

## Other Creative Ways We Can Market Your Business

Because of our unique relationship with our host locations, we are able to deliver additional services to our advertiser base. We have partnered with several companies to be able to offer the following services:

- Custom Coasters or Napkins
- Electronic Coupons & Ads
- Text Messaging
- Coffee Cup Sleeves and Cup Stopper Imprinted Promotional Products
- Ticket, Schedule, Coupon or Literature

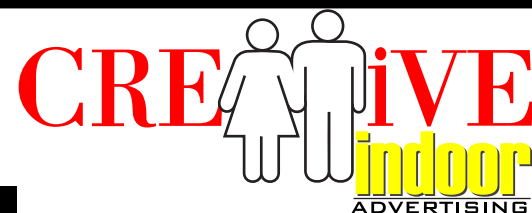
Over 1,000,000 people visit our locations each month. Enhance the impact of YOUR message by utilizing our connections.

Creative Guerrilla Marketing Services gives you unique and memorable channels to reach your new customers.

## How Creative Beats The Competition

	Creative Indoor Ads	Idaho Statesmen	Boise Weekly	Idaho Biz Review	Outdoor Billboards
Target Gender?	yes	no	no	no	no
Target Demographic?	yes	no	no	no	no
Captive Audience?	yes	no	no	no	no
Average Viewing Time (in seconds)	60-90	10	10	10	5
Full Color	Always	Cost Extra	Cost Extra	Cost Extra	Cost Extra

**STOP BEING IGNORED!**



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# People won't wait to read your advertising!

**Creative Indoor Advertising** was created for a singular purpose... To provide advertisers with a captive, targeted, cost effective advertising medium. In a world full of iPods and TiVos, why pay a king's ransom to advertise with traditional media when no one is paying attention? Catch people at a time when they actually welcome something to read! CIA can deliver effective, targeted advertising at a time and place where it won't be ignored.

## So How Does our Medium Differ from all the Others ...

- Absolutely no advertising medium can target age, income, gender and lifestyle like us.
- Advertising with us won't drain your bank account like many of the traditional mediums *(have you seen what a yellow pages ad costs?)*.
- We present your ad in an environment that is distraction free where your potential customers actually want something to read.
- Nobody can change the channel, change the station, turn the page or turn you off!
- The Creative Indoor audience is typically adult with disposable income *(they wouldn't be out eating at a restaurant if they didn't have money to spend)*.
- Creative Indoor Ads in Boise receive over 200,000 viewings per month.
- IT WORKS!! We can provide you with client names to ask.

## The Facts On Indoor Advertising ...

- 84% Recalled seeing specific advertisements in the restrooms.
- 92% Were able to name specific advertisers without prompting.
- 88% Remembered at least four selling points in the ads.
- 98% Reacted positively or neutrally to seeing ads in the restrooms.
- Consumers will spend an average of 90 seconds reading your ad.

*(Information from 2001 Rice University Study of Bathroom Advertising)*

## Local Advertisers Get Results With Creative Indoor Advertising!

"Having our pet adoption campaign on Indoor Billboards allowed us to create awareness about our programs in a whole new way. The ad was very cute and creative."

*-Chris Moore, Idaho Humane Society.*

"This was a new approach for us to use in marketing Zoo Boise. We placed ads internally and externally for our events, and are very pleased with the response to our message."

*-Monica Hopkins, Director of Development & Communications, Friends of Zoo Boise*

# Stop Being Ignored!