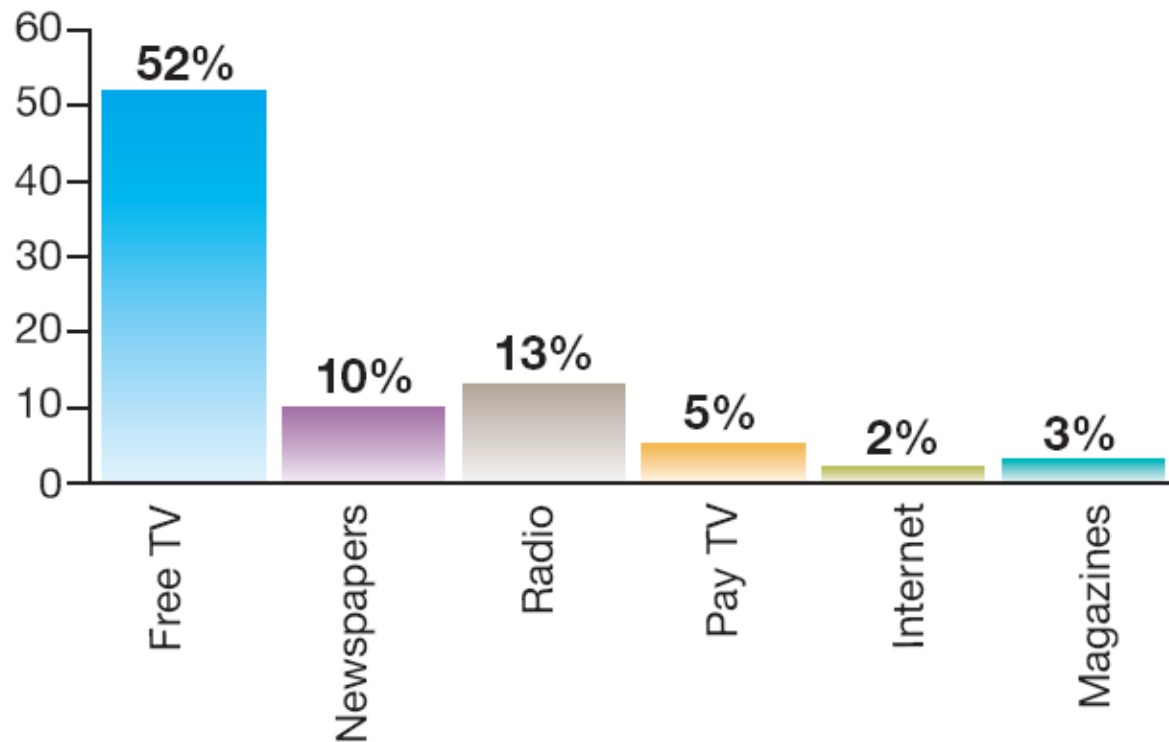


Engagement

Television is a powerful medium. The combination of both sound and moving imagery helps us notice and remember messages far more effectively than other media.

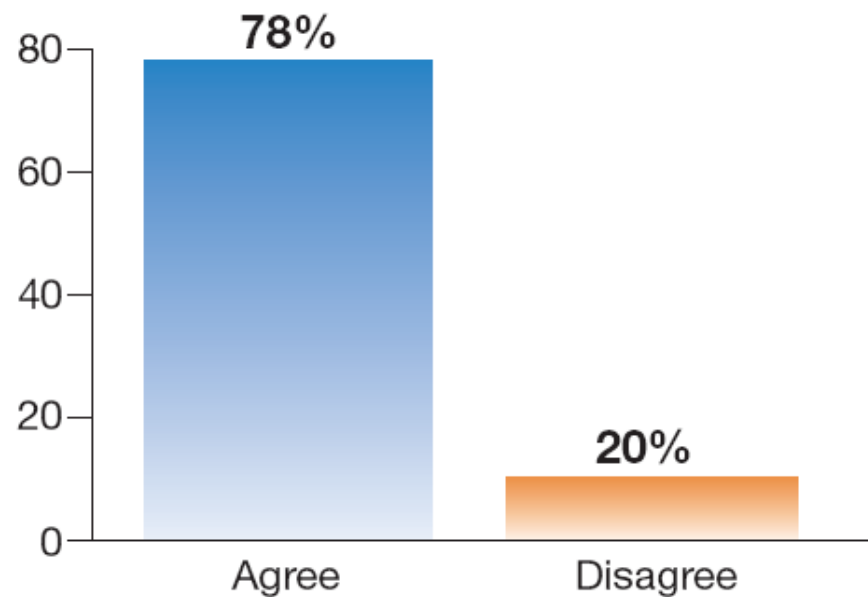
I am more involved with ads in this medium



Engagement

Free TV also requires its audience to take an active part in the experience.

I am more likely to notice and remember ads on TV than elsewhere



Engagement

Free TV delivers its messages to a waiting audience. In contrast, advertising in printed media is presented passively. The reader has to “go to it”.

It's easy to skip over ads in newspapers and magazines

