

IMPACT!



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Call us.
Begin to
make an
IMPACT!
today.

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“Linking Companies to their Communities”

! Advertisement Advice

“How often should I run an ad?”

Do the Math . . .

- The average American sees over 30,000 ads a year.
- Only 1 in 9 **well-designed** ads are seen by customers.
- An ad needs to be seen 3 times before it spurs an action.
- An ad must be placed in front of target audiences 27 times to make a difference.

IMPACT! Strategy: Run the same ad in the same media and don't change it until your accountant is tired of it!

“What about TV & radio ads?”

- 75% of workers listen to radio at work or in the car.
- The average person watches 7 hours of TV a day.

Radio works best as a message reinforcement in combination with other media. Again, repetition is key, mention the company name and phone number 3-5 times in the message.

IMPACT! Strategy: Radio stations are required by the FCC to air PSAs (public service announcements). When sponsoring a non-profit or community event, youth sports, or civic and service organization, consider asking for a PSA. To maximize air exposure, purchase some commercial time when requesting PSA air time.

When participating in a community event, offer to be a spokesperson on local daytime TV shows.

“Are billboards effective?”

Repetition is the secret of advertising success and billboards deliver in spades. Although more expensive, your ad is seen in the same spot everyday.

There are two different billboard sizes:

- “Posters” are 9.5 feet x 21.5 feet
- “Billboards” are 14 feet by 48 feet

When creating large outdoor advertisements, think small . . . use only 6-8 words. Include a phone number; and a slogan, or call to action; and a graphic or photograph.

IMPACT! Strategy: “Posters” are less expensive and rotate sites. Purchase them at the end of the month.

“I'm on a budget, is it necessary to have a large ad for IMPACT?”

Not necessarily. You can't miss a large full page ad, but a smaller well designed ad placed on the upper right side of a publication gets noticed.

IMPACT! Strategy: Select a “spot” color to jazz up a black and white ad. Spot colors are reasonably priced and with good design are very eye-catching.

Call the experts at [IMPACT!](#)

We'll create an Advertisement Plan for your company that will **IMPACT!** your clients, colleagues, and community.

Call 843-821-3283 TODAY!

Make an [IMPACT!](#) in 2006

Make an IMPACT! with “Customized Communications”

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

IMPACT! your community with “Messages that Matter”

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

Understand how to better IMPACT! your customers

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.