

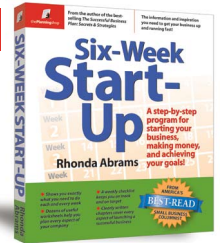


CREATED BY  
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Excerpted from **Six-Week Start-Up**

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## MARKETING VEHICLES COMPARISON CHART

QUESTIONS	DIRECT MAIL brochures, fliers, coupons	SIGNAGE vehicles, building, billboards	PRINT MEDIA newspapers, magazines
What market do they reach?			
How big is their reach?			
What percentage of their market is my target market?			
What is the Cost per Thousand (CPM) reached?			
What frequency will I need to be effective?			
What is the reasonable immediate response I can expect?			
How expensive is the ad to prepare?			
What are this vehicle's advantages?			
What are this vehicle's disadvantages?			
Other:			

