

Media Summaries

Newspaper Advantages

In-Depth: Newspaper ads have the ability to communicate lengthy, complex or detailed information and descriptions targeted at the 60+ crowd.

Ad Variety: The medium offers a variety of ad sizes that allow advertisers to meet their budgetary constraints, from a one-column-inch ad to two full-page ads side by side called a double-truck.

Disadvantages

Decreasing Penetration: Gone are the days when almost every American household subscribed to at least one newspaper. Today, newspaper's household penetration is right around 45%. (RAB Newspaper Performance Reports, based on ABC data, are available for most U.S. markets.)

Ad Clutter, No Separation: Your ad placed next to your competitors' can only be an advantage if your price is absolutely the lowest.

Passive: The paper provides information once consumers decide to buy, but it does not build brand awareness or create product demand. Newspaper advertising thus works mainly for comparing prices.

Newspaper Plus Radio

Radio Excels: Where newspaper is deficient, Radio excels. Combining the two in a media mix capitalizes on the advantages of both media.

Excellent Reach: Radio reaches 75% of every American aged 12 and older every day. Radio reaches 94% every week. Using Radio together with newspaper increases the reach of your advertisement among light readers and younger consumers.

Cable TV Advantages

Targeted: Cable networks are targeted to specific demographics and clusters of people. Cable TV is often compared to Broadcast TV, however 70% of TV viewing is still done on the four networks.

Cost: Low CPMs.

Disadvantages

Small Audiences: You can't have large audiences for any given channel or program when there are dozens, even hundreds of channels from which to choose. Individual cable channels rarely pull in the big ratings.

Ad Clutter: Commercial clutter is very high on some cable channels.

Cable TV Plus Radio

Excellent Reach: Radio reaches 94% of all Americans 12 years and older every week, based on 2015 Nielson studies. Cable TV reaches 63% of adults ages 18-49 and 66% ages 25-54 on a weekly basis, according to TV Dimensions 2015. And branding requires reach. Can you think of a single advertiser who has used cable to create a brand?

Reduced Clutter: Advertisers have expressed concern over the number of commercials per hour on Radio, yet Cable TV airs on average twice as many commercials per hour. Commercials are more powerful when limited as they are on the Radio.

Broadcast TV Advantages

Mass Appeal: In addition to the 91.2% penetration rate among U.S. households enjoyed by television in general, 83.0% of these homes are multi-set households. (*Nielson Media Research, 2015*)

Visual appeal: TV has the ability to capture attention through sight, sound and motion.

Disadvantages

Fragmentation: Marketers distinguish between Broadcast TV and Cable TV because of the differences in the way they are bought. Broadcast TV is generally sold locally by one staff for one station. Cable TV is typically sold locally by one staff for all the advertising-supported cable channels. On the other hand, viewers do not differentiate between Broadcast TV and Cable TV channels. Time spent viewing Broadcast TV is being divided among Cable TV channels.

Expensive: Broadcast TV is expensive and often out of reach for a small business budget.

Broadcast TV Plus Radio

Quality Production: Quality Radio commercials can be produced for a fraction of the cost of a quality television commercial. Most Radio stations offer free creative and production for advertisers.

Mobile Medium: Radio is listened to at home, work and in-car and reaches people closest to the time of purchase intent.

Yellow Pages Advantages

Emergency Reference: Consumers often rely on the Yellow Pages during emergency situations.

Targets Consumers: Ads primarily target consumers already interested in purchasing a product or service.

Disadvantages

Limited Exposure: a little over a third of U.S. adults (35%) refer to the printed Yellow Pages directory during an average week. The other 75% will not see your ad. (*Yellow Pages Association, 2015*)

Minimal Consumer Awareness: Since the Yellow Pages typically are consulted after the decision to buy has been made, top-of-mind awareness must be built in other ways. As products continue to proliferate and the retail business becomes saturated, you must create demand for your products before the buying decision has been made.

Yellow Pages Plus Radio

Limited Exposure: The combination of Radio and Yellow Pages can work more effectively to reach, motivate and inform your customers. Radio can create demand and influence shoppers before they decide to buy, and the Yellow Pages can reinforce where they should buy once they have made the decision.

Flexible: Radio's great flexibility lets you make copy revisions at your discretion to accommodate changes in your business. You're not stuck with the same ad for more than a year, you increase your creative options, and you can generate maximum impact when you combine Yellow Pages with Radio.

Direct Mail Advantages

Targetability: With direct mail, an advertiser can target potential customers by geographical area, product affinity, previous purchases, and potential interest based on accumulated or purchased databases.

Tracking: The response rate is easily measured, and can be tracked through coupon redemption and return-card/call-back options.

Disadvantages

Low Response Rates: With an average response rate of just over 2%, most of the people you market to will reject or ignore your offer.

Attention: When consumers actually do read their direct mail, they tend to read mailings from advertisers they know and like.

Direct Mail Plus Radio

Intrusive: Radio is linear, where consumers listen through commercials, unlike direct mail that quickly gets discarded after little more than reading a headline – if it is even opened. Only one commercial is heard at a time on Radio, drawing attention to that one advertiser. How do you get people to open the direct mail they usually discard? By augmenting your marketing strategy with Radio to call attention to your mailings, and precondition recipients to the benefits of reading and responding to your direct mail offers.

