

**Top Of Mind Awareness**

# Advertising

The object of this effective advertising is to make your business a household name.

Customers won't just keep you in mind.

They'll keep you in mind **FIRST!**



Example

## One Year Advertising Package

### AWARENESS AD FREQUENCY

3 per week  
2 per week  
1 per week

### MINIMUM INCH REQUIREMENT

4 inches  
4 inches  
4 inches

### RATE PER INCH

\$3.75  
\$4.50  
\$5.80

The concise design of your ads is a powerful tool for TOMAs. It makes your message clear and easy to remember. The sample shown is a TOMA ad currently running and includes the necessary components.

- Business Name & Logo
- Address & Phone Number
- A “Benefit Headline” for your Business

(You can have up to six different benefit headlines that are allowed on a rotating basis)

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