

Math in the Media: Activity 6



Math In The Media



Media Math Activity Six

Assign students to contact the “sales manager” of a local TV station. Students should ask about the cost of a 30 second commercial. Have students document the cost as it relates to different TV programs and different times of day. Students may also want to contact TV stations *outside of the local market*, in order to compare and contrast how market size may affect the price of placing a commercial in a particular TV program.