



Media Comparisons

TELEVISION

Today, many viewers consume a limited amount of television. Light television viewers comprise 40% of the total television audience, spending less than 90 minutes a day watching TV between the hours of 6am and midnight.

RADIO

Although radio is positioned as a media that is connected to listeners throughout the course of the day, the greatest volume of listeners occurs during drive times. With the increasing popularity of the iPod and satellite the radio audience is shrinking.

NEWSPAPER

With the increased fragmentation of media, consumers now have more choices for getting their news. The explosive growth of the on-line news sites has increased competition among traditional news sources.

AVERAGE CPM FOR ADULTS 18+

CPM (Cost Per Thousand) - Price for a thousand ad impressions. The "M" refers to the Roman Numeral for thousand.

MEDIA	MEN	WOMEN
OUTDOOR		
30-sheet posters	\$3.32	\$4.02
<i>350 Weekly GRP Level</i>		
Rotary Bulletins	\$5.61	\$6.80
RADIO		
:30 Network	\$10.85	\$9.05
:30 Spot	\$11.95	\$11.55
TELEVISION		
:30 Early AM network	\$19.15	\$12.05
:30 Primetime network	\$29.95	\$23.20
:30 Early news network	\$14.25	\$11.15
:30 Late fringe network	\$29.75	\$25.65
:30 Primetime cable	\$10.85	\$10.55
NEWSPAPERS		
1/3 page black& white	\$25.65	\$24.25

Based on the top 100 markets in the US.

Source: SQAD (Winter 2005), Media Dynamics, Inc