

Offline Advertising Methods by JULIAN "JULES" WEBSTER  
オフライン広告戦略

The pros and cons of offline advertising options vary - here is a summary of 4 of them:

NEWSPAPER

Pros:

Fast - you can have your ad booked and printed within a day  
Reach large numbers of people, but you can also advertise in local papers to target a specific region.  
You can attach coupons and order forms to your ad  
You can reference your contact information  
You can advertise in the classified section  
Reasonably cheap compared to other media.

Cons:

Tend to attract an adult readership, so no good if you wish to target children or teenagers  
Not a very targeted audience  
Your ad will appear only once in a daily publication  
You will be competing with a lot of other clutter on the page  
Large space is expensive.  
Summary: Good if you have a product which is broadly appealing and immediately available,  
but not so much if your offering is related to a special interest or group.

RADIO

Pros:

Fast turnaround and can reach both national and local audiences  
Ads can be repeated endlessly during 24 hour period  
Specific channels attract specific audiences so you can target people more likely to be interested in your product  
You can reach people who don't read much.

Cons:

You must first write, record and produce your ad, so it's a little more labor-intensive  
People tend to switch on the radio for the music, and only "half-listen" to ads,  
so you have to play your ad more times to get the message heard - this translates into buying more radio slots.  
Once it's finished playing, it's gone.  
This means it's not so good if you require people to remember specific information,  
such as a phone number or address. If you do, make sure your message is super simple to remember.

## TELEVISION

### Pros:

You can use visual, aural and written aids to communicate your message - giving you the best opportunity to connect to the largest number of people.

You can target audiences by purchasing slots inside channels and alongside programs your market would enjoy

Offers both national and local reach

Ads can be repeated endlessly

Lots of people watch television, 24 hours a day, 7 days a week.

### Cons:

Expensive production cost (script, filming, actors, production design, etc)

Production time can be long (2-4 months)

Good ad slots (e.g. prime time) are highly coveted and therefore expensive

People can mute or fast-forward through ad breaks now, so your audience is not necessarily guaranteed.

Summary: While the potential effectiveness of a television advertisement is high,

you need a bit of money behind you to produce a commercial - even the "cheap ones" can cost thousands.

If you're considering television, consider creating one that you can reuse,

rather than for a single promotion, to get the most out of your investment.

## MAGAZINES

### Pros:

You can attach coupons and order forms to your ad

You can reference your contact information

You can target specific interest groups through specific publications

Magazines are considered a leisure activity, attracting people looking for a positive experience.

This puts readers in a good frame of mind through which to view your ad

Magazines are purchased for personal use and are more expensive than newspapers,

this makes the reader more likely to invest time and energy consuming all its features

If the magazine is weekly or monthly, you have a longer run during which to appeal to your audience.

### Cons:

Production time is lengthy - sometimes up to 3-4 months before your ad appears

Higher production quality means the ads are more expensive to print.

Julian "Jules" Webster is a staff writer at Simpleology,

which has provided a more detailed report on the subject available [here](#)

at no charge

: <http://www.simpleology.com/courses/advertisingoptions>