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no. 2

SMALL BUSINESS ADVERTISING:  
THE ALLOCATION AND UTILIZATION OF RESOURCES

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A Thesis  
Presented to  
the Chancellor's Scholars Council  
of Pembroke State University

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In Partial Fulfillment  
of the Requirements for Completion of  
the Chancellor's Scholars Program

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by  
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April 24, 1990

Running a small business requires a great deal of time and effort. Often an owner will not devote much time or money to his advertising, and thus he loses potential business. Advertising is the best way for a small business-- or any business, for that matter--to make itself known to the community.

Perfect Parties, a small party and wedding rental business in Savannah, Georgia, is a stable business in its community. Dawn and John Gillham established their rental center as part of a franchise, Taylor Rental Center, in 1973. Over the years the Gillhams used mostly corporate advertising, including radio and television advertising. Each year they added new advertising, such as yellow pages and various newspaper ads. The business was doing very well, despite competition from another rental company.

John tried combining a number of different businesses with Taylor Rental, from U-Haul truck rentals to portable sign rentals, to construction site toilet rentals (Port-O-Let). In 1986 the Gillhams decided to give up the franchise and the Port-O-Let business and pursue the party side of their business. It had shown greater potential for profitability than the other branches of their operation, and would give them an edge on their competition, a rental center of a comparable nature. They sold off the other rental equipment and increased their party/wedding inventories while dropping the Taylor Rental franchise. They reopened as Perfect Parties in November of 1986, with a large showroom

and expanded warehousing capabilities to accommodate the added festivity inventories. Because the Gillhams had developed such a good reputation for their parties and weddings, there was no drop in business after moving away from the other franchises. They concentrated on giving the best attention and effort possible to their party and wedding customers.

The Gillhams' business continued to be steady. However, their advertising strategy had not changed; it was sporadic at best, and had no direction or continuity. They began to look for ways to increase business through advertising, and found that it could be expensive and time-consuming. An advertising agency would have been a luxury they could ill-afford. They were not sure where they wanted to begin, and it seemed as if every media salesperson in Savannah was inundating them with material and reasons the Gillhams should advertise with that particular medium. It became evident that the Gillhams would need some organization to decide what they needed. The purpose of this thesis, then, was to fill that need, development of an ad program that would get the business into a regular advertising system that would meet their business objectives.

The first action the Gillhams needed to take was to define their advertising strategy by answering some basic questions: What is their objective for business, and what are they trying achieve through advertising?

The Gillhams' business mission is to furnish the city of Savannah with a high-quality party and rental center where the average customer can come to find any type of decoration or party item he or she might need. One of the major attitudes fostered by Perfect Parties is, "If we don't have it, we'll get it for you." Thus the Gillhams' mission encompasses making available to the public any service a client might need, from consultation to execution of the event. This is one of the points that the Gillhams most seek to bring out in their advertising, so that they might not only reach the average person planning a small party, but also the affluent person wanting someone else to take care of every detail.

The objectives of the business were established by forming a "committee" consisting of Mr. Gillham, Mrs. Gillham and myself. We met to discuss the mission of the business and formulate the objectives. Naturally, the first goal is to increase sales. Not far behind is that of enhanced visibility. Third, the Gillhams want further to develop their already good image, and finally, they want to make the community aware that they can serve all of the public's needs for parties and weddings.

After settling what they wanted to accomplish, the next step was the development of the ad budget. There are several different methods used to arrive at figures for ad budgets. Among these methods are the objective method, the empirical method, and the percentage of sales method.

The objective method, in which the advertiser lists his objectives and figures how much advertising would be needed to meet these objectives, is too time-consuming and must be reevaluated too often.

The empirical method, which comes as a hit-or-miss system, simply goes on the basis that, "if it worked before, it will work again." This trial and error method does not grow well, and can cause the advertiser to spend dollars he cannot afford to waste.

The method chosen by Mr. and Mrs. Gillham to arrive at an advertising budget is the percentage of gross sales concept. Hal Betancourt, in his Advertising Handbook, suggests that an average budget for small businesses is 3.1% of gross sales (Betancourt 10). However, King's Big Sales from Small Places suggests a 5% base for advertising. The Gillhams have decided upon a 6% base for the Perfect Parties advertising budget. The rental business requires a lot of advertising, since the consumer only thinks of rental centers when he is in need of one. Therefore it is important that the advertiser make his services known and remembered; a rental store is not usually the sort of place one goes to browse. With this in mind, the Gillhams have chosen to use a higher percentage base for their budget formula.

A review of the 1989 income statement shows gross sales to be \$321,127. This figure is then multiplied by .06, the sales percentage agreed upon for the advertising budget, resulting in a projected annual advertising budget of

\$19,268 for 1990.

Once the actual dollar figure for the Perfect Parties advertising budget is set according to the percentage of gross sales method, \$7,552 is to be spent off the top for Yellow Pages advertising. This might not seem to be too wise, considering this amount is close to half of their advertising budget, but once again the nature of the business must be considered.

The figures for the budget determined, a twelve-month plan for spending the money is devised. According to Betancourt, the budget should be projected on a monthly basis, using the preceding year's monthly sales figures. Ad expenditures should coincide with periods of high and low sales volumes. Betancourt also quotes America's Small Business Reporter in its article, "Advertising Small Businesses," Vol. 13, No. 8: " 'The most effective advertising is coordinated with the swings of the business cycle. Advertising expenditures should be higher in the periods when sales are good, enabling the business to capture its full share of the market, and lower when sales are off, so that money will not be wasted on a season with reduced sales potential'" (Betancourt 120). Thus, the budget will call for increased advertising expenditures in months of high volume.

A graph of peaks according to sales figures for 1987, 1988, and 1989 show that the months of November and January are low months for both events and sales volume (see

appendix A). Likewise, the months of May, June, and October are peak periods. Major advertising should be placed at times leading up to these periods. July, being a low period which falls in an area of highs, and the potential for sales increases could be raised by incentive advertising. July is the only low period worth pursuing with advertising because a rise in sales would bridge two high periods.

Advertising has been, according to Mr. Gillham, "shooting from the hip." Perfect Parties has advertised somewhat randomly, concentrating advertising at peak periods.

Most of the Gillhams' advertising has occurred in January and February for weddings, and September and October for Halloween. However, Perfect Parties has consistently maintained a seasonal growth pattern in the warmer months, from March to October. March-June and August-October show the incidence of the highest number of events. For the most part, the biggest months for special events coincide with holidays and warm weather. Revenue cycles have generally followed the cycles of parties, although the balances for some events are paid long after the occasion.

Leading up to the heavy period for parties and special events are two local bridal shows. Perfect Parties participates in both; they are useful vehicles for advertising. Perfect Parties gives complimentary pens and printed bags filled with information for planning to prospective brides who attend the show. Hundreds of people

attend, and Perfect Parties sets up a large booth with candelabra, silver, table settings, and the like to represent the items one might rent. The bridal shows usually generate interest that filters business to Perfect Parties throughout the months before the wedding season of March-June. There are two local bridal shows, one in January and one in August or September. They are relatively inexpensive, and generate a large clientele. This makes the shows extremely cost effective; the expenses of entering the shows and printing bags and other advertisements--plus price lists--are later absorbed in increased sales.

