

From: Williard, JoAn M.
To: Sterling, Carol (LHC); Williard, JoAn M.
CC: Ittermann, Patti F.; Kendall, Sue (LHC); Cahill, Jeneanne (LHC)
BCC:
Subject: Internet for PR Program{F}
Primary Date: 12/12/2000 9:49:50 AM
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Attachments:

I just spoke with Maura. The purpose of banner advertising would be to announce that RJRT won the award to both job seekers and for broad based awareness. We can't put links on our advertising to RJRT's site because of restrictions.

If we bought the banner advertising for 1 month with the goal of impressions, could you give us a ballpark cost. Nothing has yet been approved; and I can't even give an estimate of cost to PR.

Maura needs to send the spreadsheet with estimated costs to Tommy Payne tomorrow morning, so could we get the costs back (with the exception of the banner advertising, if you don't have that) sometime today or tomorrow?

thanks,

joan

-----Original Message-----

From: Sterling, Carol [SMTP:carol.sterling@lhcadv.com]
Sent: Tuesday, December 12, 2000 8:57 AM
To: Williard, Joan
Cc: Ittermann, Patti; Kendall, Sue; Cahill, Jeneanne
Subject: Internet for PR Program

> Below are points for consideration re: banner advertising for the

> potential RJRT PR media plan:
>
> 1. What is the purpose of using banner advertising? Is it
just to
> announce that RJRT has won the award? Is it to get job
candidates to
> visit RJRT's site and a listing of jobs? Do you want the
job candidates
> to sign up for more information about opportunities? We
really need to
> know your objectives or it will be extremely difficult to
give you costs
> for banner advertising. For example,
>
> -----if you just want to announce that RJRT has won this
award, you would
> buy ads based on impressions.
> -----if you want to get people to go to the RJRT site,
you would buy ads
> based on click-throughs.
> -----if you want candidates to sign up for more
information, you would buy
> ads based on actions.
>
> Another option may be to negotiate a specialized buy with
the sites, i.e.,
> click-throughs leading to the site's listings for RJRT
jobs.
>
> 2. If the purpose of the banner advertising is purely for
announcement
> purposes, you may wish to consider financial sites.
>
> 3. If the purpose of the banner advertising is reach job
seekers, it may
> be worthwhile to buy key words (e.g. "job placement") on
major search
> engines such as Yahoo.
>
> 4. Banner sizes would depend on the sites chosen, the
message you want to
> communicate, and the purpose of the advertising.
>
> 5. If you drive job seekers to the RJRT site, are there
specific landing
> pages for them, i.e., job listings, contacts for
employment opportunities,

> etc.? What would your plans be for updating those pages?
>
> Joan, we wish we could give you more concrete answers,
but it is not
> possible without more discussions about the objectives
for doing internet
> advertising. If RJRT is committed to doing internet
advertising, LHC
> would be happy to provide costs for a turn key plan. The
plan would
> include the following:
>
> -----Research
> -----Strategy for planning, buying, and back-end analysis
> -----Initial creative
> -----Building landing pages
> -----Media expenditures
> -----Back-end analysis
>
> Finally, Mike Buckovich, LHC's expert about banner
advertising, is going
> to be very hard to reach from now through the end of the
year (taking a
> very well-deserved vacation). However, if you decide to
proceed we will
> do all we can to execute the project.
>
> Please call with further questions. As information, Sue
and Jeneanne will
> be out of the office Wednesday - Friday, 12/13-12/15 and
I will be out on
> Thursday this week.
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