Creates Brands: Radio generates new customers by branding an advertiser. Radio, with its reach and frequency, develops an image for the advertiser.

Outdoor Advantages.

Strategic Placement: Billboards can be placed in high-traffic areas or other strategic locations, while transit signs can be affixed to the backs and sides of buses, in bus stops, and in rail stations.

Directional: Billboards can be used as directionals, guiding consumers to the location of a given business.

Disadvantages

Brevity: The very nature of outdoor advertising demands that the commercial message be brief and relatively simple. Therefore, it is difficult to communicate product details, competitive advantages, and specific consumer benefits. Billboard companies generally recommend no more than seven words on a billboard, or people speeding by will not have time to read the message.

Low Recall: Commuters behind the wheel and other potential customers are exposed very briefly to outdoor messages, minimizing message retention. Such adverse conditions as heavy traffic or bad weather also can limit message impact and recall.

Outdoor Plus Radio

Power of Sound: To be effective, billboard messages must be brief. That's where Radio can help. Use Radio to enhance and expand on the message displayed in your billboard showing.

Recall: Radio blankets the market. Your outdoor message can be seen only where it is displayed, but Radio allows your message to travel with your customers wherever they go – at home or at the office as well as in the car. By combining Radio with outdoor, you can build your message's range and frequency – and reach more of your customers more often building recall.

New Media Fact Sheet

Advantages

Appealing: New technology appeals to younger demographics because it is new, fast and sexy.

Portable: Most of the new technology is portable and at the beck and call of the consumer who can access what they want, when they want it.

Growing Audience: eMarketer estimates about 80% of the U.S. population is online and more than half have mobile web access, providing local marketers with a great opportunity to influence potential customers before they reach their stores. (*eMarketer, 2015*)

Disadvantages

Limited Accountability: Many companies offer their own accountability which has proven to be much higher than when a third party does the research.

Do Results Justify the Hype?: According to an early-2015 survey by ForeSee Results, social media drove just 12% of visitors to retail Web sites. The study found that more traditional media not only generated more traffic, but delivered better-quality customers. (*ForeSee Results, 2015*)

New Media Plus Radio

Strong: Radio is still strong despite the competition. A study conducted by Paragon Media found that a majority of Internet Radio station listeners are listening to broadcast Radio about the same amount. Three-quarters of MP3 player owners are listening to broadcast Radio about the same amount, and 40% of satellite Radio subscribers are listening at about the same level. The Radio industry is also competing with new media through its innovative new Radio technology -- the HD Radio.

Internet Advantages

interactivity: The Internet allows your customers to communicate directly with you; they can tell you what they do and don't like, what they want, and what they will buy. They spend as much time as they choose with any amount of information you provide.

Tracking: Internet technology allows you to measure exactly how many people saw your message and how they responded.

Disadvantages

Little Engagement: As of early-2015, the average click-through rate for Internet ads was only .5%. A Nielsen survey asked adult consumers why they don't like to click on ads: Takes them away from their purpose on the website, 88%; don't see the ads as relevant, 82%; fear of spam, 75%; fear of computer viruses, 70%; don't trust the ads, 72%; don't like pop-up screens, 78%; don't see the ads as engaging, 43%.

Compared to Radio: According to a 2015 Adweek-Harris Interactive study, 75% of American consumers say they ignore or disregard all Internet ads. In contrast, only 7% made the same claim for Radio ads.

Internet Plus Radio

Brand Recall: Radio added to Internet advertising increases unaided recall of brand names by 6.5 times than Internet ads alone.

Drive Search: 77% of adults have initiated an online search based on something they heard on the radio.

Efficient: Cost-Per-Thousand impressions is still a real bargain on Radio.

Point-of-Purchase Advantages

Effective: Place-based advertising directly affects sales, brand switching, portfolio purchasing and multi-unit sales.

Disadvantages

Product-Oriented: Place-based advertising influences what products consumers may buy, but not where they will buy them. Though often effective for improving product sales, place-based media inherently are limited in their ability to attract new customers, build traffic, and improve market awareness for retail advertisers.

POP Plus Radio

Product and Retailer Oriented: Radio is a synergistic companion to P-O-P advertising. If you want to promote a specific product or service, Radio can deliver the customers you want, and even offer on-site broadcasts that are proven marketing winners. By using a combination of Radio and P-O-P advertising, you can sell the store as well as increase average unit sales.

Magazines

Advantages

Targetability: With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can focus on those consumers that fit their needs.

Advertorial: An in-depth advertising message can be created to appear more like editorial copy than an advertisement, although most magazines require such advertorials to be identified as advertising rather than editorial content.

Disadvantages

Competition: There are too many magazines and too many choices. Advertisers and consumers have more than 20,000 magazine titles from which to choose. The proliferation in the number of magazines means audience fractionalization, and most magazines actually miss most of their avowed target audiences.

Clutter: Magazines contain so much advertising that ad readership and recall is minimal. In 2014, the ratio for consumer magazines was 54% advertising pages and 46% editorial pages.

Magazines Plus Radio

Clutter: Radio can break through the ad clutter found in magazines by conditioning readers to identify with and respond to your magazine advertising. You can improve on magazines' low ad readership and recall scores by adding a cost-efficient Radio schedule to your media mix. This way you can extend the reach against your target consumer and build the message frequency necessary to a successful campaign.