.

The question is, how to prepare a digital marketing plan. First, the marketer must identify the objectives and target audience for the campaign. Further, what are the passion points of target audience and which websites are frequently visited by them? The duplication in reach is then calculated to arrive at budget allocation to

Figure 2.19 summarizes the process:

Scanned with CamScanner

