

## POLITICAL ADVERTISEMENT FOR PANDORA



Pandora, the hot spot for streaming music all day long, will now be playing political advertisements. This announcement was made just this past Friday. The way that the advertising will work is completely based on the zip code of the individual currently using Pandora. These advertisements will target particular users based on where they live. The zip code was determined for the user when they first signed up with Pandora.

While Pandora will now be allowing political advertisements on air, it is not the only company to make this important decision. Some other major companies will also be displaying political advertisements during the elections. In fact, during the 2008 election between President Obama and McCain, over \$300 million dollars were spent between the two of them on political advertisement and campaigns. The cost is expected to rise for the election during this coming year.

Political advertisements are designed to send out a simple yet complex message. Both sides of the elections want users to vote for them. They want to represent who they are and what they stand for so that the people will understand and make a decisions based solely on the advertisements that they see. The advertisements are typically short and sweet to avoid major costs. Advertisement for politicians can become quite expensive especially for television advertisements.

When a politician has a set campaign, they have to raise money in order to put out these advertisements. With no money, there is no advertisement especially because it can be so costly. The best way for these politicians to figure out a way to advertise without spending a fortune is to target specific people. For example, if a Latin individual is running during an election, certain advertisements may be sent to the homes of people who live in Latin areas. This is because, one would expect that the support would be larger from that audience alone. Without targeting audiences, politicians end up spending a fortune on advertisement.

Advertisement on television is one of the primary ways that candidates express themselves and their messages to audiences. It is also a way for certain politicians to target an audience. There are certain channels that would represent a group or targeted audience. On these channels, the candidates would display their commercial advertisement instead of displaying it on every single channel which would end up costing much more.

Candidates during the elections also like to use signs for lawns as a means of advertising without having to spend a fortune. People who plan to vote for a particular candidate may support them by placing their supportive lawn sign on their garden. This will allow others to get an idea of who the candidate is and it is basically free advertisement.