

Are you sick of spending big bucks on advertising that doesn't work?

Looking for something new and exciting that will cut through all the advertising clutter?

Want something new and unique that **DEMANDS attention?**

A system that puts your business in front of thousands of people every day yet is **affordable.**

Advertising that has **already been proven** ultra effective in the Macon marketplace!

This is Just What The Doctor Ordered..

Vega Media Partners has the prescription for your business!

Dear Macon Business Owner,

I hope you find this mailing unique and creative – unfortunately to reach prospective customers these days you must be creative and, well, a little bit crazy. You must cut through the clutter – be different; yet cost effective in these tough economic times.

The Prescription – Indoor Digital Advertising with Vega Media Partners - Truly unique, attention demanding advertising that is the most affordable option in the market and has already been proven to work!

We have developed an indoor digital network that utilizes large high definition flat screen televisions (like the one pictured below) that absolutely DEMAND attention! We have placed these TVs in six of Macon's most popular restaurants and two large doctor's offices so that our network receives well over a thousand views per day!




“Eight Prime Locations”

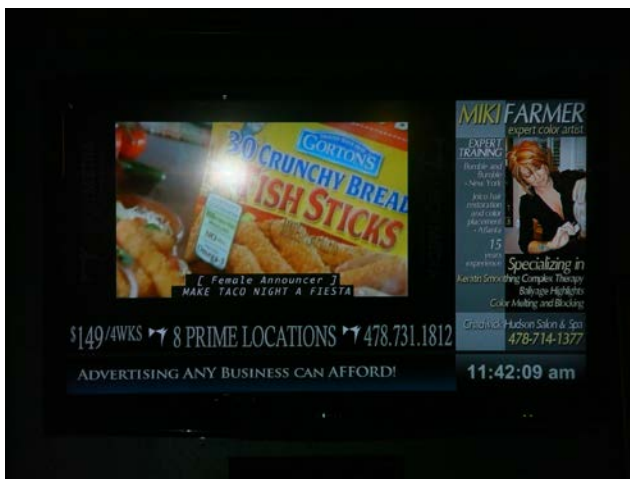
- Jeneanes at Pinebrook
- Jeneanes Café Downtown
- Georgia Heart and Vascular Center
- Moe's Southwest Grill
- The Grey Goose Players Club
- Forsyth Street Orthopedics
- Roly Poly Deli
- Locos Grill

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Why are People so Mesmerized by these Indoor Digital Units?

- A. We broadcast live TV! - The TVs can be tuned to CNN, Fox News, ESPN, the Weather Channel, etc. – so while patrons are checking out the latest headlines (Bin Laden, tornados in Alabama or the Braves game) they are seeing your ad displayed right next to the live programming – over and over again!!!
- B. The system is unique and **DIFFERENT** – it cuts through the clutter. 
- C. For physiological reasons way above my pay scale it seems people are just *compelled* to look at a television. We have literally sat in the corner and quietly observed people's response to our indoor advertising system and people just can not help but look at the TVs? We don't know if it is the bright colors and movement or if subconsciously we Americans have just become programmed to watch TV?

Whatever the reason – rest assured that these TVs demand attention and your ad will be seen over and over again!



"Hardly a week goes by that someone doesn't mention seeing my ad running at the various restaurant locations around Macon. I have generated so much business from the Vega Media Ad that, to me, it's not about how affordable the ads are but more about how much NOT HAVING THE AD WOULD COST ME!"

- Miki Farmer, Chadwick Hudson Salon

"During the month of January my store experienced a customer increase of 22% and then in February an increase of 34% and the only advertising I was doing was with Vega Media. The proof is in the numbers!"

-Bill Nettleton, Wine Styles



As Donald Trump likes to say, “So what’s the Deal?”

Our motto is **“Advertising any Business Can Afford!”**

We are only charging \$149 every four weeks for our banner ads which are displayed on 25% of the right side of the television and only \$49 every four weeks for our runner ads which are displayed along the bottom of the television. These are bright, high-definition, attention grabbing ads that patrons can’t miss and they are priced at a fraction of other advertising alternatives around Macon. **It breaks down to less than a dollar per day per location!**



Lock out your competition!

We are limiting the advertising slots to ONE per business type so once you are a client you “lock out” your competition.

*Act Now
& Get
This*

Vega Media is Offering a Special Introductory Offer for a Limited Time


We already offered you a FREE runner ad with the purchase of a 24 week banner ad contract – a \$294 value – and though many took us up on that great bonus I guess that wasn’t enough for you? So we are going to **“sweeten the pot”** so that we can fill out our remaining exclusive slots. From now **until July 1st** not only will you get the free runner ad previously offered – we will also give you your first 4 weeks of a 24 week ad contract for FREE - assuming of course that someone hasn’t already snatched the exclusive slot your business is in – this represents another \$149 value on top of the \$294!!

FILL THE PRESCRIPTION - call 478-731-1812 right now to claim your exclusive ad slot and cash in on our special offer before your competition does! You can also visit us at www.vegamediapartners.com.

Sincerely,

*Call
Me!*

Charlie Gardner

P.S.  **The Early Bird gets the Worm** – the first 7 people to sign a 24 week ad contract will also get their first ad design for FREE – another \$75 value. I wrote earlier in this letter that you had to be a little crazy to cut through the clutter – my business partner may put me in a straight jacket after he finds out how much I am giving away!

