

## “Get on the Air” Packet

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We help you get on the air and reap the rewards of using efficient and targeted ready-made advertising campaigns. Because we put in the work in the front end and made **AFFORDABLE TV COMMERCIALS** for your industry, you will benefit with **FAST AND PROFESSIONAL SERVICE**.

We have partnered with many companies and helped them grow much larger. We help get your phone ringing and the referrals to snowball!

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Getting on the air isn't complicated, but if you are going to spend your hard earned money on advertising, wouldn't you want to use someone who is experienced in making it happen for you?

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If you are interested in any of our TV commercials, we recommend filling out this form so we can serve you faster and easier.

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Though these prices are subject to change anytime, this lists our most current prices.

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Fill out this form and fax it, mail it, or scan and email it to us.

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Fill out this form to make a fast and easy payment over the phone. Please note that credit card payments will be assessed a 2.5% transaction fee. This is the cost we incur to process it.

**Page 7 . . . . .Agency Recognition Form**

This form is required for all clients we are placing advertising for. It's an industry standard form for TV stations to know that we work for you.

# Get on the Air Checklist

**Getting on the air isn't a complicated process, but it is a process that involves great care and research or you could be wasting thousands of dollars! With our experience in helping large and small companies achieve their marketing goals, we have put together a quick step-by-step checklist to help disaster restoration companies get the most from their precious advertising dollars.**

**We are your advocate and firewall between you and the TV and radio stations and WE DON'T COST ANY EXTRA to help you save time and money!**

1. Register your company with us so we know where you're from and where you want to go. You can do it online at [www.RestorationAdvertising.com](http://www.RestorationAdvertising.com) or fill out the forms on the following pages and fax them to us.
2. Call or go online to check your market availability to make sure someone else hasn't already reserved or purchased TV commercials in your area.
4. Fill out our New Client Registration Form either online or print and fax it to us and let us know which TV commercials you're interested in, or if you would like us to produce brand new ones for you.
5. If your market is available, you can contact us to reserve your market area for these TV commercials at the prices listed under "Current Pricing" on the main menu.
3. Email us your logo and we will send you customized video proofs by email for you to review/request changes/approve.
6. Receive a **free Advertising Analysis & Media Placement Plan** from our full-time media strategist. We use current and unbiased ratings information to make sure your commercials air during programs and times to reach your target audience most effectively. In other words, get the most bang for your advertising buck!
7. For even the smallest companies, as your ad agency, **we are your advocate and your firewall** between you and media sales reps. We aren't selling you anything and you benefit with free, unbiased research that doesn't cost you anything extra and you will avoid spending your time haggling with all those TV & radio stations yourself.
8. Fill out and fax to us an **Agency Recognition Form**, page 7 of this PDF file. Arrange payment by check or credit card, instructions are on the Commercial Order Form.
9. Make sure we have your most recent contact and company information so you can be the first to receive our email notices when new TV commercials get released. **All of our existing clients will always take precedence!**
10. Also, all of our existing clients are welcome to email us their ideas and requests for a TV commercial that they want for their business -- we LISTEN to our clients!

# New Client Registration Form

Please complete this form, scan, and email it to us or fill out the online form at [RestorationAdvertising.com](http://RestorationAdvertising.com).

Please email to: [Sales@RestorationAdvertising.com](mailto:Sales@RestorationAdvertising.com).

In order for you to receive the best possible service and advertising solutions that we have available, why not tell us a little about yourself and your company? All information is kept securely with us and will not be sold or transferred to anyone else.

<b>YOUR NAME:</b>	<b>PHONE:</b>
<b>COMPANY:</b>	<b>FAX:</b>
<b>LARGEST METROPOLITAN AREA IN VICINITY:</b>	<b>EMAIL:</b>
	<b>ALT. PHONE:</b>
<b>COMPANY ADDRESS:</b>	<b>WEBSITE TO GO ON TV:</b>
	<b>PHONE TO GO ON TV:</b>
<b>YOUR ANNUAL TV ADVERTISING BUDGET:</b>	<b>CONTACT PREFERENCE:</b>
\$	<input type="checkbox"/> Email <input type="checkbox"/> Phone
<b>WHAT TV COMMERCIALS ARE YOU INTERESTED IN?</b>	<b>IN HOW MANY WEEKS DO YOU WANT TO AIR?</b>
<input type="checkbox"/> SUPER HERO SPOTS <input type="checkbox"/> CARPET CLEANING	
<input type="checkbox"/> RETRO SPOTS	
<input type="checkbox"/> SPECIAL REQUEST OR NEW TV SPOT IDEA:	<b>DO YOU WANT TO SAVE MONEY &amp; TIME BY LETTING US PLACE YOUR ADVERTISING AT NO COST? <input type="checkbox"/> YES <input type="checkbox"/> TELL ME MORE <input type="checkbox"/> NO</b>
	<b>Call us at [239] 344-6711 to learn more!</b>

# Current List of Prices & Discounts

Below is our current price list for services for disaster restoration companies. Please note that prices are subject to change at anytime. Prices as of 20 August, 2006.

## TV Commercials

Produced from our "canned spots." All customized with your company name, logo, phone, designing lower third and end slate graphic, and website address. Includes music, voice over of existing TV commercials, and proofing the videos by email for your changes and approval. New commercials not produced from our existing library will cost extra. Please contact your sales rep for an exact price quote.

