

Pros and Cons of Different Media



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- There are many choices available when deciding where to place advertising. Each medium has advantages and disadvantages that should be considered carefully, in order to effectively balance audience, reach, cost, and other factors.



Newspaper Advertising

- Pros
- Oldest, most highly regarded media; considered familiar and credible with readers
- Reaches a relatively large mass audience
- Ads combine text and graphics to reinforce message
- Cons
- Circulation is down in most markets
- On average, less than half of newspaper readers will recall a full page ad and its contents
- Difficult to target a specific customer



Broadcast TV

- Pros
- Reaches virtually all households
- Very high viewership
- Reaches mass audience with a single exposure
- Cons
- Audience gradually decreases
- Ability to channel surf and skip commercials
- Costly to produce



Cable TV

- Pros
- Cable is less expensive than network TV
- Can target programming better than network TV
- Cons
- Not everyone has cable
- Cable carries many more ads than network TV in a given time period



Yellow Pages

- Pros
 - Almost every home in U.S. has at least one copy
 - Serves as a reference tool when deciding to purchase a product or service
 - Relied upon heavily during emergencies
- Cons
 - Many people using the Internet to replace tangible Yellow Pages directory
 - Typically used after the decision to buy has been made, therefore no demand is created for product
 - High level of ad clutter

Radio

- Pros
 - High amount of time spent listening
 - Listener loyalty to stations/DJs
 - Cost-effective to
- Cons
 - No visuals
 - Ad can get lost in the clutter
 - Tuning out when commercials come on

Outdoor

- Pros
 - Effective for communicating short messages and simple ideas
 - Attention grabbing
 - Message appears 24 hours a day
- Cons
 - Difficult to communicate product details because message must be brief
 - Prime outdoor locations are expensive and go quickly
 - Unable to change message quickly

Direct Mail

- Pros
 - Target consumers using many different factors
 - Helpful in building and reinforcing existing relationships
 - Results are easy to track
- Cons
 - Low response rate (a successful direct mail response rate is 2%-3%)
 - Considered “junk mail” by consumers
 - Can be costly due to rising postal costs, paper costs, etc.

Internet

- Pros
 - Able to reach highly educated and affluent consumers who purchase online
 - Allows customers to communicate directly with you
 - Easy to track and flexible (can change message quickly)
- Cons
 - Consumers may perceive a risk in purchasing online from an unfamiliar company
 - Can be costly to be on all search engines and at top of search lists

Magazines

- Pros
 - High readership level
 - Able to target based on magazine type and reader
 - Strong visuals (often full color) to catch attention
- Cons
 - There are many magazines, i.e., too many choices
 - Many ads per magazine cause a lot of clutter
 - Lead time for a monthly magazine is usually a month or more before publish date