

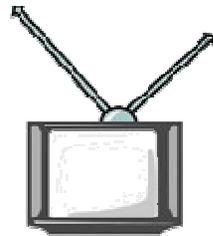
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# Media Pros & Cons

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**Wired Cable**



**Broadcast TV**



**Radio**



**Newspaper**



**Internet**



**Direct Mail**



**Out of Home**



**Magazines**

## Note To Our Members:

- This document outlines the basic strengths and weaknesses of each media
- Additionally, we identify potential opportunities and threats in order to gauge what could help or hurt each medium in the future
  - Opportunities represent areas that could generate additional ad revenue
  - Threats represent areas that may be harmful to their long time success

# Local Broadcast Television

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Broad reach</li><li>➤ Buzz worthy programs</li><li>➤ Full DMA coverage</li><li>➤ Intrusive / Immediate impact</li><li>➤ Sight, sound &amp; motion</li><li>➤ Strong branding capabilities</li></ul>	<ul style="list-style-type: none"><li>➤ Declining ratings</li><li>➤ High out of pocket cost</li><li>➤ Weak summer ratings / programming</li><li>➤ High production costs</li><li>➤ No ability to target specific areas within the DMA</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ Easier buying process: Full electronic transmission of buys &amp; invoices</li><li>➤ Increased number of channels available after the digital transition</li><li>➤ Re-broadcast high-rated programs on alternative video devices (internet, mobile, On Demand)</li></ul>	<ul style="list-style-type: none"><li>➤ Continuing shift of viewers to Cable</li><li>➤ Ad-skipping (DVRs)</li><li>➤ Internet video</li></ul>

# Local Radio

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Targeted</li><li>➤ Copy change flexibility</li><li>➤ Low out of pocket pricing</li><li>➤ Mobility - in the car listening</li><li>➤ Low production costs</li><li>➤ Promotions, community tie-ins</li></ul>	<ul style="list-style-type: none"><li>➤ Lack of visual</li><li>➤ Poor measurement</li><li>➤ Difficult to build audience reach</li><li>➤ High commercial clutter</li><li>➤ Audience is not actively engaged</li><li>➤ Time spent listening declines each year</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ HD Radio</li><li>➤ Podcasting</li></ul>	<ul style="list-style-type: none"><li>➤ Expansion of Satellite Radio</li><li>➤ MP3 players</li></ul>

# Newspapers

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Immediate reach</li><li>➤ Allows in-depth product explanation</li><li>➤ Geographic targeting</li><li>➤ Variety of creative ad sizes</li><li>➤ Tangible</li><li>➤ Good for price shopping / coupons</li></ul>	<ul style="list-style-type: none"><li>➤ Declining circulations</li><li>➤ High out of pocket for large units</li><li>➤ Readers rarely look at all sections</li><li>➤ Skews older (50+)</li><li>➤ Visual only, non-intrusive</li><li>➤ Questionable measurement</li><li>➤ Clutter</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ Online companion websites</li><li>➤ Youth oriented, alternative papers</li></ul>	<ul style="list-style-type: none"><li>➤ Alternate news sources: Cable news, Internet</li></ul>

# Internet

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Accountability/ROI</li><li>➤ Drive directly to website</li><li>➤ Engaged audience</li><li>➤ Unique creative units</li><li>➤ Strong targeting capabilities</li><li>➤ Ability to interact with ad</li></ul>	<ul style="list-style-type: none"><li>➤ Advertising seen as too intrusive</li><li>➤ Must have a website to link to</li><li>➤ Declining click through rates</li><li>➤ Advertising clutter</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ Faster connections, continuing migration to broadband</li><li>➤ Expanded video/programming offerings</li></ul>	<ul style="list-style-type: none"><li>➤ Alternative entertainment/information devices</li></ul>

# Direct Mail

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Targeting by location, personal interest, buying habits</li><li>➤ Unlimited message length</li><li>➤ Coupon offerings</li><li>➤ Relatively easy to track response</li><li>➤ Low cost per thousand</li></ul>	<ul style="list-style-type: none"><li>➤ Non-intrusive - could be thrown away unlooked at or unopened</li><li>➤ Only as good as your mailing list</li><li>➤ Most direct mail impersonal - addressed to "resident" or "occupant"</li><li>➤ Production costs can be high depending on size of piece</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ Better mailing list companies: list services are getting better at tracking address changes, etc.</li></ul>	<ul style="list-style-type: none"><li>➤ "Do not mail" list</li></ul>

# OOH (Out of Home)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Broad reach</li><li>➤ Ability to target specific locations</li><li>➤ Large units can make a strong impact</li><li>➤ All day, all week exposure</li><li>➤ Low cost per thousand</li></ul>	<ul style="list-style-type: none"><li>➤ Short exposure time (6-8 seconds)</li><li>➤ Limited message capability</li><li>➤ True mass media - no demo targeting</li><li>➤ Questionable measurement</li><li>➤ Creative can be vandalized or easily damaged</li><li>➤ High out of pocket for large units</li><li>➤ Audience is disengaged</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ Almost unlimited new venues possibilities (elevators, bathrooms, etc)</li><li>➤ Creative beyond a billboard - video capabilities</li></ul>	<ul style="list-style-type: none"><li>➤ Environmental regulations</li></ul>

# Magazines

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Psychographic &amp; demographic targeting capabilities</li><li>➤ Engaged audience</li><li>➤ Ads can be reviewed / studied at readers leisure</li><li>➤ Portable / tangible</li><li>➤ Variety of creative sizes / units</li></ul>	<ul style="list-style-type: none"><li>➤ Non-intrusive - reader can ignore ad</li><li>➤ Long audience cume - takes time to build reach</li><li>➤ Most publications are not mass reach</li><li>➤ Long shelf life - difficult to promote a time sensitive message</li><li>➤ Clutter</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ Online companion website</li></ul>	<ul style="list-style-type: none"><li>➤ Continuing migration to TV &amp; internet &amp; for news/information</li></ul>

# Wired Cable Television

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>➤ Deeper consumer connections:<ul style="list-style-type: none"><li>➤ Geographic, Demographic, Psychographic, etc.</li></ul></li><li>➤ Viewer migration from Broadcast to Cable</li><li>➤ Original, water cooler programming</li><li>➤ Sight, sound &amp; motion - intrusive/immediate impact</li><li>➤ Strong brand capabilities</li><li>➤ Affluent audience with higher disposable income</li></ul>	<ul style="list-style-type: none"><li>➤ No full DMA coverage</li><li>➤ Lower rated programs</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>➤ New technology (VOD, iTV)</li><li>➤ Improved targeting<ul style="list-style-type: none"><li>➤ Dynamic ad insertion</li></ul></li><li>➤ Set-top box data</li><li>➤ Leverage programming on alternative video devices (internet, mobile, etc)</li></ul>	<ul style="list-style-type: none"><li>➤ Internet video</li><li>➤ Telcos</li></ul>