

# InLineAdz

The National Leader of Local Market Digital Sign Branding

*...putting your company, at the front of the line...  
For less than a cup of coffee a day!*

## Client Information Package

### *Local Economic Stimulation Program*



**Please contact the Account Executive**



**National Sales Office Information:**  
InLineAdz, Inc., 41 Oak St. suite #101  
Westport CT 06880

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Dear Local Business Owner:

Thank you for your interest and for reviewing this information. **Our goal is to create a “local economic stimulation” program**, where local business owners can *cost effectively* grow their businesses with targeted advertising on a local level with Digital Signage (also referred to as a Digital Screen).

The host location where we are placing a Digital Screen (see the letter attached), is as committed as we are to your success and is enthusiastically welcoming your business to join into the campaign. Our program is simple, *we put your company at the front of the line*...meaning...wherever people are meeting, eating or ‘standing in line’...we will give them “something to look at”...specifically, information about you and your business.

The really powerful part of our program is the level of repetition that your advertisement will be seen. Your ad will be seen a **minimum of 4 times every hour of every business day of the year!** As potential customers see your ad over and over on multiple visits to the same Host Location throughout the year, it becomes subliminal and ingrained in their mind that **YOU** are the service provider for that industry... and when the need for your product or service arises, they will think of using Your Business first.

*Your current customers will see your ad*, and it will be a reminder for them to use your services and refer your business to others... the best part is, your ad becomes a third party endorsement in a passive way to people who may have heard of you from others....and will lead to additional “word of mouth” referrals.

*When you see our LOW pricing, don’t be fooled into thinking ...that it can’t have HIGH value...* in most cases, our host locations have over 100,000 annual consumer/patron visits and some hosts have over 200,000 annual consumer visits. Even if this amount consists of 10,000 to 25,000 unique visitors, your ad will be seen multiple times by these unique consumers on every one of their visits to the host location. **This FREQUENCY has incredible value** and our ads should be priced 10 times more than what we are charging. Again...InLineAdz wants to be so cost effective that you will want to take an ad on every screen in our individual community network. By the way... there is a 25% discount available on multiple screen packages, which makes a good deal even better!

In closing, please **be aware that we will never have more than 3 individual businesses from any one business category** ( 3 realtors, 3 insurance agents, etc) however some business owners will opt for our Platinum “Exclusivity” Package which will exclude all other competing companies from advertising on that screen. **Please don’t wait too long to decide**...these listings will fill up fast.

After you review this short packet of information, please call or email the Account Executive who sent it to you. We look forward to assisting you in building your business, Stimulating the Local Economy and *‘putting your company at the front of the line!’*

Onward & Upward,  
*Joe Grushkin*  
Joe Grushkin  
CEO / President

# 10 Reasons to Advertise to your Local Market

*This is more about branding...*



To grow your business with local customers, for less than the cost of a cup of coffee a day!



To get more local people to know about your service or brand



To remind your current customers to use your service



To get more word of mouth exposure or referrals



To have a passive 3<sup>rd</sup> party endorsement “hey, I use them for that!”



To be part of your local community advertising



To engage in cost effective advertising with a high ROI and the lowest CPM (Cost per Thousand viewers is less than \$.004\*)

\*See Page 5 for more details



To use a modern, more effective, eye catching form of Branding



To increase sales and profits



To take a proactive approach to economic recovery

# Our Product:

InLineAdz, Inc. is a CT corporation with over 50 years of managerial experience in Sales, Marketing, Promotion, Advertising and Business Development. Our concept is simple...We place your ad in front of 100s of thousands of people, while they wait...for pennies a day...

Strategically placed 32"- 40" Flat Screen TV monitors are placed in high traffic local Businesses, Delis, Diners, Restaurants and other places where people wait for service... "in Line"... Coupled with our fully customizable software; which allows us total control over the content, the frequency of rotation, remote access and the ability to import live feeds of local weather, news, time, sports scores and more, our screens are "eye magnets" and attract views with ease!

Your 10 sec ad (which is 6 second more than they need to read the content) will rotate with other ads and be seen at least 4 times an hour (higher frequency with few ads on the screen). While the average wait time for service in most of our Host Locations is more than 15 minutes, it is possible your ad will run more frequently based on the number of ads we place on the system, your ad will be seen over and over by 100's of people a day!

To view a live sample screen [click here](#) - be sure to view in full screen mode

In addition to the standard "static" ad, similar to a digital business card, we can create 'dynamic' ads with motion graphics, an image montage. Our design team, is the best in the world, with the ability to create the look, feel and message you want to attract new customers and assist you in retaining your current customer base with subliminal reminders of your local business or service and build your brand in your local market.

