

# Why Successful Businesses Advertise With

**J@HNNYAdvertising®**



## Target Marketing

- No wasted advertising dollars . . .
- Efficient & Effective---you can reach your exact target
- Target your audience by . . .
  - gender
  - age
  - income level
  - leisure time activity
  - geography

## Graphic Appeal

- Our medium accommodates a full color, 8 1/2" x 11" ad
- Our professional artists can develop a custom ad just for your business
- Proven "stock" ads that can sell your product/service are also available

## Captive Audience

- Intrusive form of advertising practically guarantees your ad will be seen
- Unlike other mediums, our ad can't be tuned-out, ignored, turned off or avoided
- Unavoidable exposure builds name awareness
- Your ad is placed approximately 18" from your prospect at his/her highest point of concentration

## Coveted Audience

- Core demographic 18-44 year-old
- People with "active" lifestyles
- Folks with disposable income

## Long-Term Exposure

- Your ad is posted for an entire month
- You may change your ad message monthly
- Your ad can move to different locations each month

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[www.johnnyadvertising.com](http://www.johnnyadvertising.com)

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*Delivering a 'captive audience'*

