

Use this worksheet to analyze and choose the best media to promote your products and services

We have entered some estimates and wild guesses for illustration -- you must research and enter the appropriate data before making any decisions!

## Media Selection Matrix

<b>Assumptions</b>	
Average Selling Price	\$50.00
<b>Priorities</b>	<b>Weight</b>
Retail Sell Through	30%
Lifetime Value of Customer	30%
Direct Response Revenue	40%

Sorted by Weighted Point Ranking  
 Weighted Point Ranking = Weighted Priorities / CPM

Publication	Audience	Circulation	Cost	CPM	Response %	Revenue	Gross Profit	x Run	Size	Color	Retail Sell Through	Lifetime Value of Customer	Direct Response Revenue	Weighted Point Ranking	Deadlines				Terms
															Issue Date	Street Date	Insertion Date	Artwork Due Date	
Fast Company		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	2	color	3	5	3	180	Mar-19	15-Feb-19	12/1/18	12/15/18	Net 60
Fortune		775,000	\$ 1,700	\$ 2.19	0.020%	\$ 7,750	\$ 6,050	1	66.7%	color	2	5	3	100					
United Hemspheres	Airline	250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	1	1	color	4	4	3	90					
Financial Planning	Influencers: CFPs	250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	1	1	color	2	5	3	83					
Journal of Accountancy	Influencers: CPAs	250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	1	1	color	2	5	3	83					
American Banker	Influencers: Bankers	250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	1	1	color	2	5	3	83					
e Groups	Small business online	250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	1	1	color	1	4	4	78					
American Way	Airline	900,000	\$ 10,108	\$ 11.23	0.020%	\$ 9,000	\$ (1,108)	3	1	B&W	5	3	5	39					
Wall Street Journal		1,800,000	\$ 5,500	\$ 3.06	0.020%	\$ 18,000	\$ 12,500	3	0.33	color	3	3	3	32	Mar-19	15-Feb-19	17-Aug	26-Aug	Pre-pay
American Cities Business Journals		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 1	\$ (999)	3	0.33	color	3	3	5	31			25-Aug	1-Sep	Net 60
AOL	On-Line	250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	3	3	5	31			25-Aug	1-Sep	
Business Start-Ups		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	3	3	5	31			25-Aug	1-Sep	
CEO		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	3	3	5	31			25-Aug	1-Sep	
Men's Health		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	3	3	5	31			25-Aug	1-Sep	
Men's Journal		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	3	3	5	31			25-Aug	1-Sep	
Workforce		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	3	3	5	31			25-Aug	1-Sep	
NY Book Review		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	2	4	4	28			25-Aug	1-Sep	
Penthouse		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	2	4	4	28			25-Aug	1-Sep	
Playboy		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	2	4	4	28			25-Aug	1-Sep	
AARP Newsletter		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	2	4	4	28			25-Aug	1-Sep	
Flying CFO		250,000	\$ 1,000	\$ 4.00	0.020%	\$ 2,500	\$ 1,500	3	0.33	color	2	4	4	28			25-Aug	1-Sep	
CFO		450,000	\$ 5,400	\$ 12.00	0.020%	\$ 4,500	\$ (900)	4	1	B&W	2	4	3	25			4-Sep	11-Sep	Net 30
PC World	Computer	1,200,000	\$ 22,500	\$ 18.75	0.020%	\$ 12,000	\$ (10,500)	3	1	color	2	4	4	18					
Small Business Opportunities		250,000	\$ 6,696	\$ 26.78	0.020%	\$ 2,500	\$ (4,196)	6	1	color	3	3	5	14			27-Oct	27-Oct	Net 30
Golf	Psychographic / Sports	1,469,000	\$ 18,000	\$ 12.25	0.020%	\$ 14,690	\$ (3,310)	3	0.33	color	3	3	5	10					
Selling Power		196,853	\$ 7,600	\$ 38.61	0.020%	\$ 1,969	\$ (5,631)	6	1	color	3	3	5	10			4-Sep	4-Sep	Pre-pay
American Venture	Venture clubs	25,000	\$ 995	\$ 39.80	0.020%	\$ 250	\$ (745)	4	1	4c	3	3	5	10			26-Feb	5-Mar	
Home Office Computing		461,000	\$ 18,820	\$ 40.82	0.020%	\$ 4,610	\$ (14,210)	6	1	color	3	3	5	9			1-Sep	8-Sep	
Popular Science		1,056,200	\$ 13,340	\$ 12.63	0.020%	\$ 10,562	\$ (2,778)	3	0.33	color	2	4	4	9					
Entrepreneur		500,000	\$ 15,000	\$ 30.00	0.020%	\$ 5,000	\$ (10,000)	1	1	color	3	3	2	9					
USA Today		2,140,000	\$ 28,000	\$ 13.08	0.020%	\$ 21,400	\$ (6,600)	3	0.25	bw	2	4	4	6					
Inc.		630,000	\$ 25,000	\$ 39.68	0.020%	\$ 6,300	\$ (18,700)	1	1	color	2	4	1	6					
SBA Small Business Resource Guid	New Businesses	910,000	\$ 77,416	\$ 85.07	0.020%	\$ 9,100	\$ (68,316)	6	1	color	4	4	5	5			19-Oct	21-Oct	
Sales & Marketing Management		65,000	\$ 10,450	\$ 160.77	0.020%	\$ 650	\$ (9,800)	6	1	color	3	3	5	2			19-Oct	21-Oct	
Accutrend Direct Mail / 21st	Direct Mail Postcard	130,000	\$ 11,700	\$ 90.00	0.020%	\$ 1,300	\$ (10,400)	1	0.33	color	4	4	5	2			25-Aug	1-Sep	
NewsWeek		1,500,000	\$ 300,000	\$ 200.00	0.020%	\$ 15,000	\$ (285,000)	1	1	color	3	3	2	1					
CPA Software News	Influencers	50,000	\$ 3,500	\$ 70.00	0.020%	\$ 500	\$ (3,000)	4	0.25	color	2	4	4	1					
<b>Total</b>		<b>19,008,053</b>	<b>\$ 599,725</b>	<b>\$ 31.55</b>		<b>\$ 187,582</b>	<b>\$ (412,143)</b>		<b>25</b>		<b>2.7</b>	<b>3.7</b>	<b>4.0</b>						

Notes  
 All numbers are guesses

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