

MAJOR MEDIA TYPES

Media	Advantages	Limitations	Average Cost*
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptability; high believability	Short life; poor reproduction quality; small pass-along audience	\$1,300 per week for 2" x 2" ad
Television	Good mass market coverage; low cost per exposure; combines sight, sound, and motion; appealing to the senses	High absolute costs; high clutter; fleeting exposure; less audience selectivity	\$200,000 for one 30-second commercial (during prime-time)
Direct mail	High audience selectivity; flexibility; no ad competition within the same medium; allows personalization	Relatively high cost per exposure; "junk mail" image	\$1,500 for 1,000 4x6 postcards (includes postage)
Radio	Good local acceptance; high geographic and demographic selectivity; low cost	Audio only, fleeting exposure; low attention (the half-heard" medium); fragmented audiences	\$90 to \$120 per week on a rotator (prices higher if time slots for ad are selective)
Magazines	High and demographic selectivity; credibility and prestige; high-quality reproduction; long life and good pass-along readership	Long ad purchase lead time; high cost; no guarantee of position	\$1,200 to \$5,000 per month or per issue (depends on ad size and demographics)
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity	Little audience selectivity, creative limitations	(billboard) - \$3,000 to do artwork and install media on billboard; rates depend on impress level, ranges from \$5,000 to \$500,000 (the higher the quality of the artwork and the larger the demographic group, the higher the price); minimum contract is 16 weeks
Online	High selectivity; low cost; immediacy; interactive capabilities	Small, demographically skewed audience; relatively low impact; audience controls exposure	\$0.60 pay-per-click or \$1,200 - \$1,800 a month for aggressive campaigns (does not include search engine optimization) or \$200 to \$1,200 per year per banner ad on websites

**Note: Prices reflected are average negotiated prices for a 12-week campaign.*