## Sample Ads below

# Digital Signage as an advertising media

Nielsen Media Research Company conducted a month-long study inquiring about digital signage and its effects on consumer behavior. The study consisted of over 1000 exit interviews with patrons at over 1300 different “research test” stores and aimed to do two very important things:

- Measure the size of the audience.
- Measure that audience's involvement with the medium.

The results of the study:

- 77% of those interviewed agreed that in the “research test” store the Digital Billboard provided “an easy way to learn about the new product.”
- 68% agreed that the “research test” store would “influence” their decision to buy the advertised product in the future.”
- 65% agreed it would make them “think more positively” about the advertised product.
- 44% agreed the advertising on the screen in the “research test” store has “influenced them to buy the advertised product instead of the one they planned to buy.”

## Why choose digital signage over other medias?

- Ad recall and retention in digital signage is better than in any traditional advertising.
- Viewers cannot skip ads.
- Newspaper ads are usually viewed once a day at most, while digital signage delivers more frequency.
- Digital Signage ads are more compelling because of full-motion.
- Digital Signage ads are more flexible; they can be customized and aimed at smaller target audiences within a larger audience.
- Digital Signage is more cost-effective (Lower CPM) than most newspapers and magazines, while having a higher targeting ability and impact. (*CPM = Cost Per Thousand*)

Most businesses find that "word of mouth" is the best form of advertising...and it is! Nothing beats a friend telling a friend about your business. An added benefit of our system is - it acts as the "third party endorsement" for that referral. When someone is referred to your business, then (a few days later) they see your face, logo or message while waiting for a service; chances are they will act upon it more rapidly, even at some subliminal level.

We want you to succeed... and that is why we limit the number of ads from any category to just 3 per industry. There is the opportunity to obtain an exclusive in a category, shutting out all of your competition, but that is on a "first in - first option" basis. Exclusivity can be purchased if available.

## Typical Advertising CPMs

Outdoor Billboard = \$1-5 CPM

Network/Local TV = \$20 CPM

Cable TV = \$5-8 CPM

Magazine = \$10-30 CPM

Radio = \$8 CPM

Newspaper = \$30-35 CPM

Online = \$5-30 CPM

Direct Mail = \$250 CPM

**InLineAdz Digital Signage \$.004 CPM\***

\*if only seen once by a viewer, additional visits / viewing reduces the CPM

# Digital signage grabs, engages, and informs

A study released in 2008 by US-based See Saw Networks, conducted by OTX, to better understand how digital out-of-home media can be used to reach mobile consumers, shows that digital signage advertising engages people, has high awareness, and is a compelling media that advertisers can use to effectively reach people with their message.

Importantly, says the report, digital signage advertising has stopping power. Sixty-three percent of adults say that it catches their attention, which is the highest level reported across all media surveyed, including TV, the Internet, billboards, magazines, newspapers, radio, and mobile phone advertising.

<b>People Reporting That Advertising On The Media Catches Their Attention</b>	
<b>Media</b>	<b>% of Respondents Noting</b>
Digital Signage	63%
Billboard	58%
Magazine	57%
TV	56%
Internet	47%
Newspaper	40%
Radio	37%
Mobile Phone	10%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

The study explores various U.S. consumer segments, both male and female, between the ages of 13 and 55, representing the segment life patterns of Affluent, Alpha Moms, Avid Movie Goers, Business Professionals, College Students, Families On-the-Go, Hispanic Families, Mobile Millennial's, Night-lifers, Older Affluent, Teens, and Young Urban Professionals, to see how their life patterns intersect with digital signage touch points. Key findings include important metrics such as these:

On average, the general population recalled having seen digital signage in six different types of locations during the previous week. College-age people (18- to 24- year-olds) reported seeing it even more frequently in eight different types of locations in a week.

Forty-four percent of adults said that they paid some or a lot of attention to digital signage advertising, which places this media ahead of billboards, Internet, and mobile phones.

<b>Pay "Some" Or "A Lot Of" Attention To Advertising On The Media</b>	
<b>Media</b>	<b>% of Base</b>
TV	52%
Magazine	45%
Digital Signage	44%
Radio	40%
Newspaper	40%
Billboard	33%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

Among those who have seen advertisements on different kinds of media over the past 12 months, people found digital signage advertising to be the most unique.

