



# Media Overview

This media guide puts years of research and experience in your hands. It will help you make the most of your budget and determine the best media vehicles for your advertising message. Results show that a mix of media – for example, running a newspaper ad and sending out direct mail and emails – can help you reach more of your audience and reach them more often. Keep in mind this is not a comprehensive recommendation, because your objectives and challenges are unique. This is an overview to help you make better media decisions.

## **Print**

Including Newspapers, Magazines, Yellow Pages and printed Flyers. Depending on your goals and budget, you may choose one print vehicle over another. [Read more...](#)

## **Radio**

An excellent medium for advertising sales and promotions, as well as creating awareness for your store, whether you choose to record a commercial or air a live read on a radio station. [Read more...](#)

## **Online**

Web Banners and Email Blasts are both proven to be effective, cost-efficient ways to drive people to websites and encourage online purchases. [Read more...](#)

## **Direct Mail**

Postcards or targeted letters are great ways to have a one-on-one conversation with your target audience. [Read more...](#)