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## **WHAT ADVERTISING MEDIUM TO USE?**

A wise man once said, "The person who saves money by not advertising is like the man who stops the clock to save time." In today's fast-paced, high-tech age, businesses have to use some form of advertising to make prospects aware of their products and services.

Even a famous company like Coca-Cola continually spends money on advertising to support recognition of their products. Last year Coca-Cola spent more than \$150 million to keep its name in the forefront of the public's eye. So the question isn't whether or not you can afford to advertise, you simply must if you want your business to succeed.

Advertising is an investment in your business's future. And like any investment, it's important to find out as much as you can before you make a decision.

One of the most difficult and important questions is: what media is the best to use?

There are the following advertising mediums:

- Newspaper advertising (advantages and disadvantages).
- Magazine advertising.
- Radio advertising.
- Television advertising.
- Cable advertising.
- Outdoor advertising (advantages and disadvantages).
- Direct mail.
- Specialty advertising.

There is no best way to advertise your product or service. It is important to explore the various advertising media and select those which will most effectively convey your message to your customers in a cost-efficient manner.

Always remember, advertising is an investment in the future of your business.