Perfect Parties' only narrow market is the bridal segment. Naturally, brides can best be reached in wedding publications and during the bridal shows. These shows are particularly good for Perfect Parties, as the business pays a single entry fee and as a part of the entry package receives free advertising. The bridal shows are highly advertised by the sponsoring company and attract large numbers of people.

The bridal shows are annual events that generate a good degree of free publicity. The Gillhams also advertise annually in the Yellow Pages. When planning an event, party, or reception, one of the most common places customers look is the Yellow Pages section of the telephone book, as they often are not really sure what they are seeking. Traditionally, Perfect Parties has advertised under nearly every possible heading; the 1989-1990 Savannah Telephone Book carried the following headings for Perfect Parties:



Caterer's Equipment & Supplies  
Chairs - Renting  
Costumes - Masquerade & Theatrical  
Invitations & Announcements  
Party Planning Service  
Party Supplies - Renting  
Rental Service Stores & Yards  
Wedding Consultants  
Wedding Supplies & Services

The simplest and least expensive Yellow Pages ad is the regular listing. This is the most commonly found ad, listed by columns in small print. Classified "RL" in Yellow Pages sales terms, it costs \$8.50 monthly in the Savannah Yellow Pages. Charges are then added by additions of features such as bold listing (BLN), adding extra lines of copy (EL), or alternate call numbers (AC) with appropriate captions.

The next ad size is the space ad, which is sold by one-half inch high increments that are one column wide. The half-inch size is called 1HS (for one half-space) and ads proceed in half inch intervals:

1/2 inch (1HS)  
1 inch (2HS)  
2 inches (4HS)  
2 1/2 inches (5hs)  
3 inches (6HS)

Some publishers offer sizes above three inches. Rates run approximately \$27.30 for 1HS.

National companies and brand names often run trademark ads, which have a format beginning with the business name in bold print across the top, the logo below, and a few lines of copy on the side. Local businesses may use this format, but it is very limited in layout and thus is not as flexible as other types of ads might be. Trademark ads are one inch

high, not including any listings of cooperating businesses that might be underneath. A two-inch high trademark is called a custom trademark, and the logo may be top center, top left, or top right.

Display ads are the larger ads found in the Yellow Pages. They can be bought by the column, in any format from full page to 3 column X 2 column and more; the advertiser has his choice. As a general rule of thumb, bigger is better. "Size is undoubtedly one of the main reasons why display ads work better than in-column. When your ad is bigger people think you're bigger. And more successful. They think there's probably a reason for that success...the guy with the big ad may work out of his garage, but the guy with the small ad looks like he does" (Maher 80-82).

Through the years Perfect Parties has consistently seen results from Yellow Pages advertising; the Gillhams will continue with the same basic service they have enjoyed. Appendix B gives an example of a page from Perfect Parties' 1990 advertising order. The ads were chosen in September 1989 to appear in the January 1990 Yellow pages.

Like most advertising media, Savannah's Yellow Pages publishing company, Bell South, has an art department. The Gillhams chose to pick out the characteristics and layout of their ads but leave the paste up work to Bell South. There is no extra charge for artwork when the order is as large as that of Perfect Parties.

Appendix C shows two display ads run by Perfect Parties

for 1990. The ads exhibited are the prototype ads that precede the actual Yellow pages ads. Bell South will clean up the copy and content to produce the finished ads in Appendix D.

Yellow Pages advertising is an annual advertising event. Day to day advertising is supported by newspaper, television, and radio.

Because Perfect Parties' target market is a large one, newspaper advertising is an excellent medium for regular advertising. The Savannah News-Press reaches 118,000 people daily and 130,000 on Sundays.

The News-Press is the only local paper, so Perfect Parties does not need to comparison shop. The company does need to choose its advertising space carefully, however. The nature of Perfect Parties' business is such that certain sections of the paper are more advantageous for advertising than others. One would not advertise wedding rentals in the sports pages.

Perfect Parties should concentrate on the "Living" and "Entertainment" sections of the News-Press, as these sections feature wedding announcements, local society gossip, current entertainment events, and advertisements of other businesses that seek to reach the person interested in such information. During the Halloween season, in particular, newspaper advertising has proven very successful. Costume rentals have risen and fallen according to the frequency of

advertising during the weeks before Halloween each year.

Newspaper advertising is also effective during the warm months in which most weddings are held. Ads can be placed with entertainment and wedding announcements as the warm months advance.

Newspaper ads are sold by the column inch. For the Savannah News-Press, the figures are \$20.86 per column inch. If an ad is well-placed and eye-appealing, it need not be large. I recommend a 4"x6" section; it is large enough to accommodate a good amount of copy, a logo or picture, and a catchy border. This size fits well into Perfect Parties' ad budget at \$104.30 for a week or a Sunday and is not over-inflated in cost.

There are a number of advantages to newspaper advertising. Running an ad in a newspaper offers a concentrated circulation in the immediate selling area, thus allowing the advertiser to reach people with whom the advertiser is familiar. Newspaper advertising is also relatively flexible; the advertiser can vary the ad from day to day. Most newspapers have art departments which can alter or even create the ad for the advertiser.

Another advantage is the timeliness of the ad message. Because newspapers are written and printed in a matter of hours, the advertiser can insert advertisements very close to the paper's closing deadline. A prepared ad will be seen within a few days. Response, also, is quick. According to Norman King, "the results of an ad will begin to show within

hours on the first day the ad appears" (King 45). However, the life of a newspaper is short, and the quality of print and image is not as good as other media.

For the local person doing his own advertising, there are a number of ways to produce a competent newspaper ad. To get a good type for print ads, it is best to contact a linotyper or coldtype company which will be able to create copy in a variety of type faces. King suggests that one can use pressure-sensitive rub-on letters to create an ad, but this severely limits the lettering that can be used.

Clip-art can be used very successfully to create print ads. The artwork can be purchased at art stores, or it is possible to subscribe to catalogs of clip-art. It comes in black ink on reproduction quality grade paper. It is also possible to buy graphics tapes, which are rolls of tape with designs the ad designer can paste down on the layout to create borders or separation lines.

Today's computer technology is also extremely useful in advertising. A laser printer can generate high-quality lettering that is competent for newspaper ads, and graphics packages can make all kinds of borders and even artwork. An ad run recently in a special bridal segment of the Sunday paper can be found in Appendix E. It makes good use of clip art and laser-generated copy.

While print advertising is visually effective, radio advertising reaches its audience through hearing. Radio

reaches a wide range of listeners, often when they are all but captive audiences--many people listen in their cars. Although the listener can switch stations during commercials, audience loyalty is often quite good. Radio is an affordable alternative to other types of more expensive advertising, particularly television. While radio does not reach the listener's eyes, it can paint a mental picture for him that can actually surpass visual effects on television. For example, the sound of an explosion can actually be more vivid in a person's mind than what he may see depicted on a television screen.

