

EXHIBIT 14-9

Media Capabilities

Media	Targeting	Timeliness	Information Presentation Capabilities	Life	Cost
Newspapers	Good	Good	Modest	Short	Modest
Magazines	Poor	Poor	Modest	Modest	High
Direct mail	Excellent	Modest	High	Modest	Modest
Radio	Modest	Good	Low	Short	Low
Television	Modest	Modest	Low	Short	Modest
Outdoor	Modest	Poor	Very low	Long	Modest
Shopping guides	Modest	Modest	Low	Modest	Low
Yellow Pages	Modest	Poor	Low	Long	Low

Local media. Besides selling newspaper space and broadcast time, the advertising media offer services to local retailers ranging from planning an ad program to actually designing the ads. Media companies also do market research on their audiences and can provide information about shopping patterns in the local area.

Choosing the Most Effective Advertising Medium

REFACT

Newspapers are used for 60 percent of retail advertising expenditures. A full 85 percent of newspaper revenues are generated by local retail advertising.¹⁹

After developing the message, the next step is deciding what medium to use to communicate the message to customers.

Types of Media. The media used for retail advertising are newspapers, magazines, direct mail, radio, TV, outdoor, shopping guides, and the Yellow Pages. Exhibit 14-9 summarizes their characteristics.

Newspapers. Retailing and newspaper advertising grew up together over the past century. But the growth in retail newspaper advertising has slowed recently as retailers have begun using other media. Still, 16 of the nation's 25 largest newspaper advertisers are retailers.¹⁸

In addition to printing ads with their editorial content, newspapers distribute preprints. A **preprint**, also called a **freestanding insert**, is an ad printed at the retailer's expense and distributed as an insert in the newspaper.

Since newspapers are distributed in a well-defined local market area, they're effective at targeting retail advertising. For large retailers with multiple stores, the local market covered by a newspaper is similar to the market served by the retailer. Newspapers are beginning to offer opportunities for small retailers to target their advertising by developing editions for different areas of a city. For example, *The Los Angeles Times* has 11 special editions for regions of southern California, including editions for Ventura County, the desert cities, and San Diego County.

Newspapers also offer quick response. There's only a short time between the deadline for receiving the ad and the time that the ad will appear. Thus, newspapers are very useful for delivering messages on a short notice.

Newspapers, like all print media, effectively convey a lot of detailed information. Readers can go through an ad at their own pace and refer back to part of the ad when they want to. In addition, consumers can save the ad and take it to the store with