

ADVERTISING COMPARISON OF MEDIA

MEDIUM	MARKET COVERAGE	TYPE OF AUDIENCE	UNIQUE CREATIVE FEATURE	TYPE OF SMALL BUS. PARTICULARLY SUITED FOR	MAJOR ADVANTAGE	MAJOR DISADVANTAGE
DAILY NEWSPAPER	Total metropolitan area, often including connecting suburbs. Zoned editions are sometimes available.	General. Tends more toward men, older age group, slightly higher income & education.	Immediacy, news value, graphic potential	All General Retailers	Newspapers are the traditional advertising medium.	Competition from other advertisers. Short life span.
WEEKLY NEWSPAPER	Immediate Community	General. Usually Residents or a smaller community	Local identification.	Retailers serving a strictly local market	Local identification.	Limited coverage.
SHOPPER	Majority of households in immediate community	Consumer households.	Consumer orientation.	Neighborhood retailers and service businesses.	Consumer orientation.	A giveaway and not always read.
YELLOW PAGES	The City Or Cities Served By The Directory	Active Shoppers For Goods Or Services	Service To Shoppers	Service Businesses, Retailers With Brand Name Items, Highly Specialized Retailers.	Yellow Page Users Are In The Market For Goods Or Services	Use Limited To Active Shoppers
DIRECT MAIL	Controlled by the advertiser	Controlled by the advertiser through use of demographic lists.	Personalized approach	New and expanding businesses. Businesses using coupon returns, catalogs.	Personalized approach to a highly selective audience.	Difficult to determine cause of an unsuccessful campaign.
RADIO (Local)	A definable market area surrounding a central city.	General. Stations with a distinct programming format provide a selective audience.	Intimacy.	Businesses catering to special groups; commuters, teenagers, housewives.	Identification with station, "D.J.", specific program.	Must be bought consistently to be of value.
TELEVISION (Local)	A definable market area surrounding a central city.	General. Tends toward younger age group, less print-oriented.	Emotional impact.	Highly personal, owner-oriented businesses, retailers with demonstratable goods.	Emotional impact.	Cost of TV time and cost and complexity of production.
TRANSIT	Community served by transit system. May be limited to selected transit routes.	Transit riders, especially shoppers and pedestrians.	Good vehicle for humor.	Local businesses, especially those appealing to wage earners.	Repetition and length of exposure.	Limited audience.
BILLBOARD	Selected spots within the community and/or major traffic arteries.	General, especially auto drivers.	Size, graphic potential, brevity.	Amusements, tourist business, "brand name" retailers.	Bigness.	Cost.
MAGAZINE (Local)	A total metropolitan area or a region. Zoned editions sometimes available.	Usually a special interest group corresponding to the editorial purpose of the magazine.	Identification with magazine.	Special audience-oriented businesses, "mail order" businesses.	Delivery of a loyal, special interest audience.	Types of audiences which can be delivered are not numerous.