T&T MEDIA GROUP

A Tried & True Consulting Company

Powered by AweDynamic

# ADVERTISING OVERVIEW AND YOUR INVESTMENT

## ARE YOU LOOKING TO REACH MORE PEOPLE?

Video Ad Boards provide an excellent way to reach customers at a low cost with a proven ROI. Whether you choose to market at one of our locations or all of our locations we have programs for you.

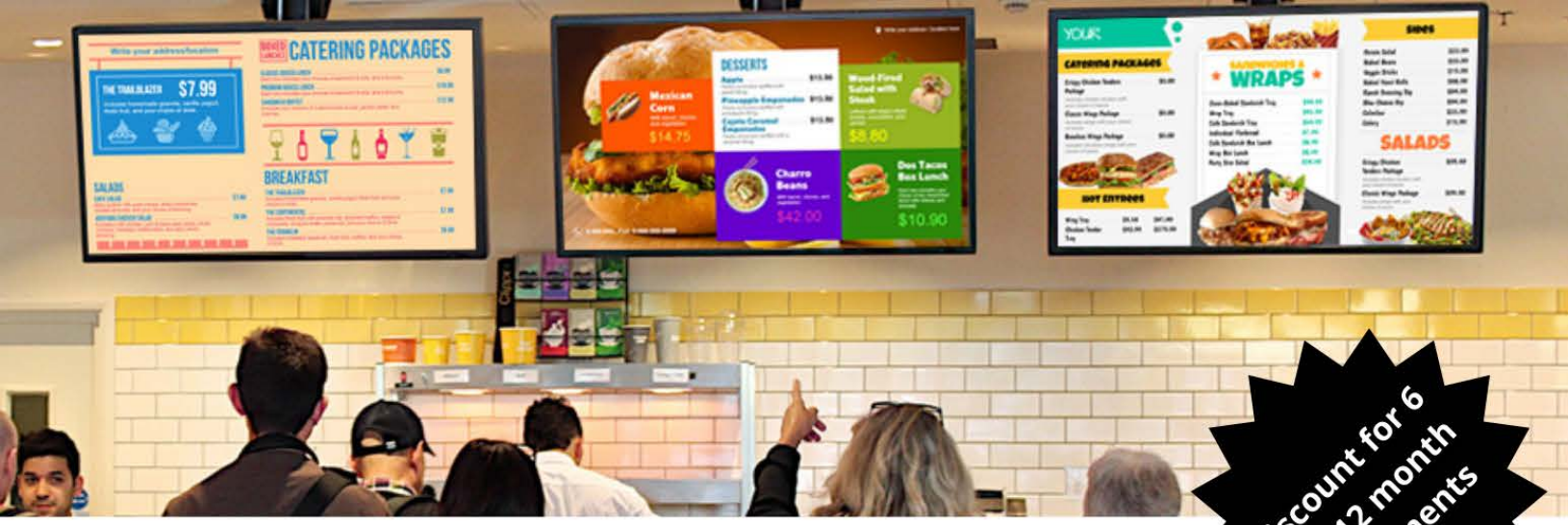
The average wait time for a quick service restaurant is 10 minutes. The average person will sit in a casual dinning location for 40 minutes. The average retailer will shop for 20 minutes. The average wait at a doctor or professional office is 25 minutes.

Turn wait times at businesses into revenue and new customers for your business.

## Who Are We Looking For?

Plumber Dentist Insurance Agent Investment Banker Realtor
Auto Repair Shop Doctor Heating & Air Company Lawn Care

**Contact Your Tried & True Consulting Agent for more information or schedule a meeting on the website**




Discount for 6 and 12 month agreements

# LEVERAGE OUR LOCATIONS FOR YOUR NEXT CUSTOMER

T&T MEDIA GROUP
A Tried & True Consulting Company
Powered by AweDynamic

| AD TIME | MONTH TO MONTH PAYMENT |
|---|---|
| 15 Second Ad | $50.00 |
| 20 Second Ad | $75.00 |
| 25 Second Ad | $100.00 |
| 30 Second Ad | $150.00 |

| 6 MONTH SUBSCRIPTION | INVESTMENT | PAYMENTS |
|---|---|---|
| 15 Second Ad | $250.00 | 1 |
| 20 Second Ad | $375.00 | 1 |
| 25 Second Ad | $550.00 | 1 |
| 30 Second Ad | $675.00 | 1 |
| **12 MONTH SUBSCRIPTION** | | |
| 15 Second Ad | $500.00 | 1 |
| 20 Second Ad | $750.00 | 1 |
| 25 Second Ad | $1,100.00 | 1 |
| 30 Second Ad | $1,350.00 | 1 |

**$199.00.00 Set-Up Fee (2 Changes Allowed) after $150.00 per change after 2.**
**If you need help, we charge $350.00 for a one page ad (you provide artwork and message,**
**Tried & True offers Video Recording and Photo Shoot Services if you need to create a commercial or enhance your ad.**

**Prices above are for a single location ad. Multiple locations will have a different price point depending upon the number of locations you wish to advertise. The more sites, the lower the cost per site and greater reach for your message.**

T&T MEDIA GROUP

A Tried & True Consulting Company

Powered by AweDynamic

## Steps To Move Forward

1. Schedule a 30-minute consult with Tried & True to go over program and specs.
2. As a Client, we will cover the set-up prices and start the art-work process.
3. As a potential Advertiser, we will discuss plans and begin to work on design and implementation.
4. Sign an Agreement, Create a Work order and start working on your video ad. Ads can be sent in 3840 x 2160 in the following programs PDF, JPEG, PNG.

## Tips for Successful Video Board Marketing

1. The Golden Triangle - When looking at a menu, our eyes typically move to the middle first, then to the top right corner, and then the top left corner. Place your top items accordingly.

2. Prioritize customer attention on high-profit items - As customers scan the menu, they will focus and prioritize the top two items in each section. Accordingly, list your highest-margin items first. That said, some people will tend to pick the bottom of a list. This is where you should place your most cost-effective offering.

3. Color Drives Behavior - The use of color on a menu can drive behavior. For example, the color green suggests freshness (or farm to fork), orange has been shown to stimulate the appetite, and red is used to persuade and encourage action.

4. Limitations Are Good - Too many menu choices can confuse a customer. Provide enough choices to give the customer options, but not so many as to frustrate them.

5. Negative is Positive - When looking at a packed menu, the eye will be drawn to items with the most space. Use negative space to create islands of high profit menu items that stand out and draw the eye.

6. Try Dropping the Currency - In some concepts it makes sense experiment with dropping the currency sign (e.g.: $) when it comes to pricing. The psychology is to remove the aspect of associating the item with the “pain” of cost, making the customer more willing to select a higher-priced item.

7. Leverage Social Media and QR Code Technology. The ad is designed to catch the eye and draw attention to your brand, service, product or solution. It is important that you use every inch of your digital real estate wisely. We recommend that you ad a QR code that links to a landing page to capture potential customer information.

8. Call to Action - It is critical that your message leads to a specific action you want the potential customer to take. Whether it is phone call, email, website or QR code with information. Be sure you accomplish the desired outcome.

**Contact Tried & True Consulting and Schedule a Consultation**