

YES OR NO?



- Are you upset because your competitors' advertising captures your prospects' attention better than yours?
- Are you frustrated because you can't dominate any one advertising medium and feel your ads are getting lost in all the competitive clutter?
- Do you feel pressure to explore new mediums to increase frequency and exposure to your ads, yet still wonder whether it will do much good?
- Do you fear your ads are treated as junk mail with no real retention value?
- Do you sometimes hate the idea of advertising at all because of high costs, limited reach, and poor frequency of most media?

COVER DIRECT
MARKETING Inc.

Think outside the book.