

Print Media Services: **Placemat Advertising Program**

Why Advertise on Placemats with MEDIAFUSION™?

- Placemat advertising is a proven method of advertising that has a readership rate of over 85%.
- An effective and successful way of getting your message out about your product or service.
- Will give you constant advertising exposure with **10,000 full color ad's** right inside the restaurant of your choice.
- This is a very inexpensive way to advertise.
- Imagine your ad seen and read every minute of the business day by potential customers.

Discover the Benefits

With placemat advertising you get:

- A captive audience.
- Your ad reviewed all day every day by hundreds of potential customers.
- The most value for your advertising dollar.

We are dedicated to getting your message out to potential customers. We strive to help you succeed and grow your business. When we do our job right, we succeed. Why? Because you come back to us for your future advertising needs and our business grows too!

Getting your message out is important, getting it out effectively can be more important than the message itself.

With Placemat Advertising you get the best value for your advertising dollar!

Maximize Your Return

With Placemat Advertising you get a captive audience, and your ad will be viewed by thousands of local customers. Having **MEDIAFUSION™** take care of your advertising needs is the best choice for a successful advertising campaign.

Why not contact us today and find out more from one of our friendly professional advertising representatives.

Call us at: **(586) 335-CALL (2255)**
 Or visit us online at: **www.mediafusiongroup.com**

We Take Care of Everything in Three Easy Steps!

MEDIAFUSION™ makes it easy for your business to generate results with Placemat Advertising. Once you've selected the appropriate ad location and purchased your placemat ad, our sales staff will take the following steps to get your ad running quickly and effectively.

✓ **Step 1 - We come to your location...**

We'll come to your place of business or residence to discuss the layout of your ad. We'll make suggestions and even provide you with proven strategies for how to get the most out of your advertisement. You can expect the ad to pay for itself!

✓ **Step 2 - You receive a Proof of Your Ad for approval...**

Next, we'll review a proof of your ad for accuracy. We'll check for spelling, review contact information and ensure there are no typographical errors. You give us final approval to ensure the ad meets your exact requirements.

✓ **Step 3 - You Receive the Final Placemat Delivered by your Ad Agent**

Finally, we print the Placemats. Your placemat ad will be printed on up to 10,000 placemats.

What is Placemat Advertising?

Placemat advertising enhances advertising opportunities as it targets an audience during a time where they are most likely relaxing. A patron usually waits ten to fifteen minutes for their food to arrive. Those ten to fifteen minutes present a valuable advertising opportunity as opposed to accosting people while they are on the go.



Placemat advertising enables a business establishment to be constantly viewed by a high volume of customers. The full color ads are printed on paper and are distributed to different food establishments to be viewed by its patrons

on a daily basis. The fact that the placemat advertisements are laid on the dining table maximizes exposure, as they are placed on an area which cannot be ignored.

Placemat advertising also makes things easier for an establishment's proprietors, as the placemats are distributed for free, and printed on paper. This minimizes cleaning time and lessens the amount of labor involved in cleaning tables.

