



## Stand Out Among Your Competitors

Advertising your business consistently has a greater impact in the long run than running an ad here and there. Why, you might ask? It takes five to nine impressions for a potential customer to act on what they are seeing. More importantly, your advertising needs to be before a captive audience. That's where well-aimed placemat advertising always hits your targeted market. Quickly browsed or ignored newspaper or other print collateral just don't have the same impact as targeted captive advertising that guarantees your ad is read.

Let's face facts. Busy people just don't take the time to read most advertisements. Put your ad in front of people who must stay where they are at, are in a more relaxed frame of mind, and are open to new things are more apt to remember your business—top-of-mind awareness.



**FACT:** Studies prove that in order to maintain the strongest link with your customers it is necessary to keep your name in front of them repeatedly over a long period of time. Furthermore, studies prove it takes five to nine times of seeing and/or hearing an advertisement before a new customer will visit your business.

If you're looking for the key to success and creative, unique ways to promote your business that is highly cost-effective, then we have placemat solutions that not only fit in your budget but guarantee consistency and return on investment. Where else can you grab a potential customer's attention for more than a minute? Do you really think that an expensive small newspaper ad will hold their attention beyond a glance before flipping the page?

**FACT:** 69% of newspaper advertisers report little to no noticeable results from display advertising (ads larger than 1" x 1"). Seventy-seven per cent (77%) of business-owners report advertising in television and radio with NO noticeable results with an average expense of \$1,300.00 per month.



If your sales are so, so and you're interested in boosting your revenue, we have proven advertising solutions that have a readership rate of over 85%. It's an effective and successful way of getting your message out about your product and service, plus, it gives you constant exposure.

Read more to find out why and how our placemat advertising solution benefits fit in your marketing budget...

# EXCLUSIVE TO TUSCALOOSA/NORTHPORT AREA

*Please consider this unique method to present your company to prospective customers.*

Your placemat message will be on the restaurant tables before a minimum of 5000 viewers throughout the programs duration, putting you directly in front of your customers for 3-4 months at a time!

Your placemat message will impact your audience for up to 40 minutes. What would a similar time on radio or television cost? A restaurants' natural, warm environment is the perfect place to reach out to consumers who have disposable income. They will remember the dining experience & they will remember your message!

Each placemat printing gives you the option of appearing with other sponsors, or you may reserve an entire placemat "Mini-billboard" with no additional advertisers. Our state of the art graphic design studio's services are available to you at no extra charge. Whether you have existing art work or an individualized design, our professional staff is prepared to tailor your ad to your specific needs.

If you want to make a lasting impression on your target audience, the specialty placemat is your best advertising alternative. Our program is committed to the creation of a visual environment that's right for your customers and prospects. If you have any questions, please call us at 205-752-6888 (please ask for Matt) Or you can e-mail us at [placematpublishers@online.ie](mailto:placematpublishers@online.ie) (or simply click on the e-mail address)

## Frequently Asked Questions

### How much exposure will my ad get?

You have the opportunity to advertise at any or all of our participating restaurants. The average restaurant will go through approximately 1,000-2,000 placemats per week, depending on diner volume.

### Is there a charge to design my business ad?

No, we offer graphic design at no charge, we want you to get the most for your ad.

### What happens after the placemats run out?

We will contact all advertisers before the next run, for the opportunity to renew your ad.

### Can you use my business card?

We can use the information on your business card. If you have a logo or artwork to be included, please submit it to us in clear print via email, mail or on disk.

### Do you have large ad space available?

Yes, you can reserve multiple boxes for larger adspace. Over 2 boxes gets discount!

