

Advertising Medium	Benefits	Drawbacks
<b>Newspapers</b>	<ul style="list-style-type: none"> <li>• Excellent for promoting events</li> <li>• Local consumer and business visibility</li> </ul>	<ul style="list-style-type: none"> <li>• Short Shelf Life</li> <li>• Requires frequency</li> <li>• Expensive</li> </ul>
<b>Trade Publications</b>	<ul style="list-style-type: none"> <li>• Industry visibility</li> <li>• Image-building</li> <li>• Potential for article placement</li> <li>• Merchandising opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Requires frequency</li> <li>• Expensive</li> <li>• Competitive clutter</li> </ul>
<b>Television</b>	<ul style="list-style-type: none"> <li>• Excellent for image building</li> <li>• High visibility</li> <li>• High “reach”</li> <li>• Consumer oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Very Expensive</li> <li>• Not typically best for B2B</li> </ul>
<b>Cable TV</b>	<ul style="list-style-type: none"> <li>• Excellent for image building</li> <li>• High visibility</li> <li>• Used to generate frequency</li> <li>• Can be targeted to B2B or consumer</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive on out-of-pocket basis</li> <li>• Limited reach capabilities</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>• Good for targeting specific consumer or business segments</li> <li>• Used to generate frequency</li> </ul>	<ul style="list-style-type: none"> <li>• Can be expensive on out-of-pocket basis</li> <li>• Typically has limited reach capabilities (the exception being perhaps a major news station)</li> </ul>
<b>Consumer Magazines</b>	<ul style="list-style-type: none"> <li>• Good for Image-building</li> <li>• Longer shelf life</li> <li>• Targeting capabilities</li> <li>• Can generate high reach levels</li> </ul>	<ul style="list-style-type: none"> <li>• Very expensive</li> <li>• Typically requires frequency of insertions</li> <li>• High levels of clutter</li> </ul>
<b>Outdoor</b>	<ul style="list-style-type: none"> <li>• Potentially good for both reach and frequency</li> <li>• Geographical targeting</li> <li>• Good for augmenting an existing message or campaign</li> <li>• Consumer-oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Limited message space</li> <li>• Typically requires frequency (e.g., 6 months) in order to be effective</li> <li>• Sometimes viewed as downscale medium (for law firms)</li> <li>• Typically not used in B2B campaigns</li> </ul>
<b>On-Line Advertising</b>	<ul style="list-style-type: none"> <li>• Highly targeted (1 to 1)</li> <li>• Interactive</li> <li>• Can point toward firm web site</li> <li>• Costs can sometimes be controlled on a per-click basis</li> </ul>	<ul style="list-style-type: none"> <li>• Potentially high levels of clutter</li> <li>• Limited reach capabilities</li> <li>• Not as useful for B2B as for consumers</li> </ul>