



On-Hold...the Smart Marketer's Choice

	TV	Radio	Billboard	Print	Trade Show	Yellow Pages	Direct Mail	On-Hold
Captive Audience	-	-	-	-	0	0	-	+
Targeted to Prospects	0	0	-	+	+	+	+	+
Exposure to Prospect Base	+	+	+	+	0	0	0	+
Reduces Customer Frustration	-	-	-	-	-	+	-	+
Image Enhancer	+	+	+	+	+	+	+	+
Provides Customer Service	-	-	-	-	-	0	-	+
Cross-sell	+	+	+	+	+	+	+	+
Promote Specials	+	+	0	+	+	-	+	+
Ability to Announce New Products	+	+	0	+	+	-	+	+
Ease of Change	0	+	-	+	0	-	+	+
Number of "+" out of 10	5	6	3	7	5	4	6	10

Legend: + = Does Help 0 = Marginal Help - = Doesn't Help

	TV	Radio	Billboard	Print	Trade Show	Yellow Pages	Direct Mail	On-Hold
Average Monthly Cost	\$3,000	\$2,000	\$1,000	\$ 500	\$ 300	\$ 275	\$ 250	\$100
Cost per 20 Prospects	\$ 150	\$ 100	\$ 50	\$ 25	\$ 15	\$ 14	\$ 13	\$ 5