<b>Advertising On The Media Is Unique</b>	
<b>Media</b>	<b>% of Base</b>
Digital Signage	58%
TV	39%
Magazine	37%
Billboard	33%
Internet	29%
Newspaper	23%
Radio	23%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

Survey respondents who had seen advertisements over the past year found those on digital signage to be the most interesting.

<b>Advertising On The Media Is Interesting</b>	
<b>Media</b>	<b>% of Base</b>
Digital Signage	53%
TV	51%
Magazine	51%
Billboard	37%
Internet	34%
Radio	33%
Newspaper	33%
Mobile Phone	27%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

Digital advertising can also be entertaining and engaging, says the report. People say that digital signage rates nearly as high as TV in entertainment value.

<b>Advertising On The Media Is Entertaining</b>	
<b>Media</b>	<b>% of Base</b>
TV	56%
Digital Signage	48%
Magazine	39%
Radio	35%
Billboard	32%
Internet	31%
Newspaper	21%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

The report states that it's an optimal situation when people are entertained and interested in advertisements, but also find them to be believable.

<b>Advertising On The Media Is Credible</b>	
<b>Media</b>	<b>% of Base</b>
Newspaper	41%
Magazine	37%
Digital Signage	33%
TV	32%
Radio	27%
Internet	25%
Billboard	19%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

While all advertising seeks to increase demand for a product or service, informative advertising provides people with information that influences their decisions.

<b>Advertising On The Media Is Informative</b>	
<b>Media</b>	<b>% of Base</b>
Magazine	59%
Newspaper	55%
TV	51%
Digital Signage	50%
Radio	43%
Billboard	36%
Internet	35%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

People report that they find digital signage advertising less annoying than nearly all other media. Acceptance is a critical component of effective media, concludes the report.

<b>When Comparing Digital Signage With Other Media, Only Newspapers Were Found To Be "Less Annoying"</b>	
<b>Media</b>	<b>% of Base</b>
Newspaper	23%
Digital Signage	26%
Billboard	26%
Magazine	33%
TV	51%
Radio	52%
Internet	67%

*Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months*

The study report concludes that "...no matter what a person is doing... they notice digital signage advertising."

Source: Access the full Digital Out-of-Home Media Awareness and Attitude Study [here](#).  
 Article courtesy of [MediaPost](#)  
 [08 Sep 2008 06:11]

*Your Ad Here*



*... Putting your company... at the front of the Line !*

**2011 Pricing for:**

**Contact your account representative for the Host Location in your area**

*Prominently placed on 32" - 40" Flat Screens*

*~ Future Locations to be added ~*

All listing will include a Link on [www.InLineAdz.com](http://www.InLineAdz.com) with your company info& special offers

**Platinum 'Exclusivity' Package \$**

- 12 month listing with 10 second ad,
- viewed at least 4 (or more) times an hour
- up to 3 times in rotation (based 60 ads)
- Exclusive Listing no competition in your industry
- Attention Getting Motion
- Contact information

**Additional Locations to be added (optional):**

- Platinum @ **25% off**
- Gold @

Platinum Excl.– Discount Not Available

**Platinum Package \$**

- 12 month listing with a 10 sec. ad,
- viewed at least 4 (or more) times an hour
- Attention Getting Motion
- Photos or Logo in Motion (no video)
- Contact information

**\*Ask about our "First Visit" Discounts Available ONLY on the Sales Rep's first visit**





- Checks: Orders paid in full or 2 payments with pre-dated checks to be deposited on date indicated – within 30 days
- Credit Card: Orders paid in full or 2 payments with 2<sup>nd</sup> payment date indicated
- Ad "year" runs from time screen is installed or ad is placed on the screen
- If company delays submitting art work, more than 30 days the "ad year" begins 30 days after the order date.
- Ad change fee: \$100 per change.

**Gold Package \$**

- 12 month listing with a 10 sec. ad,
- viewed at least 4 (or more) times an hour
- Photo or Logo
- Contact information

**\*All packages include FREE Design & Ad Development**

\*Payment in full is required in advance for each package via:

**Check**    

For more information, please contact us directly

**Account Executive Contact Info:**

**Ask your account executive for pricing & more details...**

Account Executive is an Independent Affiliate

InLineAdz Inc. 41 Oak St. suite #101  
 Westport CT 06880  
 ~ 203.557.3670 ~ 203.571.1847  
 CT Tax ID # 27-2958929

[www.inlineadz.com](http://www.inlineadz.com) - email: [sales@inlineadz.com](mailto:sales@inlineadz.com)

# **Frequently Asked Questions:**

## **How long does the ad last?**

All ads run for 12 months from the time of placement on the screen or 30 days after the order date, if customer delays submitting art work for design. Upon renewal (year 2), ads are prorated/adjusted to align with the renewal date of the installation

## **How many times does it play in an hour?**

The ads will run a minimum of 4 times an hour, based on the maximum of 90 ads per screen. If there are fewer ads, the ad will rotate more frequently. We expect the average screen will have approximately 60 ads which will rotate your ad 6 times an hour.