A radio station's format establishes its image and audience. Image attracts certain audiences. In Radio Advertising, The Authoritative Handbook, Bob Schulberg states, "Because individuals with different demographic characteristics listen to different kinds of radio stations, just as they read different kinds of magazines, advertisers can deliver their sales messages to preselected groups of prospects" (Schulberg 66). By advertising on stations whose formats appeal to the listeners they wish to reach, the company does not waste advertising dollars. Perfect Parties seeks to hit two groups: the early-twenties to middle aged, and the affluent over-fifty market.

The first category is the 25-49 age group, reached by contemporary rock/pop stations and the latest trend in station formats, a mixture of 1960s-1990s music. The latter edge of the 25-49 crowd may ease into the second category,

the over-fifty group, listening to all-news stations, easy listening, and classical stations (Schulberg 69-70).

Two stations in Savannah are popular for the 25-49 audience: WXIV and WHTK. These stations reach a large percentage of young to middle aged adults. Perfect Parties aims to reach this age group for weddings and smaller parties, and targets this audience heavily for Halloween costumes for both adults and children.

Statistics collected by Barnacle Broadcasting Limited show that the average listener in the 25-49 audience has had some college or is a college graduate, makes more than \$25,000 annually, and owns his own home ("Target Listener Profile" compiled by Barnacle Broadcasting, Appendix F). This is the type of information that helps advertisers like Perfect Parties choose their radio stations.

Radio is a relatively inexpensive form of broadcasting. For example, rates for a 30 second ad run 17 times weekly during morning rush hours (5:30-10:00 a.m.) cost from \$20 to \$39 depending on the month. Rates decrease if the advertiser contracts for larger increments of time (Appendix F).

To reach their target audiences, the Gillhams will run a few different ads over a number of weeks during the morning and evening rush hours. If they elect to contract for a regular period of time according to a "grid" (specifically allotted months set in numbered groups known as grids), their rates may be discounted substantially. For Perfect Parties, radio advertising over the weeks before Halloween has proven

very effective; thus, they will continue to advertise heavily prior to this time, particularly during the evening rush hour; listeners may find it worthwhile to stop in after work to look at costumes.

The radio ad in Appendix G is a good example of a 30 second ad for the Halloween season. It states the products and appeals to the audience to rent. As with most media, the advertiser may request that the station develop an ad; stations have their own advertising departments that write and produce.

Both radio and newspaper advertising are excellent ways to reach the target audience. However, newspaper's visual appeal is inferior to that of its expensive brother, television, whose picture is clear and colorful. Radio, too, is inferior to television, which combines both visual and audible sensation. Television is an excellent medium for the purpose of showing the customer what the business has to offer. The disadvantage of TV advertising is cost--it is the most expensive medium. A well-produced ad, however, is memorable and can be worth the expense in the end.

Consequently, we have looked objectively into what the Gillhams hope to achieve if they use television. Television sells in 15, 30, and 60 second increments. A 30 second ad run during the morning news shows (between 7 and 9 a.m.) costs between \$15 and \$55.

The Gillhams wish to reach a relatively small segment of



television viewers: the over-twenty age group, an audience which probably works, makes the median income or above, and, hopefully, entertains. To reach people that meet these qualifications at the lowest price, we will use the morning news hours on local stations.

Savannah has three stations in town, WJCL, WTOG, and WSAV, each representing the major networks. I suggest the Gillhams choose a 30 second ad run each day of the week for one week in April and one week in May, the logic being that those months lead up to the big wedding months of June and August. Prospective brides would be reminded to rent ahead or plan in advance for the later wedding.

Rates are almost identical for each station, so the deciding factor in which television station to use is ratings. Although the Today show has long held the lead in ratings, it is no secret that the loss of anchorwoman Jane Pauley has caused Today's ratings to fall. ABC's Good Morning America now stands in first place, followed by Today and This Morning. Logically, Savannah's ABC affiliate, WJCL, is the station we will use, in the hopes that ABC's Good Morning America ratings will also apply to Savannah's population.

Perfect Parties will run the television ad seen in Appendix H. This is a type of story-telling ad; the viewer assumes that had the people in the second scene rented from Perfect Parties, their party would not have been a "circus".

Many small businesses use ad agencies to create and

produce their television ads. Some even make their own ads. The advertiser may also opt to have the television station to create, produce, and run his ad. For the small businessman, the production of the ad may be his biggest expense.

Contents of the Gillham's advertisements should focus on product and quality. Logically, a customer may want more if he knows what a wide variety of items are available.

A survey of past customers (see Appendix I) showed that a great percentage are highly satisfied with the company's performance, recommending them and intending to use them again.

Rather than seeking demographic information, the survey was circulated to locate previous customer's opinions on the service they received from Perfect Parties. According to Dr. John Frederick of Pembroke State University, the expected average of returns for a direct mail questionnaire is roughly 33%. The percentage returned in the Perfect Parties survey was unusually high: 79%. Thirty-three questionnaires were sent to customers chosen at random from a long list of clients who had used Perfect Parties for some large event. Each of the twenty-six returned gave Perfect Parties high remarks on quality and effort. Many customers attached personal notes commending the company on its high-quality service.

It could be assumed that those who did not answer may

have been dissatisfied; however, there is no way to base proof of satisfaction or dissatisfaction on failure to answer the questionnaire.

The result of the survey is supportive of Perfect Parties' claims; customers who participated in the survey were extremely happy with the service they received. The survey may be of some use in developing ads referring to the quality and personal service provided by the company for its clients.

#### ADVICE FOR PERFECT PARTIES

The Gillhams will focus advertising on peak periods, which are mostly warm-weather months when the greatest number of entertainment events occur. To capitalize on and increase sales for these months, Perfect Parties is advertising in March, April, and May for weddings and in the fall for Halloween, with reminder advertising during the summer months.

The advertising budget we derived through the percentage-of-sales method will be allocated to support the high-volume periods. Since the Yellow Pages advertising was contracted in the fall, it must first be deducted from the ad budget as a flat cost. The balance is then broken into monthly increments, after which the Gillhams will decide how much may be rearranged to best meet their advertising needs in the peak periods. Appendix J is an example of an ad

budget they might follow.

The idea of advertising in the case of Perfect Parties is to enhance awareness of an existing product--Perfect Parties' fine rental items and its ability to meet all of the customer's needs for his or her special occasion. With the increase in events coming with warmer weather, I suggest a gradual increase in advertising, particularly for weddings, beginning in February. The Gillhams could begin with a weekly ad in the Sunday paper, developing from a small ad in February and the beginning of March to a larger ad in April and May. In April radio ads would begin, and at the end of April and beginning of May a television ad would run during the morning news shows.

