

# Media Advantages and Disadvantages

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## Newspapers

### Advantages

Number one media for local advertisers  
Reach a diverse (or broad) audience  
Locally or regionally concentrated  
Consumers look for ads in newspapers  
Deliver timely messages  
Copy space is unlimited  
Readers are actively involved

### Disadvantages

Limits specific audience targeting  
Reproductions of photos typically poor  
Heavy competition  
Not popular with all age groups  
Static and two-dimensional

## Magazines

### Advantages

Great color and photo reproduction  
Selecting a target audience can be easy  
Layout flexibility  
Long life span

### Disadvantages

Costs are higher – to consumer and advertiser  
Timing of exposure to reader is less predictable  
Deadlines for magazines are one or more  
Months

## Internet Advertising

### Advantages

Relatively cost effective  
Can target specific types of viewers  
Messages can be timely  
Ads can be interactive  
Ads can run with unlimited frequency  
Can reach a global audience

### Disadvantages

Difficult to gauge impact  
Range of costs vary greatly

## Direct Mail

### Advantages

Target a very specific audience  
Cost effectiveness can be good  
Can evaluate its effectiveness  
Readers are actively involved

### Disadvantages

Many people don't like unsolicited offers  
Busy people don't even open "junk mail"  
Requires thorough maintenance of mail lists  
Environmental impact  
Relatively expensive

## Radio

### Advantages

Mostly local  
Ad has a voice  
Relatively cost-efficient  
Ad production is fairly simple  
Messages are mobile  
Listener doesn't have to be actively involved  
Allows for target selection  
Often can get ad on a station in short notice  
You choose frequency

### Disadvantages

No visuals  
Audiences may be "fragmented"  
Air "clutter" is a problem  
No hard copy  
Risk that ad sounds similar to all others

## Television

### Advantages

Offers sight, sound, motion, color and special effects  
Viewer doesn't have to be actively involved  
Allows for target selection  
Has prestige or glamour to enhance message  
Can engage the viewer's emotions and empathy  
Most TV is viewed at home and people feel safe at home

### Disadvantages

Production fees and air time costs make it expensive  
TV seems complicated to small advertisers  
Messages get "zipped" and "zapped"  
Has a broad, non-targeted reach  
Audiences are more fragmented than ever  
Commercial breaks are becoming "cluttered"  
Small advertisers can look amateurish  
Buying TV time is fairly complicated

## Cable Television

### Advantages

Can target specific audiences  
Cost is lower  
Productions costs are more affordable  
May find innovative production crew  
You know who your message is reaching

### Disadvantages

Small reach  
May have less experienced production crew  
Not reaching potential customers  
Audiences can be fragmented  
Viewers with programs with shorter period of time