

### How and where to place your advert?

There are lots of different ways to advertise depending on your budget. You want to know if your message is going to reach the right audience and how many potential customers could see the advert. So here are some questions to ask before placing your advert:

Do they have references from other businesses? Do they have case studies for how advertising has generated business for others?	
Who is the target audience?	
What is the circulation/reach? *	
Where is it distributed?	
What is the size/length? How much profile will you have?	
Where will it be placed?	
What is the frequency?	
Will they supply the creative or will you have to do this?	
What is the cost?	
How does this compare to other advertising or marketing options?	
What proven track record do they have for good advertising response rates?	