



Advertising **budget**

Imagine in your role as Chief Product Designer for your favourite football club, you not only have the job of designing new products and thinking up possible advertising campaigns, you also have the job of spending the advertising budget. Look at the advertising costs and then answer the following questions.

Advertising Costs

Radio	£1,000 per 30 second broadcast on national radio.
Television	£3,000 per 15 second broadcast on national television.
Newspaper	£500 per small advertisement in a national newspaper.

- 1** How much would two slots (30 seconds each) on national radio cost?
- 2** How much would four small advertisements cost in a national newspaper?
- 3** How much would it cost you for one minute's advertisement time on national television?
- 4** How much would it cost your club for two small newspaper ads and one minute on national radio?
- 5** How much would it cost the club for 30 seconds on TV, 30 seconds on radio and a small advertisement in a newspaper?
- 6** How much would it cost for one minute on TV, one minute on radio and four small newspaper ads?
- 7** If you had an advertisement budget of £10,000, what would you spend it on?
- 8** What if it was £25,000?