This cycle would taper off as summer commences, being replaced with regular newspaper advertisements showing various party items as outdoor events increase. For example, as summer gets into swing, low country shrimp boils are very popular; Perfect Parties would advertise its shrimp and barbecue cookers, grills, and other picnic items.

As summer winds down, newspaper ads would decrease, picking up once again in mid-September for Halloween. At this time radio ads would begin again, and if budget allows, perhaps a television spot. Ads would, of course, focus on Halloween costumes and party items.

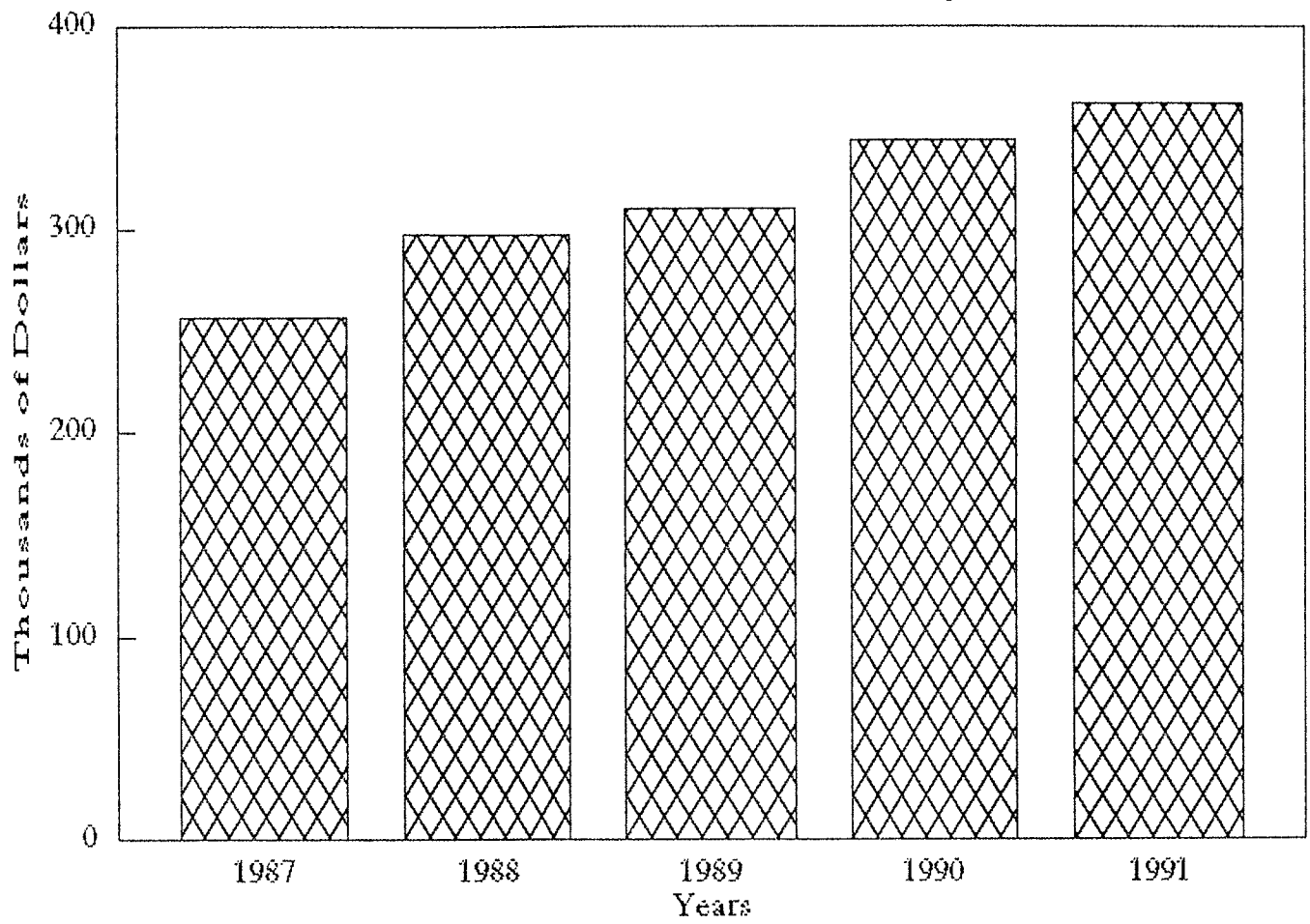
Following Halloween are the family holidays, which

should require somewhat less advertising. I suggest the company place the occasional advertisement for china and seasonal party enhancements in the Sunday newspaper, and the occasional wedding reminder ad until the spring advertising cycle begins again.

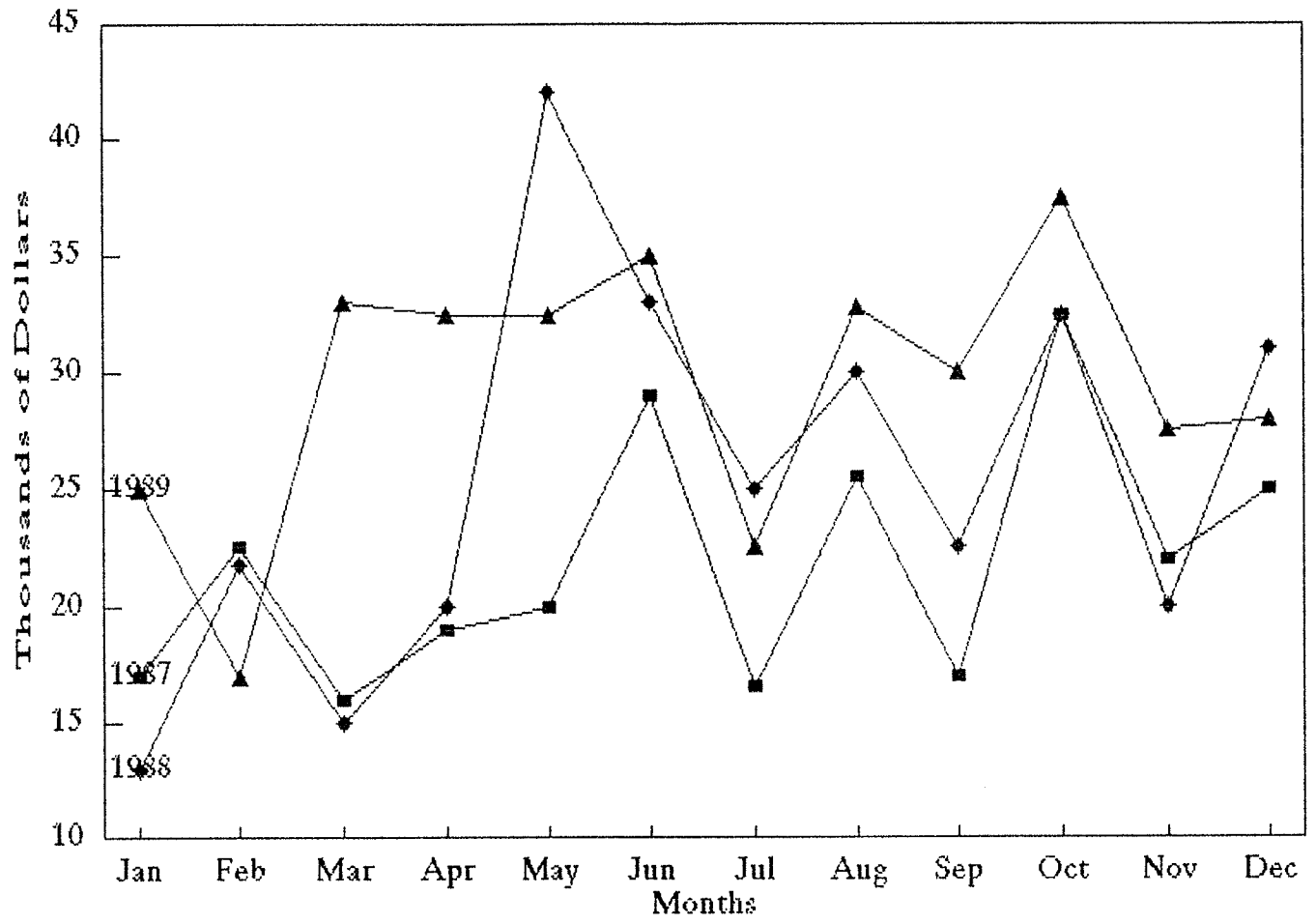
Each year the Gillhams should review their past income statements and the success or failure of their advertising. They should develop an advertising budget and set up a rough estimate of how they need to allocate monthly usage. As each month passes they can fine-tune actual costs and prepare for the next month's advertising. Successful ads may be re-run and unsuccessful advertisements replaced. By following trends and monitoring the effects of specific ads, they can find what will best reach their target markets. Ultimately, by using these plans Perfect Parties can use advertising to develop new business and increase revenues.

