

# [Advertising on the internet](https://assignbuster.com/advertising-on-the-internet/)

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The chart shows that while Radio advertisers spend 14% of their budgets, US households spend 19% of their time listening to it. For visual advertising, companies spend 8% of their budgets on magazine advertisement. As a result, people In the US spend 6% of their time on them. This research shows a disparity between the quantity advertisers spend on the Internet and the actual time US households spend on It; companies spend 4% of their budget and Americans spend 34% of their time on It. households spend 19% of their time listening to It.

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Meanwhile, Magazines could deliver better results and Radio advertisement's performance is good, but this chart shows percentages of incomparable things such as budget and time spend. Both measurements cannot be compared for a further conclusion with the given information because the difference between the two percentages does not clearly show the cost-effectiveness of advertisement. Firstly, a specific sector (such as teenagers, 40-year old men, single woman) must be targeted. Secondly, the cost-effectiveness of advertisement should be measured by sales and costs.