

## DISTRIBUTION METHODS COMPARISON CHART

	<b>Door-to-Door</b>	<b>Direct Mail</b>	<b>Sunday Newspaper</b>	<b>In-Store Demos</b>
<b>Waste</b>	Less than 1% because of 99%+ delivery and superior targeting	10% undeliverable, Postal Service won't transfer surplus samples between post offices	42% of samples will generally go outside the typical demographic profile (\$30k+, 18-49, 3+ family size)	50%-70% of samples will be distributed outside the typical demographic profile
<b>Accuracy</b>	Ongoing local updates of census block groups (400 households) plus on-site inspections	Limited to broadly updated census block group information if special list not used	2/3 of your brand's profile cannot be reached. Also, zip codes are too large (5M-10M households) and not homogeneous, readers off target (30% below \$25K, 37% 50+, 59% no children, etc.)	Limited control over sample recipients, multiple samples can be given to the same household
<b>Versatility</b>	Can deliver co-ops and fragile or bulky items (soda cans, potato chips, salsa bottles, etc.) without prepackaging	Limited packaging options	Very limited packaging options	No packaging limitations
<b>Flexibility</b>	Narrow targeting, lead time only 1 week, can control & change distribution days with little advance notice	Long processing lead time	Zoning options normally very limited, closing dates far in advance of delivery date	No demographic targeting, long lead time because of training requirements
<b>Impact</b>	Samples placed directly on door in bright-colored bags for highest attention value	In multiple family units (37% of households in large metros), samples placed in common areas	In most cases, of secondary interest to the newspaper itself	High, but only if customer is in store and stops for demo
<b>Control</b>	Constant monitoring corrects problems and guarantees highest possible delivery	Less control, no Postal Service financial liability for misdeliveries	Limited control, difficult to monitor	Variable quality control, problems highly visible to retailer and sales force
<b>Reach</b>	Capable of reaching 55 million homes in America's top 100 markets and up to 100% of US households with supplemental mail	Reaches most US households	Limited to widely varying newspaper circulations	Maximum 2-day store reach 1,000-1,500 households, missing other 90% within retailer's trading radii
<b>Cost</b>	Unit cost lower than mail, predictable and controllable, no extra packaging required	Expensive unit cost, rate increases unpredictable, often requires extra packaging	Unit cost similar to door-to-door	Unit cost considerably higher than door-to-door
<b>Bottom Line</b>	Lowest Cost per qualified prospect	Expensive even without waste	Can't pick audience – costs much more per qualified prospect	Very expensive, reach limited to that day's customers