APPENDIX

# Annual Gross Receipts



# Monthly Sales





44/21/89 CANVASS DAD

ACCOUNT IDENTIFICATION										PUBLISHED DIRECTORY		PAGE
ACCOUNT NUMBER		CUS	LIST TYPE	ALI	REC TYPE	CA	PUB DCTY CODE					
212 527-2666		320			1		15310	SAVANNAH, GA			3	
SLSCD	M/A	M/R	A/A	MARKET GROUP NAME		PERM AGC	TEMP AGC	HANDLE AT		CAP CODE		
44430	7		PO1	REMAP		P443						

S. O. DATE	SERVICE ORDER COMMUNITY NAME	SERVICE DIRECTORY	LA ZIP CODE	CLSVC
09/23/89		SAVN	31406	BUS

FLOATED TN: PCN: AT: Checked By:

CORRECT

LISTED NAME AND ADDR:

1117 MONTGOMERY CROSS ROAD

PUBLISHING

BSR 611-90

SO/DD

SOYPH	RE74980	RENTAL SERVICE STORES & YARDS	7394
PRYPH	744930	FEATS-RENTING	7999

HEADING CODE	S	YS	ITEM	IS	LISTING & ADVERTISING	MONTHLY RATE	IRR
PA87080	C		EL3	10	--SEE OUR AD AT PARTY PLANNING SERVICE		
					--EVENTS-RENTING		
TE48930	F		ABLN			17.10	
744930	F		TAC			327.00	
					=T1199(F) /ADDRESS DIFFERS 1117 MONTGOMERY C ROSS RDS /FIRM NAME ARTWORK /FIRM NAME DIFFERS PERFECT PARTIES		
					--WEDDING CONSULTANTS		
WE28520	F		SRL				
WE28520	R		ELX	10	--SEE OUR AD AT PARTY PLANNING SERVICE	8.50	
					--WEDDING SUPPLIES & SERVICES		
WE28520	C		EL3	10	--SEE OUR AD AT PARTY PLANNING SERVICE		
					--WEDDING SUPPLIES & SERVICES		
WE29760	R		BHSG				
					=6601(F)		

YEAR	MONTHLY RATE	BT	R	SPECIAL BILLING INFORMATION	BILL ADV. TO	YEAR	MONTHLY RATE

NEXT PAGE

Applicant, personally, or as authorized representative, applies to BELL SOUTH ADVERTISING & PUBLISHING CORPORATION ("BAPCO") for the advertising described above and on any associated printing orders, and for the continuance of any existing advertising not discontinued above. By signing this Order, or receipt of a copy without cancellation as set forth on the reverse, Applicant acknowledges having read, understood and agreed to the Terms & Conditions on the reverse. LIABILITY FOR ERRORS AND/OR OMISSIONS IS LIMITED.					TOTAL MONTHLY CHARGE FOR NEXT PUBLICATION		
PRINT AUTHORIZED SIGNATURE					MO	DAY	YR
ACCOUNT REPRESENTATIVE					8	17	89
AUTHORIZED SIGNATURE					TITLE		
NEW BILLED AMOUNT							

CUSTOMER ADVISED OF SERVICE ORDER CHARGES IF APPLICABLE CODED/INPUT

COSTUMES • INVITATIONS • DANCE FLOORS  
CHINA • GLASSWEAR • LINEN

BALLOON  
SCULPTURAL  
&  
DECORATING

"RENT AN EVENT"

THEME  
PARTIES  
&  
PLANNING



**Perfect Parties**  
SINCE 1973







- Tents
- Wedding Supplies
- Color Coordinated Disposables

**927-2666**  
MONTHLY WEDDING SEMINARS  
1117 Montgomery Cross Rds.



"RENT AN EVENT"

**Perfect Parties**  
SINCE 1973

**TENTS**  
For 20 'or 2000  
1117 Montgomery Cross Rds.  
**927-2666**

TABLES • CHAIRS •  
PARTY SUPPLIES •  
DANCE FLOORS •  
DISHES/GLASSWEAR •  
SILVER • COSTUMES

THEMES • WEDDINGS •  
BAR MITZVAHS •  
CONVENTIONS •  
PARTIES • MEETINGS •  
BANQUETS





**COSTUMES • INVITATIONS • DANCE FLOORS  
CHINA • GLASSWEAR • LINEN**

**BALLOON  
SCULPTURES  
&  
DECORATING**

**THEME  
PARTIES  
&  
PLANNING**

**"RENT AN EVENT"**



**Perfect Parties**  
SINCE 1973






- Tents
- Wedding Supplies
- Color Coordinated  
Disposables



**927-2666**  
MONTHLY WEDDING SEMINARS  
1117 Montgomery Cross Rds.



(P-1521)

**"RENT AN EVENT"**

**Perfect Parties**  
SINCE 1973

**TENTS**  
For 20 or 2000  
1117 Montgomery Cross Rds.  
**927-2666**

**TABLES • CHAIRS •  
PARTY SUPPLIES •  
DANCE FLOORS •  
DISHES/GLASSWARE •  
SILVER • COSTUMES**

**THEMES • WEDDINGS •  
BAR MITZVAHS •  
CONVENTIONS •  
PARTIES • MEETINGS  
BANQUETS  
BALLOON DECORATING**




(T-1189)

