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Advertising is the best medium to convey about the new products and services. This multimillion business helps companies to sell their products from anywhere in the country. Numerous methods through which advertisement can be transmitted are through news papers, television, radio, magazines, Internet, movies and bill boards. Like other products, advertisement is a product and it has its own advantages and disadvantages.

When selecting a medium for advertisement, we should know the advantages and disadvantages of the medium. Letâ€™s discuss about some of the advertising mediums and its pros and cons.

News papers â€“

This is the traditional method of advertising. Most of the big and small companies are following this method of advertising.

Advantages of newspaper advertising:-

It allows you to reach to a huge group of audience residing in different parts of the world.

You can decide about the size and space of the advertisement.

As the decision on of the type of advertisement is on advertisers hands, we can give budget based advertisements.

The launch of new products can be announced earlier. So customers will get an insight on the product.

Exposure to an advertisement is not limited.

Disadvantages of newspaper advertising:-

Advertisement space can be expensive.

Poor quality of the paper and photo print can reduce the viewership

The shelf-life of an advertisement is less. People read news papers usually once a day and then discard it.

Competitors can easily know about the new product and price. This helps them to react quickly to changing situations and make the business environment more competitive.

With newspaper advertisement, companies are marketing products to diverse group of people irrespective of their interest in the product.

Radio-

This is one of the common mediums of advertisement. When compared to other mediums, people who listen to radio programs is more.

Advantages of radio advertising â€“

As a universal medium, people can enjoy radio programs from their house, office or shop. That means, radio is a powerful medium of advertisement.

Cost of advertisement will be fairly low.

Radio advertisement can target different group of people with different interest.

As people have more trust on radio, the percentage of success will be more for radio advertisement.

Most of the advertisements will be short and crisp, so more people are attracted towards advertisement.

You can become more creative when making radio advertisements.

Disadvantages of radio advertising:-

Due to the wide span of radio stations, there is the need of simultaneous advertisement in all the stations. Otherwise, it is difficult to reach target audience.

Radio listeners cannot replay the advertisement.

A radio advertisement should be really powerful to reach audience, as most of the advertisements are coming between interesting programs.

Television

Advantages of television advertisement:-

Television allows advertisers to reach a large number of people on a regional or national level with in less time.

With the introduction of many local channels and national channels, television advertisement can reach target audience.

As a visual medium, it conveys message in an effective manner with proper combination of sound, light and picture.

Some television providers also offer audience pause and re-play options. This helps them to review advertisements as they like. Service providers like Cox Bundle Offers is serving people by giving a wide array of exciting services. Some of the thrilling services provided by television service providers are on-demand and pay-per view services.

Disadvantages of television advertising:-

Cost of advertisement can be high and vary on different time schedules

Want more creativity.

Production cost will be high compared to other advertisement mediums.

Sometimes time limit can be a major factor that affects advertisements in a negative way.

When you choose a medium for advertisement, please consider factors like target audience, the best way to reach them and how effective the medium will be?

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As a freelancer, Ann is interested in writing about advertisement and the various mediums of advertisement.  She likes to watch advertisements on her home television connected with a Cox Bundle offers.

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