

Don't Give Up Your TV Advertising

Supplement It To Reach The People You're Missing

Rabbit Ears



Broadcast TV Stations
NBC, CBS, ABC, etc.
Popular Programs but expensive
and may cast a wider net than
what your business really needs.

Cable



Cable TV Stations
CNN, TBS, ESPN, etc.
Affordable Spots and targetable
areas, but 100's of channels and
many people not on local cable.

Satellite

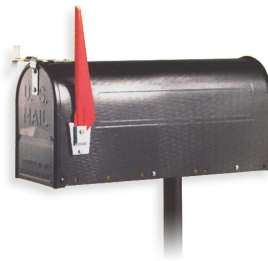


Satellite TV
No Area Specific Advertising
Most popular form of TV
reception in rural areas where
median incomes are highest.

Suppose 1/3rd of your customers are watching rabbit ears, 1/3rd are watching cable tv and 1/3rd are watching satellite tv, odds are they all have a mailbox.



In-Town Mailboxes
Reach 99.9% of the homes in
Lewiston, Auburn, Augusta,
Waterville, Rumford, etc.



Rural Mailboxes
Reach 99.9% of the homes in
over 130 Maine towns with a
population of less than 10,000.



Post Office Boxes
Reach 99.9% of the
residential PO Boxes in
over 150 Maine Zip Codes

So while you're most likely hitting 1/3rd of your target audience with your TV marketing, you can supplement it with direct mail to reach the other 2/3rds.



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Call Turner Publishing, Inc. to discuss how their "good-news" direct-mail newspapers can help your business reach nearly every home in town for less than what it costs to be on radio, television or in daily newspapers. For over 15 years, TPI has been providing small and large businesses with affordable alternatives to expensive marketing which also allows them to pick and choose the towns they want to reach. Find out how you can start direct mailing your business to every home in the community for less than a penny per household. (207) 225-2076