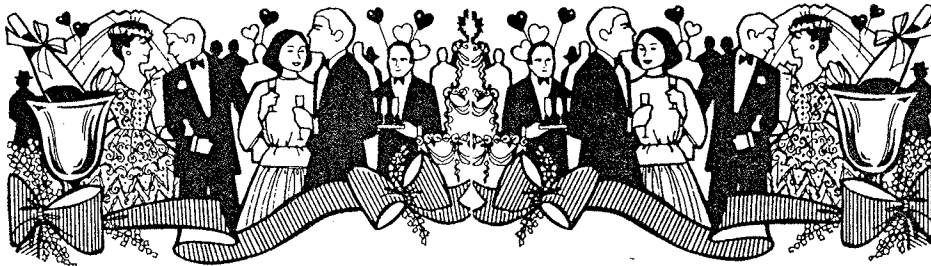


Perfect in Every Detail  
from  
Candelabras  
to  
Paper Napkins

The answer to your wedding dreams can be found at

# Perfect Parties

- Invitations
- Aisle Runners
- Unity Candles
- Kneeling Bench
- Archways
- Candelabras
- Gazebos
- Tables
- Linens
- Skirting
- Chafers
- Trays
- Dance Floor
- Band Stand
- Tents
- Consulting
- Planning
- Decorating
- Directing



1117 Montgomery Crossroads • 927-2666

Special Supplement to Savannah News-Press, Sunday, March 25, 1990—17



**MARKETING PROFILE FOR COVERAGE AREA**

WHTK-FM's Research Department has compiled the following information for the seventeen counties that make up the majority of our coverage area. Those counties are Allendale, Bamberg, Barnwell, Beaufort, Berkeley, Charleston, Colleton, Dorchester, Hampton, Jasper, and Orangeburg counties in South Carolina, plus Bryan, Bulloch, Chatham, Effingham, Liberty, and Screven counties in Georgia.

Population	1,141,137
Households	397,047
Radio Households (99.0% of Households)	393,077
Radio Set Count	2,373,564
Household Income	
Household Income - Total	\$ 11,045,651,000
Household Income - Per Household	\$ 27,820
Household Expenditures *	
Household Expenditures - Total	\$ 5,920,291,000
Household Expenditures - Per Household	\$ 14,911

**SALES BY STORE CATEGORY**

Food	\$ 1,292,269,000
Drug	204,090,000
General Merchandise	869,972,000
Apparel	279,999,000
Home Furnishings	298,458,000
Automotive	1,003,157,000
Service Station	525,119,000
Eating & Drinking	572,632,000
Building Materials	271,800,000
Autos On The Road	623,046
Autos With Radios (95.0% of Autos)	591,893

SOURCES: POPULATION/EXPENDITURE DATA-SRDS (FROM NATIONAL DECISION SYSTEMS). POPULATION ESTIMATES AS OF APRIL 1, 1987. EXPENDITURE ESTIMATES FOR FULL YEAR 1986. RADIO DATA - RADIO ADVERTISING BUREAU ESTIMATES. PROGRAMMED FOR RADIO ADVERTISING BUREAU BY MEDIA SOFTWARE INC. AND COMPILED BY WHTK-FM RESEARCH DEPARTMENT.  
\* PREVIOUSLY REFERRED TO AS RETAIL SALES BY SRDS.

**RATE CARD #1**  
Effective: March 1, 1989  
Commissionable

Weekly Monthly Yearly	1-17X 1-44X 1-179X		18-29X 45-74X 180-749X		30X and over 75X and over 750X and over		
	:60	:30	:60	:30	:60	:30	
<b>GRID I</b>		<b>JUNE, JULY, AUGUST</b>					
AM Drive 5:30-10 AM	52	39	45	33	37	28	
PM Drive 3-8 PM	50	37	42	32	35	26	
Mid-Day 10 AM-3 PM	47	35	40	30	33	25	
ROS/BTA	41	31	35	26	29	22	
<b>GRID II</b>		<b>APRIL, MAY, SEPTEMBER, DECEMBER</b>					
AM Drive 5:30-10 AM	44	33	37	28	31	23	
PM Drive 3-8 PM	41	31	35	26	29	22	
Mid-Day 10 AM-3 PM	39	29	33	25	27	20	
ROS/BTA	34	26	29	22	24	18	
<b>GRID III</b>		<b>MARCH, OCTOBER, NOVEMBER</b>					
AM Drive 5:30-10 AM	35	26	30	22	25	18	
PM Drive 3-8 PM	33	25	28	21	23	17	
Mid-Day 10 AM-3 PM	31	23	26	20	22	16	
ROS/BTA	27	21	23	17	19	14	
<b>GRID IV</b>		<b>JANUARY, FEBRUARY</b>					
AM Drive 5:30-10 AM	26	20	22	17	18	14	
PM Drive 3-8 PM	25	19	21	16	17	13	
Mid-Day 10 AM-3 PM	23	18	20	15	16	12	
ROS/BTA	21	15	17	13	14	11	

Specified times within day parts, add \$10 per announcement.  
News, remote, or special program rates available upon request.  
ROS/BTA = Run of Schedule/Best Times Available.

**227469**

Hysterical laugh sounds as scary music begins; announcer speaks:

Halloween is nearly here. Have you thought about what you're going to wear? Perfect Parties has just the costume you've been looking for.

Perfect Parties has over 2000 costumes, from gangsters and flappers to Antony and Cleopatra. Go to that party as a teenage mutant ninja turtle, a giant chicken, a werewolf, or Donald Duck. For you Scarlett O'Hara types, there are Rhett Butler costumes for your gentleman. Tarzan, we even have a Jane costume. Perfect Parties has a wide range of period costumes, animal costumes, character costumes, and just plain scary costumes. Come in to our showroom at 1117 Montgomery Xrd today to check out our endless racks of costume and reserve yours for Halloween.

Hysterical laugh is heard as music fades.

VIDEO

Children's party/circus  
Clowns, magician, etc.

Lady carrying tray--  
handle falls off, glasses  
mismatched, minor disasters.

Tent luncheon/party.

Showroom.

Outside sign and  
Phone number at bottom.

AUDIO

Announcer: Some parties  
are meant to be circuses--  
but most are not.

Lady: Why didn't we call  
Perfect Parties?

Announcer: For the finest in  
parties and weddings, call  
Perfect Parties.

Announcer: At Perfect  
Parties we have everything  
for making you party a truly  
unforgettable occasion. We  
even have professional  
consultants who can do every-  
thing for you, right down to  
the invitations.

We rent everything from  
hundred-foot tents, to full  
china and silver settings, to  
costumes and wedding gowns.  
Stop in at our showroom at  
1117 Montgomery Crossroads  
and plan your special event  
with our experts.

Perfect Parties--your  
opportunity for a flawless,  
effortless party.