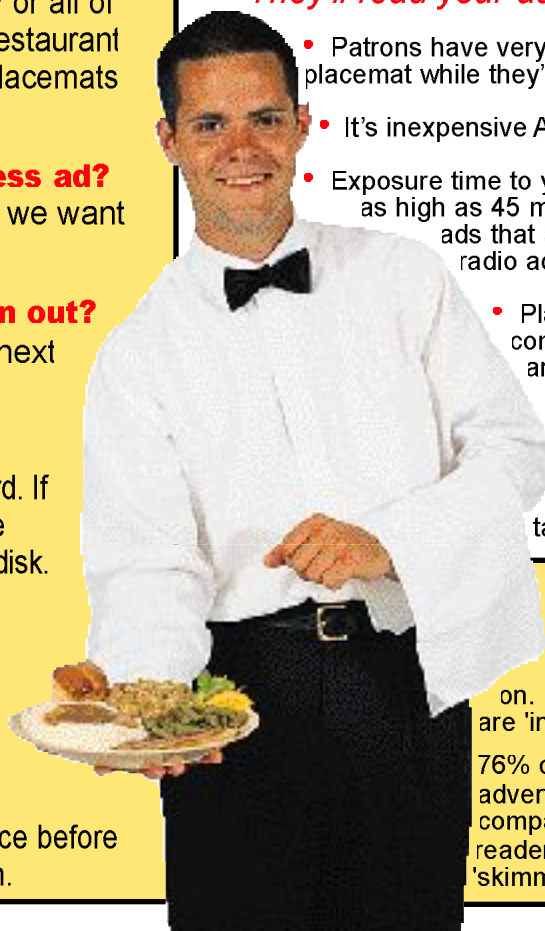
### How do you accept payment?

We require payment in full to reserve your space before print in the form of check, money order or cash.

## Restaurant Placemat Advertising Works!

*They'll read your ad while they wait.*

- Patrons have very little choice but to look at the placemat while they're waiting for food.
- It's inexpensive AND effective.
- Exposure time to your advertising message can be as high as 45 minutes as opposed to newspaper ads that are passed over or glanced at or radio ads that last all of one minute.
- Placemats create a sense of community between your business and the restaurant patrons.
- Placemat ads run for three to four months at a time!
- You can demographically target your audience.



**FACT:** According to Newsweek Media Magazine, 48% of television viewers leave the room when commercials come on. Of the viewers who remain, 82% are 'inattentive'.

76% of readers claimed to remember advertising on menus or placemats, compared to only 64% of newspaper readers who claimed to have 'skimmed the ads'.

**Call Matt To Place Your Ad! (205) 752-6888 or click to e-mail [placematpublishers@online.ie](mailto:placematpublishers@online.ie)**

# The Top 10 Reasons to advertise on a Restaurant Placemat

**10**

Patrons have almost no choice but to look at the placemat while they're waiting for their food.

**9**

It's inexpensive!

**8**

Exposure time to your advertising message can be as high as 45 minutes, as opposed to newspaper ads that may be passed by unnoticed, or radio ads that often last under 1 minute.

**7**

It creates a sense of community between your business and the restaurant patrons.

**6**

Patrons don't need to open an envelope or a booklet. All the advertising is right there staring back at them.

**5**

Since patrons have time to read you can put in more text and get more of your message across effectively.

**4**

You can demographically target your audience.

**3**

Exposure is guaranteed-- If you buy 5,000 ads, you'll get 5,000 viewers!

**2**

Your ad appears in two colors, not just black and white!

**And the #1 reason to advertise on a  
Restaurant Placemat...**

**1**

The Placemat Publishers designs the best looking placemats in town!

# Food For Thought...

Today, over 1.5 million  
Alabamians will eat out in a  
restaurant.

They will each spend an average  
of 45 minutes at the table.

We give them something  
to look at:

**Your business!**

*Pricing*

**A 2"x2" ad is  
only**

**\$99<sup>00</sup>**

**This includes  
graphic design.**

Reserve as many spaces as you like. For orders of 3 or more units qualify for special pricing of only \$85 per unit. You can have them separate or join them together for a larger ad!

**Call Matt at (205) 752-6888  
to place your ad today!  
or click here to e-mail**