

Strengths and Weaknesses of Various types of Advertising

Media	Strengths	Weaknesses	CPM	Reach	Freq
Coupon Package I.e. Val-Pak	<ul style="list-style-type: none"> Shared cost Target ability Measurable Detailed message 	<ul style="list-style-type: none"> Negative image – junk mail Low penetration High Costs (CPM) Non-exclusive – no advantage over competitor Requires several deliveries to get acceptable Frequency Not viewed by whole household 	\$3.00 to \$5.00	97%	1
Direct Mail	<ul style="list-style-type: none"> Target audience Measurable Detailed message Product samples 	<ul style="list-style-type: none"> Negative image – junk mail Low penetration High Costs (CPM) Non-exclusive – no advantage over competitor Requires several deliveries to get acceptable Frequency 	\$19.00 to \$90.00	97%	1
Internet	<ul style="list-style-type: none"> Flexibility – easily updated Highly interactive Complements other advertising media 	<ul style="list-style-type: none"> Lid measurement standards Limited to computer oriented audience High Audience fragmentation Non-exclusive – no advantage over competitor High Costs (CPM) 	\$18.00 to \$40.00	? < 25%	?
Magazines	<ul style="list-style-type: none"> Narrow target Extended shelf life Ability customize ad to region High repro quality 	<ul style="list-style-type: none"> Lead time limits flexibility Limited distribution Very high Audience fragmentation due to increased titles and narrow markets Non-exclusive – no advantage over competitor High Costs (CPM) 	\$40.00 to \$120.00	? < 15%	1
Newspaper	<ul style="list-style-type: none"> Wide exposure Flexibility – shorten lead times Copy can communicate detail info High credibility 	<ul style="list-style-type: none"> Declining readership Ad clutter information overload reduces impact Ad buried in media Short shelf life Low reproduction quality Failure to target niche markets High audience fragmentation Non-exclusive – no advantage over competitor High cost (CPM) 	\$6.00 to \$20.00	35% to 70%	1
Outdoor	<ul style="list-style-type: none"> Reach unconscious audience without effort Highly visible around the clock Increased out of home opportunities 	<ul style="list-style-type: none"> Short impression time Creative restrictions < 8 words Prime locations limited Growing environmental concerns Many communities restricting # and placement Non-exclusive – no advantage over competitor 	\$12.00 to \$25.00	? < 50%	?
Radio	<ul style="list-style-type: none"> Target ability – designed around best demographic Quick production time 	<ul style="list-style-type: none"> Lack of attention without high repetition Creative limitations – no visuals Ad clutter Very high audience fragmentation Non-exclusive – no advantage over competitor 	\$15.00 to \$31.00	? < 20%	?
Television	<ul style="list-style-type: none"> Product message portrayed by sight and sound Mass audience reach with single exposure 	<ul style="list-style-type: none"> Lack of retention without high repetition Very High fragmentation due to channel selections, DVDs, VCRs, channel surfing Non-exclusive – no advantage over competitor High Cost 	\$40.00 to \$80.00	? < 40%	?
Yellow Pages	<ul style="list-style-type: none"> Users are actively shopping High awareness and usage Time savings 24/7/365 Covers capture user's attention 	<ul style="list-style-type: none"> Inflexibility and lack of timeliness Ad is buried with all competitors – users tend to pick from the list Non-exclusive – no advantage over competitor Sometime hard to find business due to listing category confusion Advertisers often required to list in several categories Audience fragmentation – several directories 	N/A	97%	<1
Cover Direct	<ul style="list-style-type: none"> Exclusive – no competitor Low Cost (CPM) Targeting opportunities Highest print quality Measurable opportunities Unique delivery Wallet sized Couponing available Sample distribution available Fly distribution available 97% initial reach 99% ongoing reach High frequency – 98+ /year Environmentally friendly Changeable - different markets Community involvement opps Product appreciation by end user Delivery verification Permanent web address displayed No audience fragmentation 	<ul style="list-style-type: none"> Inflexibility and lack of timeliness Cannot use different sales offers – except reference to customer web site 	\$0.19 to \$3.00	Initial 97% Ongoing 89%	98+ per year