

only certain products which are Council-Accepted which we want to advertise in JAMA. There are some products on which we can do a better selling job without suffering the restrictions on claims by the Council. There are times when regulations are so restrictive that a better job can be done without Council Acceptance."

Of the firms we interviewed, the large majority got up their budgets as a percentage of past sales, modified on the basis of hunch. A few used the "task" method, whereby they determined what they wanted to accomplish in the way of sales, and then guessed how large the appropriations would need to be to accomplish these objectives.

If the AMA, through research, could arrive at some more scientific method of budget determination, it would render a real service to its advertisers.

It might also be well to point out that using the relatively flexible methods that they do in determining their budgets, advertisers are very open to selling on the part of JAMA. If convinced of the value to them of JAMA or special journal spaced compared to other media, advertisers can fairly easily change their minds—and their budgets.

3. Selection of advertising channels

A medical advertiser has three main methods whereby he can tell his story to the physician: through detail men, through direct mail, and through journal advertising. Each of these methods has advantages and disadvantages which vary in weight, depending: on the type of product to be advertised; the age, size and reputation of the advertisers; and the period of development of the product at the particular time.

Each method supplements the other and usually the manufacturer ties them together as much as seems effective.

There is no hard and fast rule in media selection and the emphasis put upon each of these three methods varies considerably with the individual advertiser. Because of this fact, JAMA's potential sources of advertising revenue include not only advertising now going to other journals, but also what is now going into direct mail, and possibly even to some extent, what is now going into detailing.

For JAMA to develop fully these potential markets for its space, it must not only do considerably more and better selling and promotion of its wares, but it must also develop more fully the usefulness of journal advertising in general, and its own in particular. It must work both with the advertiser and with the physician-reader to accomplish this. It must help the advertiser develop the type of journal ads which are of maximum usefulness and interest to the physician. And it must change the physicians' attitude toward advertising, and help him to learn how to get the most benefits from advertising.

The following comments, selected from interviews with advertisers, are typical of the attitudes of advertisers toward their problem of advertising-channel selection. As one of the large medical ad agency people expressed it:

"It is generally agreed that the order of effectiveness is, first, detailing; second, direct mail; third, journal advertising. The emphasis, however, varies from one advertiser to another."

A physician connected with a large ethical drug manufacturer stated:

"The three basic media complement each other. A detail man does more than a journal ad—provided he can see the doctor. If he can't, a journal ad is obviously more effective. Similarly with direct mail."

The double problem of first deciding how much emphasis is to be put on each of the three basic advertising channels, and then secondly, how much of the journal advertising is to be run in a specific journal was expressed by the head of an ethical drug manufacturing firm as follows:

"We first decide whether to use direct mail or journal ads, and then we consider which journal is best for the particular product under consideration."

The idea of the different contributions which are made in varying degrees by the different journals was added by a medical supply manufacturer:

"Because we manufacture medical supplies, which are also advertised directly to the consumer, we consider the purpose of our advertising to be institutional, both to the medical profession and the consumer. We want to keep our name before the audience in JAMA, and we push our special products in the other journals."

"JAMA has the best coverage, but we spread out into the other journals, particularly because of our specialty products, like baby products. JAMA is the best for CP's. We use other journals for pediatricians, etc. Other journals are useful because they help keep our products before the public."