

how calendars

compare to other media

MEDIA	AIMED AT RIGHT TARGET	AFFORDABILITY	PERMANENCE	COMPETITION FOR ATTENTION	TOTAL
Newspapers	4 3 2 ①	4 3 2 ①	4 3 2 ①	4 3 2 ①	4
Radio	4 3 2 ①	4 3 2 ①	4 3 2 ①	4 3 2 ①	4
Television	4 3 2 ①	4 3 2 ①	4 3 2 ①	4 3 2 ①	4
Internet/Banner Advertising	4 3 2 ①	④ 3 2 1	4 3 ② 1	4 3 ② 1	9
Direct Mail	④ 3 2 1	④ 3 2 1	4 3 ② 1	4 3 ② 1	12
Calendars	④ 3 2 1	④ 3 2 1	④ 3 2 1	④ 3 2 1	16

This compelling chart, prepared by Dr. Kenneth W. Lawyer, retired Marketing Department Chair at Case-Western Reserve University, demonstrates why calendars are such an effective addition to your marketing mix.

4 – Excellent

3 – Good

2 – Fair

1 – Poor