

## Advantages and Disadvantages of given an advertisement in various mediums

*By Dr. Gitanjali Kalia, Associate Professor  
Chitkara University, Punjab*

### **a) Advantages and Disadvantages of Print Advertisement**

#### **Advantages**

1. It has a wider reach
2. Product can be shown in the newspaper or magazine
3. Portable Medium i.e. can be carried anywhere
4. Little cheaper as compared to Television
5. Complete information is given
6. Can be retained for longer period of time
7. Editing the print advertisement in case of changes is easier as compared to radio and television
8. Applicable for specific audience
9. Generate queries

#### **Disadvantages:**

1. Print ads get ignored during their display as lot of ads on one page can create clutter
2. Medium for literate
3. Restricted reach
4. Watching ads is not the top most priority
5. Some ads are less creative as compared to radio and TV
6. Doesn't show the demonstration of the product
7. Not explicit i.e. at times doesn't provide all the information about product

## **b) Advantages and Disadvantages of Magazines:**

### **Advantages**

1. Magazines cater to specific audience
2. These cannot be ignored as they appear on complete page
3. Source of revenue generation
4. Has more credibility
5. High Quality photographs
6. More creative than newspaper ads
7. Longer shelf life

### **Disadvantages:**

1. More costly as compared to newspaper ads
2. Restricted reach
3. Illiterate people cannot be reached
4. Few ads as compared to newspaper ads
5. Lesser Recall value/Retain

## **B) Advantages and Disadvantages of Electronic Advertisements**

### **a) Advantages and Disadvantages of Radio**

#### **Advantages**

1. Wider reach
2. Creative as it leaves room for imagination
3. Retainer value is high due to frequency
4. Less expensive as compared to TV ads
5. Medium for illiterate people as can be understood by everyone
6. More effective for rural people
7. Local dialect programme
8. Portable

## **Disadvantages:**

1. Ads get ignored
2. Product cannot be seen
3. Product functionality cannot be shown
4. Fleeting messages
5. Editing is difficult
6. Lesser creative as compared to TV
7. Wasteful for deaf people

## **b) Advantages and Disadvantages of Television**

### **Advantages**

1. Product can be seen due to audio visual medium
2. More Creative
3. Demonstration can be shown
4. Wider reach
5. Illiterate can also understand
6. Direct impact
7. Frequency for recall
8. Provides Face to the product

### **Disadvantages:**

1. Exaggerated and unreal
2. Expensive
3. Editing is difficult
4. Watching ad is not the priority
5. Fleeting messages and not portable

## **c) Advantages and Disadvantages of Cinema**

### **Advantages**

1. Large audience is targeted at one time

2. Can't be ignored
3. Attractive (visual)
4. Caters to specific audience
5. Product functionality
6. Revenue generation
7. More Awareness can be created
8. More Impact
9. More recall /retain ability

### **Disadvantages**

1. Skip/ignore the advertisements
2. Ads cannot be generalised
3. Expensive
4. Difficult to edit/changes
5. Unappealing to eyes
6. Restricted formats

## **d) Advantages and Disadvantages of Outdoor Advertisements-**

### **Advantages**

1. Wider reach due to the location
2. Many people are targeted at one time
3. Eye catching
4. Influencing
5. OTR(Opportunity to Read /OTS(Opportunity to See)
6. Can be seen Anywhere Anytime
7. Creative
8. Reasonable
9. More options