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# Factors to Consider when Buying Outdoor Digital Media

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There are a lot of different platforms and media available for advertising with various sizes and price range, the type of media used can contribute a lot to Advertising Campaignsâ€™ success. The media-buying staff of an advertising agency will be the one responsible for this by doing a thorough research on various media. They are also more experienced and familiar with these outdoor digital media platforms so they should be able to develop the best media plan for you. But buying media is not that easy and there are a lot of factors to consider before choosing one.

1. Cost per thousand

Cost per thousand refers to the cost of an advertisement, placed on a particular outdoor digital media, per one thousand potential customers it reaches. It is a straightforward way to evaluate how to best spend the businessâ€™ advertising budget. This is done to determine the ratio between how much should an advertiser or advertising agency spend and how many customers the advertisement will reach. Advertisers should clarify their target audience and how many they would want to reach in order for the media staff to choose the Digital Media that best suits their needs.

2. Reach

The reach of an advertisement refers to the scope or number of audience which can safely be assumed to be affected by the advertiserâ€™s advertising message and is usually expressed as a percentage of total audience. The amount of consumers that an advertisement can reach will contribute a lot to the campaignâ€™s success. This is where outdoor advertisingâ€™s advantage lies. Out Home Advertising can reach out to the millions of commuters daily and when combined with the right outdoor digital media, it will not only be exposed to a wide audience but it will also be able to capture their attention effectively.

3. Frequency

This refers to how often a consumer can be expected to be exposed to the advertiserâ€™s message. It can differ based on media or form of advertising. But this is also where another advantage of outdoor advertising lies. Outdoor advertisements are exposed to the millions of commuters who most probably use the same form of transportation on the same route daily. So advertisers and outdoor advertising agencies can expect to have repetitive advertising in out of home advertising which will also increase the consumerâ€™s ad recall and retention. It is important to choose the outdoor digital media that can generate a lot of frequency for the advertisement.

4. Continuity

Media- buyers, advertisers and Advertising Agencies will also need to consider the timing of their advertisements. Depending on the advertiserâ€™s product, the advertisements can be evenly spread out over the course of a day, a week, or even a month. Knowing how long an advertisement should last is essential for booking the outdoor digital media platform.

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