

PROFILES OF MAJOR MEDIA TYPES

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptability; high believability	Short life; poor reproduction quality; small pass-along audience
Television	Good mass market coverage; low cost per exposure; combines sight, sound, and motion; appealing to the senses	High absolute costs; high clutter; fleeting exposure; less audience selectivity
Direct mail	High audience selectivity; flexibility; no ad competition within the same medium; allows personalization	Relatively high cost per exposure; "junk mail" image
Radio	Good local acceptance; high geographic and demographic selectivity; low cost	Audio only, fleeting exposure; low attention (the half-heard" medium); fragmented audiences
Magazines	High and demographic selectivity; credibility and prestige; high-quality reproduction; long life and good pass-along readership	Long ad purchase lead time; high cost; no guarantee of position
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity	Little audience selectivity, creative limitations
Online	High selectivity; low cost; immediacy; interactive capabilities	Small, demographically skewed audience; relatively low impact; audience controls exposure

Average Costs for Advertising*:

Type	Total Viewership	Total Cost	Cost per customer
Newspaper	National – 2,000,000	- \$300 per square inch, Per day (average ad 4 square inches) - per week: \$6000	
Television	National – 10,000,000	- \$100,000 per day - \$700,000 per week	
Direct Mail	Totally variable, up to population of the country	- \$2 per letter, one time only	
Radio	National – 500,000	- \$150 per week	

Magazine	- 500,000 readers	\$10000 per month for a single advertisement	
Outdoor	- in a major city, 1,000,000	- \$25,000 per week	
Online	- on a search engine 20,000,000	- \$20,000 per month	