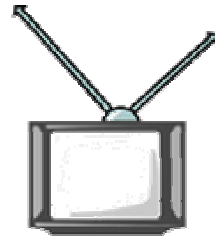

Media Pros & Cons



Wired Cable



Broadcast TV



Radio



Newspaper



Internet



Direct Mail



Out of Home



Magazines

Local Broadcast Television

PROS

- Broad reach
- Buzz worthy programs
- Full DMA coverage
- Intrusive / Immediate impact
- Sight, sound & motion
- Strong branding capabilities

CONS

- Declining ratings
- High out of pocket cost
- Weak summer ratings / programming
- High production costs
- No ability to target specific areas within the DMA

Local Radio

PROS	CONS
<ul style="list-style-type: none">➤ Targeted➤ Copy change flexibility➤ Low out of pocket pricing➤ Mobility - in the car listening➤ Low production costs➤ Promotions, community tie-ins	<ul style="list-style-type: none">➤ Lack of visual➤ Poor measurement➤ Difficult to build audience reach➤ High commercial clutter➤ Audience is not actively engaged➤ Time spent listening declines each year

Newspapers

PROS

- Immediate reach
- Allows in-depth product explanation
- Geographic targeting
- Variety of creative ad sizes
- Tangible
- Good for price shopping / coupons

CONS

- Declining circulations
- High out of pocket for large units
- Readers rarely look at all sections
- Skews older (50+)
- Visual only, non-intrusive
- Questionable measurement
- Clutter

Internet

PROS

- Accountability/ROI
- Drive directly to website
- Engaged audience
- Unique creative units
- Strong targeting capabilities
- Ability to interact with ad

CONS

- Advertising seen as too intrusive
- Must have a website to link to
- Declining click through rates
- Advertising clutter

Direct Mail

PROS

- Targeting by location, personal interest, buying habits
- Unlimited message length
- Coupon offerings
- Relatively easy to track response
- Low cost per thousand

CONS

- Non-intrusive - could be thrown away unlooked at or unopened
- Only as good as your mailing list
- Most direct mail impersonal - addressed to "resident" or "occupant"
- Production costs can be high depending on size of piece

OOH (Out of Home)

PROS

- Broad reach
- Ability to target specific locations
- Large units can make a strong impact
- All day, all week exposure
- Low cost per thousand

CONS

- Short exposure time (6-8 seconds)
- Limited message capability
- True mass media - no demo targeting
- Questionable measurement
- Creative can be vandalized or easily damaged
- High out of pocket for large units
- Audience is disengaged

Magazines

PROS

- Psychographic & demographic targeting capabilities
- Engaged audience
- Ads can be reviewed / studied at readers leisure
- Portable / tangible
- Variety of creative sizes / units

CONS

- Non-intrusive - reader can ignore ad
- Long audience cume - takes time to build reach
- Most publications are not mass reach
- Long shelf life - difficult to promote a time sensitive message
- Clutter

Wired Cable Television

STRENGTHS

- Deeper consumer connections:
 - Geographic, Demographic, Psychographic, etc.
- Viewer migration from Broadcast to Cable
- Original, water cooler programming
- Sight, sound & motion - intrusive/immediate impact
- Strong brand capabilities
- Affluent audience with higher disposable income

OPPORTUNITIES

- New technology (VOD, iTV)
- Dynamic ad insertion
- Set-top box data
- Leverage programming on alternative video devices (internet, mobile, etc)