

# Advertising on the internet assignment

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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.