New Free Calculator Compares Promotional Product ROI With 14 U.S. Advertising Channels

Free calculator compares promotional product CPM and long-term advertising value with 14 major U.S. media channels using marketers' own costs.

A branded pen and reusable bags illustrate how promotional products can deliver lasting impressions compared with the recurring cost of digital advertising.

ST. PETERSBURG, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- All In One Merchandise has launched a free online calculator that allows marketers to estimate the long-term advertising value of promotional products and compare their cost per thousand impressions (CPM) with 14 major U.S. advertising channels.

The Promotional Products ROI Calculator lets users enter the price they expect to pay per item and select from 18 promotional-product categories. It then estimates lifetime impressions, cost per impression, cost per thousand impressions, purchase-intent-weighted impressions and a proprietary comparative ROI index.

> The calculator lets marketers enter their own product cost and see how branded merchandise compares with the advertising channels already in their media plans."
>
> *Vitalijus Glotovas, Founder, All In One Merchandise*

The results are displayed alongside benchmark CPM ranges for advertising channels including social media, connected television, streaming audio, podcasts, billboards, magazines, newspapers and LinkedIn.

At the illustrative $0.85 bulk unit price used in the analysis, a branded writing instrument generating an estimated 1,900 lifetime impressions produces a CPM of approximately $0.45. Typical LinkedIn B2B advertising CPMs range from $33 to $65.

"Marketers use CPM to compare digital, broadcast and print advertising, but promotional products are rarely evaluated on the same scale," said Vitalijus Glotovas, Founder of All In One

Merchandise. “The calculator gives marketers a practical way to enter their own product cost and see how branded merchandise compares with the channels already included in their media plans.”

The wider analysis compares 18 promotional-product categories with 14 advertising channels using the same measurement.

Among the illustrative findings, promotional bags generate an estimated CPM of approximately $0.71, while promotional magnets come in at approximately $0.87. By comparison, typical social-media CPMs range from approximately $5 to $9, streaming audio from $10 to $35, broadcast and cable television from $20 to $45, magazines from $25 to $55 and LinkedIn B2B advertising from $33 to $65. Newspaper advertising can reach approximately $180 CPM.

Promotional products also differ from conventional advertising because the cost is generally paid once, while the item may continue generating impressions for months or years. Research from the Advertising Specialty Institute estimates that the average promotional product generates approximately 3,300 lifetime impressions.

“A promotional product is not simply a cheaper version of digital advertising,” Glotovas said. “It is a different type of media. It remains with the recipient, can be used repeatedly and may continue displaying a brand long after a conventional campaign has ended.”

The analysis does not claim that promotional products outperform every advertising channel in every situation. Higher-cost merchandise categories can overlap with conventional media benchmarks. Promotional USB drives, for example, produce an estimated CPM of approximately $11, while blankets come in at approximately $14, placing both within typical streaming-audio ranges.

Digital advertising also offers capabilities that physical merchandise cannot replicate, including immediate reach, precise targeting, rapid campaign changes and detailed click and conversion tracking. An impression generated by a physical product is therefore not identical to a targeted video view, paid search click or social-media impression.

The calculator is designed to compare estimated cost efficiency and advertising longevity. Its comparative ROI index is a directional score and should not be interpreted as a forecast of financial return, attributable sales or incremental revenue.

“We could have selected only the figures that made promotional products look unbeatable,” Glotovas said. “The comparison is more useful when it also shows the limitations and trade-offs, so marketers can decide where branded merchandise fits within a broader campaign.”

The calculator is free to use and does not require registration. It is available at:

https://allinonemerchandise.com/promo-products-roi-calculator

Promotional-product CPM estimates were calculated using representative U.S. bulk unit prices and estimated lifetime impressions from ASI’s 2026 Global Advertising Impressions Study. Advertising-channel comparisons were based on published 2025 and 2026 U.S. CPM benchmarks.

All product pricing used in the analysis is illustrative. Actual product, decoration, setup, freight, and fulfillment costs vary by item, quantity, supplier, specification and delivery requirements.

All In One Merchandise is a U.S. promotional products and custom merchandise distributor supplying branded products through U.S.-based printing facilities. The company draws on more than 12 years of international promotional merchandise experience.

Vitalijus Glotovas
ALL IN ONE MERCHANDISE LLC
+1 813-421-4159
email us here
Visit us on social media:
LinkedIn
Facebook
