

# IMPACT!

“Linking Companies to their Communities”

## ! **Business Card Brochures**<sup>®</sup>



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Call us.  
Begin to  
make an  
IMPACT!  
today.

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### Business Card Sized Brochures — A different look to a basic concept

When most people receive a traditional tri-fold brochure, they do one of two things: They either:

- ⇒ Look at it, and toss it in the circular file or shredder; OR
- ⇒ Look at it, then file it away in a cabinet that resembles a “black hole”, never to be seen again.

Business cards, however, are saved differently. People usually:

- ⇒ Put them in their rolodex.
- ⇒ Insert them into business card holders.
- ⇒ Place them in a desk drawer secured with a rubber band with the other business cards they have collected.

The main point is that business cards are *KEPT* and brochures are most often forgotten.

[Contact IMPACT! today!](#)

### Start making an **IMPACT!** tomorrow

**Marketing Tip:**  
Include testimonials from satisfied customers to illustrate the value of your products and services.

### Make a bigger networking **IMPACT!** Consider a Business Card CD.

Distinguish yourself from the crowd with a CD media disk in the size and shape of a standard business card. These CD business cards feature a colorful label that can include the same contact information found on paper business cards, but they are technologically more savvy.

When inserted into a CD computer drive, the auto run feature displays an interactive movie that showcases you, your company, and its products and services. It also features “hot” buttons to your company website and email address.

### Business Cards CDs versus Brochures. Which is better?

Colorful paper brochures are costly and:

- ⇒ present storage issues for you and customers.
- ⇒ paper can wrinkle, fold, and warp.
- ⇒ become out-of-date when you add a new service or product.

Business Card CDs can cut costs and:

- ⇒ are easily stored.
- ⇒ look as fresh as the day produced.
- ⇒ never become out-of-date, when they are linked to an updated website.

## 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.