



how calendars compare to other media



Newspaper

High-cost ads that last one day, compete with hundreds of others for attention, often missing your target audience completely.

Magazine

Your ads in trade publications are more likely to reach your target, but may have visibility for only a week or two.

Radio

Expensive audio spots often fall on the “deaf ears” of people outside your target despite their advantage of being quickly changeable.

Calendar

Careful targeting, clear messaging and long-term visibility make these advertising tools the high-impact low-cost alternative to other media.

Television

Even when your ad finds its audience, it competes for attention with countless others, not to mention the possibility of a fast channel change by the viewer.

Internet

Software to suppress “pop-ups” and sites that prohibit banner ads have reduced the options for effective Web-based advertising beyond your own site.

Direct Mail

When carefully targeted, your ad has a chance getting its message through, as long as it is interesting enough to get opened before it is discarded.

4 – Excellent 3 – Good 2 – Fair 1 – Poor

MEDIA	AIMED AT RIGHT TARGET	CLARITY OF MESSAGE	AFFORDABILITY	PERMANENCE	FLEXIBILITY	FOR ATTENTION	TOTAL
Calendars	4	4	4	4	2	4	22
Magazines	3	4	2	2	2	1	14
Radio	1	3	1	1	4	1	11
Television	1	4	1	1	4	1	12
Internet	1	2	4	2	2	2	13
Direct Mail	4	4	4	2	3	2	19
Newspapers	1	4	1	1	3	1	11

This compelling chart, prepared by Dr. Kenneth W. Lawyer, retired Marketing Department Chair at Case-Western Reserve University, demonstrates why calendars are such an effective addition to your marketing mix.