**15 & 30 second spots: please call for current pricing**

## Extra Services

If you do not have a logo available for broadcast use, we will have to remake your logo so it will be in an acceptable state to air on TV. Vector format, EPS or AI files are preferred. High quality and high resolution TIF, JPEG, BMP, or PSD files also accepted.

**Remake existing logo to air:**

**please call**

**Design new logo:**

**please call**

**Dub & deliver beta tapes:**

**\$35** (3 day)    **\$50** (next day)

## Discounts

It doesn't cost you anything extra to let us place your advertising, but it could cost you if we don't. How? **We are an experienced ad agency that can negotiate with ANY TV station.** We subscribe to current, independent and unbiased audience and ratings information so we can put your TV commercials in the right place at the right time so more of your target market viewers will become customers. You can also enjoy other discounts on our signs, banners, and vehicle magnets!

**If your budget is between \$2k and \$3k per month, you get all TV commercials from us at HALF PRICE if we place your advertising for a minimum of 13 months.**

**For budgets over \$3k per month, you qualify for FREE TV COMMERCIALS from us if we place your advertising for a minimum of 13 months.**

## Deposits

We always require some form of deposit, this is to protect our interests and ensure payment. If you are buying the commercials outright, payment is due in full before we can send out any tapes. **If you are taking advantage of any discounts, you will be required to pay a \$1300 deposit and you will be credited back \$100 each month we place your advertising.**

# TV Commercials Order Form







Please fill out and send the accompanying New Client Registration Form with this order for us to serve you faster. Please review the price list on page 2. Any errors or omissions on this form will require that we call you to reverify certain information with you.

Your Name: \_\_\_\_\_ Company: \_\_\_\_\_



Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_

## Choose Your TV Commercials

**Superhero 3D animations**

 Super Hero Fire: 015001	 Super Hero Washer: 015002	 Super Hero Toilet: 015003
 Super Hero Kitchen: 015004	 Super Hero SumpPump: 015005	 Super Hero WaterHeater: 015006

**Carpet Cleaning Spots**

 Carpet 3 Spots Run: 015101	 Carpet See Spot Run: 015102
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## Call for our combo price specials!

- | | If you are interested in the RETRO SPOTS, please call us directly. These unique advertising spots are available in 30 and 15 second durations and are too numerous to list here.
- | | Super Hero Fire: 015001 .....
- | | Super Hero Washer: 015002 .....
- | | Super Hero Toilet Flood: 015003 .....
- | | Super Hero Kitchen Storm: 015004 .....
- | | Super Hero SumpPump: 015005 .....
- | | Super Hero WaterHeater: 015006 .....
- | | Super Hero Leaky IceMaker: 015007 .....
- | | Carpet 3 Spots Run: 015101 .....
- | | Carpet See Spots Run: 015102 .....
- | | Carpet Combo, 30 seconds .....

**TOTAL SPOTS ORDERED:** \_\_\_\_\_

**= SUB-TOTAL:**

Are we placing your advertising for you? If so, you qualify for substantial discounts. Don't forget to fill out the New Customer Registration Form and the Agency Recognition Form to send in with this order.

**TOTAL BASIC COST FOR TV SPOTS DUE AS DEPOSIT:**

\$ _____
_____
_____
\$ _____

**PAYMENT MUST BE INCLUDED WITH THIS ORDER TO GUARANTEE RESERVATION TO AIR THESE COMMERCIALS IN YOUR MARKET. THIS TOTAL DOES NOT INCLUDE INCIDENTAL COSTS SUCH AS LOGO REVISIONS AND TAPE DELIVERIES. YOU MAY BE BILLED LATER FOR THESE COSTS.**

# Credit Card Payment Authorization

Please complete this form, scan, and email it to us at:  
**Sales@RestorationAdvertising.com.**

We accept Visa, Mastercard and Discover. If you would like us to charge your credit card, please fill out this form.

**I understand that my payment by credit card will be assessed a 2.5% transaction fee.**

I, \_\_\_\_\_ authorize RestorationAdvertising.com  
(dba Reach Media Advertising, Inc.) to bill the card listed below as specified:

**Credit Card Type:**    | | visa        | | mastercard    | | discover

**Credit Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_/\_\_\_\_

**Name on Credit Card:** \_\_\_\_\_

**Cardholder's Name:**

**Cardholder's Zip code:**

\_\_\_\_\_  
*(as shown on credit card)*

\_\_\_\_\_  
*(from credit card billing address)*

**Amount of payment: \$** \_\_\_\_\_

**Schedule recurring payment:**

**Schedule this payment on or about:**

| | no, one time payment  
| | pay monthly ad placement  
| | pay quarterly ad placement

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
month    day    year

**Customer's Signature:**

**Date:**

\_\_\_\_\_

\_\_\_\_\_

# Agency Recognition Form

Please complete this form, scan, and email it to us at:  
**Sales@RestorationAdvertising.com.**

Effective \_\_\_\_\_, 2007, this letter authorizes the listed agency, Reach Media Advertising, Inc. to act as agent for my business, \_\_\_\_\_.

They are authorized by me to purchase advertising schedules and to make changes on my behalf. We guarantee prompt and full payment for all business transacted on our behalf by the above named agency.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Aaron Belchamber

\_\_\_\_\_  
Title

\_\_\_\_\_  
Media Director

\_\_\_\_\_  
Company Name

Alias Creative Group, Ltd  
2241 Cape Heather Cir  
Cape Coral, FL 33991  
[239] 344-6711

\_\_\_\_\_  
Company Address