Questionnaire

1. When you were planning your party/wedding, what made you go to Perfect Parties?

2. Had you ever attended a function you knew was orchestrated by Perfect Parties? If so, what was your opinion?

3. At what point of planning your event did you call Perfect Parties?

4. Please describe the extent to which you were aided by Perfect Parties.

5. What was your opinion of how Perfect Parties handled your function?

6. Would you use them again?

7. Would you recommend them?

8. Please check the statement which most describes you.

Annual Income

Race

50,000 or more

White

30,000 - 49,000

Black

15,000 - 29,999

Hispanic

Less than 15,000

Asian

Other

Marital status

Age

Married	___	18-24	___
Widowed	___	25-34	___
Divorced or separated	___	35-44	___
Single, never married	___	45-54	___
		55-64	___
		65 or older	___

Household Size

One person	___	Four persons	___
Two persons	___	Five or more	___
Three persons	___		

8. What radio stations do you listen to? Which is your favorite?
9. Do you take a newspaper, and if so, which?
10. What TV stations do you watch?
11. What is your favorite show?

January	\$ 700.00
February	400.00
March	900.00
April	1,400.00
May	1,900.00
June	1,000.00
July	400.00
August	400.00
September	2,000.00
October	1,400.00
November	400.00
December	400.00

\$400.00 remains for special projects.

Let \$400.00 be a base monthly ad budget. In the months leading up to heavy revenue times, additional amounts are added; for example, April and May will have TV ads, as will September and October. The most expensive form of advertising, these months will require higher budget amounts.

APPENDIX K CONTAINS DEMOGRAPHIC INFORMATION ON THE CITY OF  
SAVANNAH, COMPILED BY THE SAVANNAH NEWS-PRESS.

# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

## NEWSPAPER AUDIENCE PENETRATION BY DEMOGRAPHICS

Penetration of group by\*  
Total Adults News Press Net Weekday Sunday

Among Adults in PMA	182,000	57%	25%	65%	70%
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### Sex

Male	85,000	60%	26%	68%	70%
Female	97,000	55%	24%	64%	71%

### Age

18-24	29,000**	37%	19%	42%	60%
25-34	44,000	52%	20%	56%	61%
35-54	57,000	60%	32%	72%	78%
55 and Older	51,000	71%	23%	79%	76%
Unreported	1,000				

### Race

White	116,000	60%	21%	67%	71%
Black, Hispanic, Other	65,000	52%	34%	62%	71%
Unreported	1,000				

\*Figures in these columns show the percentage of newspaper readers in each demographic group, that is, the penetration of the group. For example, 60% of all men read the Morning News on the average weekday.

\*\*Small base; interpret with caution.

Source: Belden Continuing Market Study, 1987

# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

## Education

College Graduate or More	37,000	74%	42%	81%	82%
Part College	34,000*	54%	20%	61%	72%
High School Graduate	84,000	56%	22%	64%	66%
Part High School or Less	26,000*	46%	17%	55%	67%
Unreported	1,000				

## Employment Status

Employed	127,000	55%	26%	62%	70%
Not Employed	53,000	62%	21%	72%	73%
Unreported	2,000				

## Length of Residence

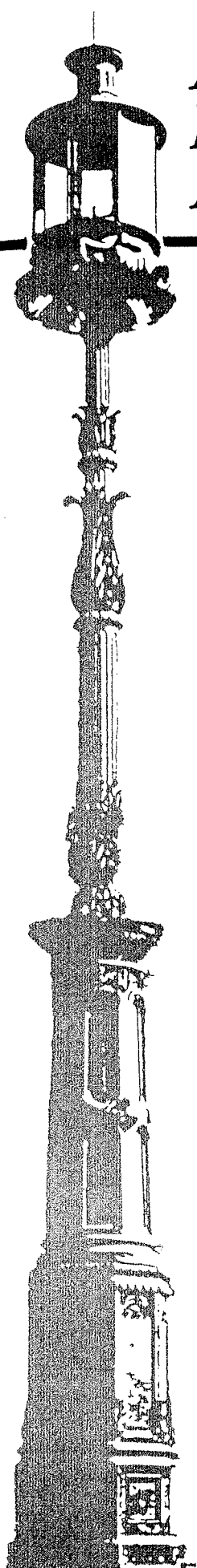
Less than 5 years	26,000*	41%	22%	49%	59%
5-19 years	45,000	56%	30%	62%	63%
20 years or Longer	110,000	62%	24%	70%	76%
Unreported	1,000				

## Marital Status

Married	115,000	59%	25%	68%	76%
Not married	66,000	54%	25%	60%	62%
Unreported	1,000				

## Occupation of Chief Wage Earner

White Collar	65,000	65%	25%	70%	72%
Blue Collar	68,000	50%	26%	59%	68%
Not in Labor Force	44,000	60%	22%	70%	71%
Unreported	5,000				



# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

## Household Income

\$35,000 or More	68,000	68%	28%	75%	76%
\$20,000-\$34,999	56,000	46%	22%	54%	68%
Under \$20,000	58,000	56%	25%	64%	67%

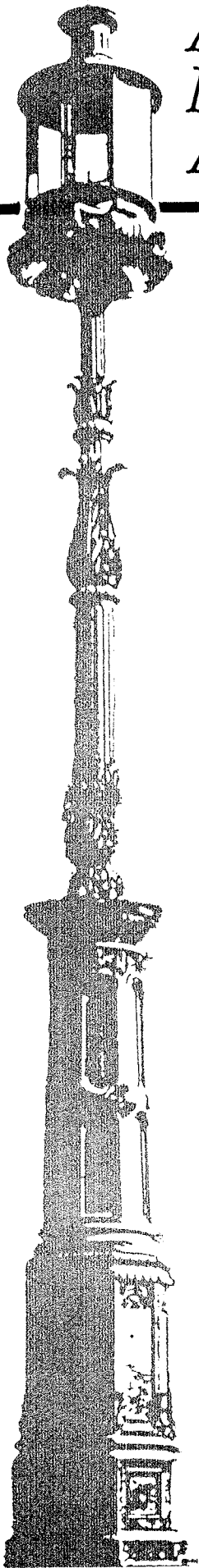
## Household Size

One or Two Persons	79,000	63%	23%	70%	70%
Three or Four Persons	68,000	54%	25%	63%	72%
Five or More Persons	35,000*	51%	29%	59%	69%

## Tenure

Own	130,000	60%	22%	68%	72%
Rent	47,000	50%	29%	57%	66%
Unreported	5,000				

\*Small base; Interpret percentages with caution  
Source: Belden Continuing Market Study, 1987



# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

REACH AND FREQUENCY:  
SAVANNAH MORNING NEWS AND EVENING PRESS

	<u>Reach:*</u>		<u>Gross</u>	<u>Gross</u>
	<u>Adults</u>	<u>Percent</u>	<u>Frequency**</u>	<u>Impressions***</u>
1 Weekday	119,000	65%	1.3 (of2)	149,000
2 Weekdays	137,000	75%	2.2 (of4)	298,000
3 Weekdays	146,000	80%	3.1 (of6)	447,000
4 Weekdays	153,000	84%	3.9 (of8)	596,000
5 Weekdays	157,000	86%	4.8 (of10)	745,000
1 Saturday	104,000	57%	1.2 (of2)	127,000
1 Sunday	128,000	70%	1.0 (of1)	128,000
1 Weekday & 1 Sunday	149,000	82%	1.8 (of3)	277,000
1 Weekday, 1 Saturday & 1 Sunday	153,000	84%	2.6 (of5)	404,000
5 Weekdays & 1 Sunday	162,000	89%	5.4 (of11)	873,000
5 Weekdays, 1 Saturday, & 1 Sunday	163,000	90%	6.1 (of13)	1,000,000
Base: Adults in Savannah PMA	182,000	100%		

\*Reach: The number of adult readers of the Savannah Morning News, Evening Press, or both on a typical day of combination of days.

