

The Media Assessment Matrix
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Step 1. Answer these four questions:

1. What do you want to say?
2. Who is the audience
3. When does the media have to be done?
4. What do you want to pay?

Step 2. Find the answers to your questions across the top row. Note the "Ease of Change" column if you intend to change the message during or after production. Place a check or highlight the boxes that apply.

Step 3. Go from your the row(s) with the most checked or highlighted boxes to the column on the left and see what media are best for your message.

	What to Say	Ease of Change	Who is Audience	Audience Size	Speed to Produce	Expense
Print	Either	Hard	Ext. or Int.	Large	30-90 days	0 - 50,000
PowerPoint	Welcome	Medium	Int.	Small	1-5 days	1,000 - 3,000
Flash Mail	Welcome	Medium	External	Large	1-5 days	2,000 - 5,000
Audio Only	Welcome	Hard	Ext. or Int.	Large	2-8 days	0 - 3,000
Media Training	Welcome	Easy	Internal	Small	1-5 days	1,500 - 5,000
Video	Unwelcome	Medium	Ext. or Int.	Large	14-60 days	5,000 - 150,000
Mini CD	Unwelcome	Hard	External	Large	20-40 days	10,000 - 70,000
CD	Unwelcome	Hard	External	Large	30-120 days	30,000 - 250,000
DVD	Unwelcome	Hard	External	Large	30-120 days	40,000 - 350,000
SMIL	Unwelcome	Medium	Ext. or Int.	Large	20-60 days	5,000 - 50,000
Website	Welcome	Easy	Ext. or Int.	Large	20-60 days	15,000 - 500,000
Meeting	Unwelcome	Easy	Internal	Small	20-60 days	7,000 - 250,000
Trade Show	Unwelcome	Medium	External	Small	30-120 days	35,000 - 500,000
Event	Welcome	Easy	External	Small	30-120 days	50,000 - 3M
Translation	Either	Easy	Ext. or Int.	Large	1-10 days	1,000 - 10,000