

**MEDIA PLACEMENT GROUP  
SUMMER INTERNSHIP**

**MAY/JUNE**

- OBJECTIVES
  - Gain general understand of how Client advertising plans are developed, implemented, tracked and billed.
  - See how local and national print advertising is purchased.
  - Understand the importance of business tracking and analysis
  
- ACTIVITIES
  - Learn how to use AdTRAK to enter and update database information
    - newspaper circs, individual program details and costs
  - Assist in overall management of newspaper contracts (500+)
    - Correct and update all contract details in AdTRAK
    - Ensure all contracts are current and filed; follow-up as necessary
  - Assist Media Dir. in planning and executing July newspaper buy
    - Check insertion orders for accuracy
    - Send out and track I/O's
    - Analyze all changes and enter into system
  - Assist A/P in paying and tracking ad expenditures
    - Check for correct copy, placement, timing and costs
    - Reconcile invoices from newspapers
    - Negotiate and issue credits for ads not run correctly

**JULY/AUGUST**

- OBJECTIVES
  - Gain a general understand of Broadcast Media planning/Buying
  - See how Local/Nat'l television and radio buys are developed
  - Understand how media research impacts strategies and plans
  
- ACTIVITIES
  - Help Buyers review/analyze promotional and value-added event proposals
  - Generate/communicate traffic instructions for market/client ad copy plans
  - Assist in tracking spot pre-emptions and analyze/track make-goods
  - Reconcile actual schedule and invoices (post-buy) against buy orders and assist Buyers in negotiating for make-goods for deficient runs
  - Participate in TV rate negotiation and development of Qrtrly Nat'l TV buy
  - Assist in post-buy analysis