

# Media Comparisons What makes outdoor better?

Outdoor advertising is compared with the following most popular advertising methods.

Television:

- The increase in the Internet and other mobile technology reduces the amount of television consumption; therefore commercials aren't effective as they once were.
- Recording, editing, and airing TV commercials are expensive.
- Typical television shows are directed to those of lower income.
- For those who still watch TV, cable is cluttered with ads.

Radio:

- With the rising number of people who listen to Internet radio, iPods, or satellite radio channels, less spend time listening to one radio station.
- Listeners who do listen to the radio on a regular basis tend to jump from station to station to hear their favorite songs rather than sit and listen to commercials.
- Not very cost efficient. Advertisers must spend more to have their reach across multiple stations in order to be truly effective.

Newspaper/Magazines:

- Less than 50% of people receive newspapers or subscribe to magazines.
- Print ads are declining as they cannot compete with electronic ads and social media.
- Due to the rise in technology, print ads seldom target young ages (18 to 24).
- Not very cost efficient. Print advertising is still somewhat expensive.
- Even those newspapers and magazines that still grab a variety of readers, most of them are more than 60% advertising, which clutters pages and allows readers to skip or skim over the ads.