

# Fliers

## MEDIA COMPARISON CHART

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MEDIA	AIMED AT RIGHT TARGET	CLARITY OF MESSAGE	COST PER PROFITABLE CONTACT	PERMANENCE	FLEXIBILITY	COMPETITION FOR ATTENTION	TOTAL
<b>NEWSPAPERS</b>	4 3 2 ① Distribution wasted on a large scale	④ 3 2 1 Succeeds in clearly telling Who-What-Where	4 3 2 ① Very high cost when market is limited	4 3 2 ① Lasts one day	4 ③ 2 1 Message can be changed quickly	4 3 2 ① Hundreds of other ads competing for attention	<b>11</b>
<b>MAGAZINES</b>	4 ③ 2 1 In the case of Trade Journals, generally aimed correctly	④ 3 2 1 Succeeds in clearly telling Who-What-Where	4 3 ② 1 Specifically in Trade Journals, fair; otherwise poor	4 3 ② 1 May be visible a week or two	4 3 ② 1 Depends on frequency of publication	4 3 2 ① Other ads prominent and vying for attention	<b>14</b>
<b>OUTDOOR BILLBOARD CAR CARDS</b>	4 3 2 ① High percentage of contact wasted on wrong audience	4 3 ② 1 2-3 second exposure; message very limited	4 3 2 ① Too much waste to be profitable	4 3 ② 1 Contracted on monthly basis	4 3 ② 1 Can change message every 30 days	4 3 2 ① Proliferation of other signs, cards	<b>9</b>
<b>RADIO</b>	4 3 2 ① Very high percentage of "deaf ears" waste	4 ③ 2 1 Tells Who-What-Where but visual stimulus more effective	4 3 2 ① Much waste for little profitable contact	4 3 2 ① Here and gone	④ 3 2 1 May be changed quickly	4 3 2 ① Many ads in quick sequence	<b>11</b>
<b>TELEVISION</b>	4 3 2 ① Large scale waste, even on local stations	④ 3 2 1 Visually and audibly effective	4 3 2 ① Huge cost per contact	4 3 2 ① As radio, here and gone	④ 3 2 1 Again as radio, can be changed momentarily	4 3 2 ① Many, many ads, one following another	<b>12</b>
<b>DIRECT MAIL</b>	④ 3 2 1 Can be precisely aimed at decision-makers	④ 3 2 1 Graphically shows Who-What-Where	④ 3 2 1 Low cost per profitable contact	4 3 ② 1 After consideration, will be discarded	4 ③ 2 1 Message can be changed quickly	4 3 ② 1 Accompanies other correspondence, ads, etc.	<b>19</b>
<b>CLASSIFIED DIRECTORY</b>	4 3 ② 1 Depends on listing strategies	4 ③ 2 1 Tells Who-What-Where but has serious limitations	4 3 2 ① Difficult to estimate...but in given situation probably very high	④ 3 2 1 Lasts a full year	4 3 2 ① Commitment to one message for a full year	4 3 2 ① Listed with every competitor	<b>12</b>
<b>CALENDAR ADVERTISING</b>	④ 3 2 1 Direct to only bona fide customers and prospects	④ 3 2 1 Clearly shows Who-What-Where	④ 3 2 1 Very low cost per profitable contact	④ 3 2 1 Lasts a full year	4 3 ② 1 Monthly copy changes can improve flexibility	④ 3 2 1 Advertiser has "stage" to himself	<b>22</b>
4 - Excellent    3 - Good    2 - Fair    1 - Poor							