

TABLE 13.1

## Media Comparison Chart

Media	Advantages	Disadvantages	Hints
<b>Print Media</b>			
Newspapers	Broad coverage in a selected geographic area Flexibility and speed in bringing to print and modifying Generates sales quickly Costs relatively little	May reach more than target market Difficult to attract reader attention Short life	Look for specialized newspapers for better targeting. Include a coupon or 800 number. Locate ad on right-hand page above the fold.
Magazines	Can target special interests More credible than newspapers	Expensive to design, produce, and place	Look for regional editions. Use a media-buying service. Use color effectively. Check on "remnant space," leftover space that must be filled before magazine goes to print.
Direct marketing (direct mail, mail order, coupons, telemarketing)	Lets you close the sale when the advertising takes place Coverage of wide geographic area Targets specific customers More sales with fewer dollars More information provided Highest response rate	Not all products suitable Need consumable products for repeat orders Response rate on new catalogs is very low, about 2%.	Create a personalized mailing list and database from responses. Entice customers to open the envelope. Use several repeat mailings to increase the response rate.
Yellow Pages	Good in the early stages for awareness Good for retail/service	Relatively expensive Targets only local market	Create ad that stands out on the page.
Signs	Inexpensive Encourage impulse buying	Outlive their usefulness fairly quickly	Don't leave sale signs in windows too long; people will no longer see them.
<b>Broadcast Media</b>			
Radio	Good for local or regional advertising	Can't be a one-shot ad; must do several	Advertise on more than one station to saturate market. Sponsor a national radio program. Provide the station with finished recorded commercials. Stick to thirty-second ads with music.