



Are you getting the best return on your Advertising Investment?

An investment in advertising is an investment in your growth and your future. Like all investments, it should be measured and your **Return on Investment** (“ROI”) should be maximized. Connect Outdoor Media has created an ROI calculator to **compare your advertising investments across mediums (Yellow Pages, Television, Radio, Newspapers, Magazines, Billboards) using a common ROI.**

In its simplest form, ROI is understanding how much incremental gross profit you need to generate from each advertising investment. Gross profit is your revenue less your sales expenses, and it is the cash available to you to operate your business. Measuring ROI based on revenue is misleading and will overstate your return. For every dollar invested in advertising, you should expect **at least** one dollar of gross profit that you would not have received had you not made that advertising investment.

Another way to look at it is in terms of incremental customers. If you average customer spends \$100 at your business, and you have a 50% gross profit, each incremental customer generates \$50 of gross profit. If you spend \$1,000 per month on a magazine advertisement, are you getting 20 incremental customers ($\$1,000/\50 equals 20 customers) from that investment? It can be hard to empirically know if you are getting the return unless you have build specific mechanism into your advertising campaign, but you will quickly get a sense if the return is reasonable.

We have created an Advertising ROI calculator to help you compare your advertising investments. We would like the chance to introduce you to Connect Outdoor Media, and to help you maximize your advertising investment .

[Click here for access to our ROI calculator.](#)