## **How long is the ad on the screen?**

Each ad is programmed to rotate every 10 seconds. The ad will be designed so it can be read at least 2 times in 10 seconds. Most will be read 4 times...in this form of advertising ...less said...with more images...is more...

## **Will it be seen?**

Absolutely... we work with our Host Locations to make sure that the screens are placed in prominent areas of the location, they are under contract to have the screen on during business hours and where people will easily see your ad. It's to the host locations benefit to have the screen, as a distraction to their guests and gives them news. Weather and time information... the ads become subliminal and ingrained in the viewers minds for later recall.

## **How many unique impressions will I get?**

This depends on the Host location. Most locations will be gathering places like casual restaurants, retail stores, car washes etc...where people will wait for service. They have many visitors multiple times each year, where each screen gets a high level of foot traffic, and repeat visitors, which means; your ad will get a huge number of impressions throughout the year. As the advertiser, it is always your decision on which screen you want to advertise on.

## **What's in it for the Host Location?**

The Host Location does get a financial incentive to host a screen; however, they also know that when people are distracted, their service seems faster. This will make them look good to their customers and offer you access to local targeted customers who may not have known about your business or service. Plus they get a free ad on their own location...which makes sense...

## **How does using your InLineAdz website help me?**

InLineAdz offers each advertiser a FREE listing on our website, with your contact information and a link to your website. This is so the viewer only needs to remember one website, [www.inlineadz.com](http://www.inlineadz.com) to find you...not all the information on the screen.

## **Can I track my responses?**

Of course there is no such thing as a perfect system for tracking results, but if you offer a special discount, coupon or incentive to contact your business, it can serve as a tracking method to give you an idea of the response to your ad... Our media is not direct response advertising... it is more subliminal then action oriented. The goal is to have your name and service – your brand – in front of local people over and over again...so when the time comes to use your service, they will think of you, or even better, tell a friend...

## **Can I put in a special offer, coupon or discount offer?**

Absolutely, on your weblink on [www.inlineadz.com](http://www.inlineadz.com) we can scan in your coupon and make it a downloadable document for them to present when they visit.

### **Can I get a discount if I go on more than one screen?**

We expect many of our advertisers to take ads on multiple screens in their marketing area. As such, we have built in a 25% discount on every additional screen you desire. The pricing for the screens may vary based on the Host location and the amount of foot traffic they anticipate...check with your sales rep for more details.

### **Can I get an Exclusive Ad, so my competition won't be on the same screen?**

We offer the Platinum Exclusivity Package which will allow your company to have total exclusivity on that screen. Only the first company from any specific industry can purchase the exclusivity. - Note: some host location may not allow exclusivity...check with your sales rep for details.

### **Will I have First Rights to any new screens placed in my marketing area?**

Yes, we will make our existing clients aware of any new screens placed in their marketing area...via email. They will have first rights to take an ad on that screen, and will be entitled to the 25% discount off the new screen's current price.

### **Do you offer a referral fee if we assist Inlineadz in acquiring a new Host Location?**





Yes we do... your ad will be FREE on that Location...or you will get a 50% discount on your ads renewal the following year. Refer us to 2 new Host Locations and your ad is FREE...

### **How can I get started?**

Simple, let your sales rep know you want to move forward or fill out an order form. Provide your rep with your logo, photos or information for your ad, and we do the rest...Feel free to contact our corporate offices in Westport CT if more information is needed.

### **What forms of payment do you accept?**

**\*Payment in full is required in advance for each package via:**

*Check*    

For more information, please contact us directly

### **Can I cancel the ad?**

Yes, within 3 days of placing the ad, we provide 100% refunds. However, once the ad is designed and placed, there are no refunds for any reason. If for some reason we need to address an issue where we have made an error, your ad time will be extended

### **What happens if the Host Locations removes the screen?**

The Host location is under an annual contract to host the screen. If the Host Location discontinues the program without fulfilling the full 12 month contract, any service not provided will be refunded to the advertiser on a prorated basis by the host location.

**What if you don't sell enough ads to install the system?** We only need 10 ads to install the system. If for some reason we do not meet the minimum number of ads required, we will refund the full amount of the fees paid within 30 business days of notice.