\*\*Gross Frequency: The number of issues of the paper read by the typical reader out of the total available issues for a typical day or combination of days. For example, over five weekdays, there are 10 available issues of the Morning News and Evening Press; the typical reader reads 4.8 of the 10 available issues.

\*\*\*Gross Impressions: The total number of impressions made by the Morning News or Evening Press on a typical day or combination of days, taking into account the number of readers and the number of issues read. For example, during seven days 163,000 adults read an average of 6.1 of the 13 available issues for a total of 1 million impressions.

Source: Belden Continuing Market Study, 1987





# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

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## WEEKDAY READERSHIP

SAVANNAH MORNING NEWS	14,000	39%
SAVANNAH EVENING PRESS	7,000	21%
NET NEWS/PRESS (1 DAY REACH)	16,000	44%

## SUNDAY READERSHIP

READ LAST SUNDAYS MORNING NEWS	23,000	74%
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BASE: 36,000 ADULT WOMEN, 18 - 34

SOURCE: BELDEN CONTINUING MARKET STUDY, 1987

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# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

## REGULAR READERSHIP OF SECTIONS AND FEATURES

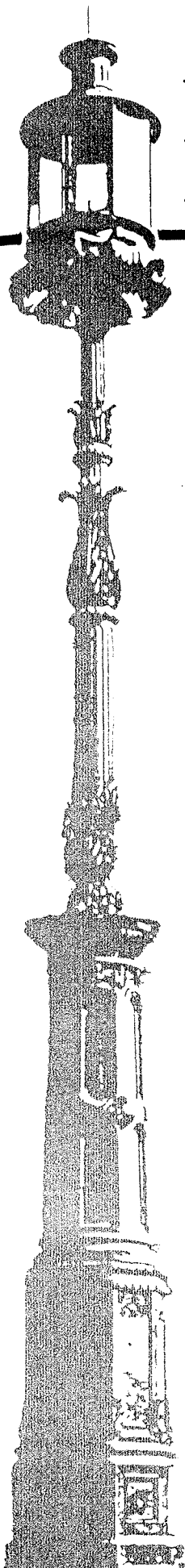
Question 22: "Which of the following parts of the Morning News or Evening Press do you read regularly, that is, at least three or four times a week? How about...?"

	<u>Total Adults</u>	<u>Morning News Readers</u>	<u>Evening Press Readers</u>	<u>Sunday Readers</u>
<u>Read Regularly</u>				
Local News.....	76%	88%	88%	86%
National News.....	66	81	77	75
Editorial Pages.....	57	71	64	70
Classified or Want Ads.....	53	54	68	58
Television Listings..	51	60	57	57
Other Kinds of Advertising.....	49	56	49	57
Lifestyle Pages.....	46	50	46	56
Movie Ads or Listings.....	45	49	52	49
Comics.....	43	49	50	52
Business and Financial Pages.....	40	48	59	46
Sports Stories.....	40	48	47	48
Stock Market Listings.....	25	32	29	29

Base: Adults in Savannah

PMA                      182,000                      104,000                      45,000                      128,000

Source: Belden Continuing Market Study, 1987



# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

## PRIMARY SOURCE OF ADVERTISING INFORMATION

Question 18: "I would like for you to think about sources of advertising information, such as the Savannah Morning News and Evening Press, other daily newspapers, weekly newspapers or shoppers, television, radio, magazines, advertisements mailed directly to you, the Yellow Pages, or some other advertising source. If you were planning to buy each of the following items, which one of these sources would you rely on most for product and sale information? How about...?"

	Tires, Auto Acc.	Furniture, Home Furnishings	Home Improvement Supplies
Savannah PMA Adults Would Rely On:			
Savannah Newspapers	64%	63%	61%
Weekly Newspaper or Shopper	5%	7%	8%
Television	7%	9%	6%
Direct Mail	2%	1%	1%
Other Daily Newspapers	1%	2%	*
Radio	*	1%	*
Yellow Pages	5%	8%	6%
Magazines	-	8%	6%
Other Sources	16%	8%	18%
Base: Adults in Savannah PMA Who Would Use			
Advertising Source	140,000 100%	130,000 100%	140,000 100%

\*Less than one-half of one percent

Source: Belden Continuing Market Study, 1987

# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

	TV Stereo Video	Clothing and Access.	Major Appliances
<u>Savannah PMA Adults Would Rely On:</u>			
Savannah Newspapers	61%	61%	60%
Weekly Newspaper or Shopper	4%	4%	7%
Television	12%	7%	10%
Direct Mail	1%	4%	1%
Other Daily Newspapers	2%	2%	1%
Radio	1%	1%	*
Yellow Pages	3%	1%	9%
Magazines	1%	3%	1%
Other Sources	15%	17%	11%

Base: Adults in Savannah  
PMA Who Would Use

Advertising Source	142,000	140,000	153,000
	100%	100%	100%

\*Less than one-half of one percent

Source: Belden Continuing Market Study, 1987



# A Market Analysis

Savannah Morning News.  
SAVANNAH EVENING PRESS

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## ADVERTISER SERVICES

~ Art Department

A staff of professional artists is available for layout and design assistance.

~ Co-operative Advertising Department

The Savannah Morning News and Evening Press has a full service co-op department that will

- Research all brand names you carry for co-op potential
- In most cases, determine your accrual balance with the manufacturer
- Request current advertising materials or help you create eye-appealing advertisements that meet the manufacturer's specifications
- Process claims on your behalf with the appropriate manufacturer or supply you with the appropriate paperwork
- Keep accurate records of all co-op activity

~ Non-subscriber Coverage

The Savannah Advantage is distributed to more than 43,000 households in Chatham County, providing 98% coverage of Chatham County with no expensive duplication.

~ Preprint Distribution

Zone distribution available. Minimum insertion - 10,000

~ Research Department

The Savannah Morning News and Evening Press has research data from the 1987 Continuing Market Study, produced by Belden Associates, available to advertisers. Findings include market demographics, newspaper reach and frequency, shopper profiles, shopping activity, cross-shopping patterns and much more.

Ask your account executive or call The Savannah Morning News and Evening Press.

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