



Is Proud & Excited To Offer YOU...

Rules & Regulations Concerning the... **Attention Keeper**

Look inside of This Important part of your **Attention Keeper Fact Package.**

Here you will find out about the details of our **Attention Keeper Program.**

1. Where do we have **Attention Keepers** in place?
2. How Many **Attention Keepers** do we have at each location for the 12 month contract period?
3. How many **Attention Keepers** do we place in total for each location & for All locations combined?
4. What does it cost to put Your Message on an **Attention Keeper**
5. Are there discounts for putting messages on **Attention Keepers** in multiple locations? If you use more than one location, can you have a different message on each?
6. Can I pay with cash, check, debit or credit card?
7. Are there payment plans available?

I Know, I'm Biased

I am biased, and I will admit it. But, I truly believe the **Attention Keeper** can provide an opportunity for almost any business to put their message in front of a captive audience. An audience that is almost compelled to look at the message(s) in front of them and is, quite possibly, the exact target audience Your business is trying to attract.



Let Us Help You
Hit Your Target!

If I Couldn't Afford It I Wouldn't Offer It To You

I also believe that **Attention Keepers** can do so in a very economical way & that by making them interactive you can turn what is usually a Flat, Extremely Short & Boring Ad; into a Colorful, Attractive Short Story about your business with the ability to provide massive amounts of info and a **STRONG CALL TO ACTION** that will set you apart from the dull and the common!

Look Inside for ALL the Details.

Our 11" x 17" Attention Keeper (Not Shown Full Size)

<p>We can create a Direct Repsonse Message for you. This message will help bring people through the door!</p> <p>Take advantage of the FREE QR Code to make an offer that gets them to come in or call.</p>	<p>NO Other Medium Can Give You: A CAPTIVE Audience!</p> <p>Each person who sets down at the table will have a Colorful, Well Layed Out, Attention Keeper placed in front of them. They will set there for an hour or more with at least 10 min. with nothing to occupy their minds</p>	<p>Our Goal:</p> <p>To Help You Increase Your Return On Investment Utilizing the Most Unique & Inexpensive Ways to Reach YOUR Target Market, Guaranteed!</p>	<p>Your Std Message will...</p> <p>Contain Your Logo Address, Phone, web site, QR Code & other information</p> <p>Get Them to Scan Your QR Code</p> <p>We will be able to track these scans & You will get a monthly report on how many scans happened. <small>(Please have reasonable expectations)</small></p>	<p>Messages Can Be EXCLUSIVE!</p> <p>If you want no direct competitor on an Attention Keeper with you, that can be arranged.</p> <p>A fee will be paid, a Main Category will be assigned to client. Client then chooses a sub-category.</p>
<p>ALL Messages will be two color</p> <p>Your logo or your photograph will be printed in two color for maximum impact!</p> <p>Images will be sharp & clean - Guaranteed!</p>	<p>The Human Mind</p> <p>The human mind wants to be occupied at all times. So, while waiting to order, for the food to arrive and other moments, the mind setting in front of this Attention Keeper May Occupy itself with... Your Message</p>	<p>Restaurant Ad Here</p> <p>While we can't guarantee there will be lines outside the door because of Your Attention Keeper Message. We Can Guarantee that people will be looking & that what they see will represent You Well!</p>	<p>What some of our clients say:</p> <p>We quit all advertising exept radio & place mats. These are the only media that work for us. Danville's FLooring & Warehouse</p> <p>The place mats really work. We have gotten several good jobs because of them. Cabinet City</p> <p>I like that my message gets seen & how great it looks. Dave Stone, Recorder Vermilion County IL</p>	<p>Such as: Auto Repair That will allow Quick Oil Change, or Auto Parts, etc. to occupy a space as well in the Automotive category. The Roofer and the Remodeler in the Construction category.</p> <p>It is First Come... First Served!</p>
		<p>Your Std Message will...</p> <p>Give you a Business Card Sized Message w/QR code for interactivity and tracking</p>	<p>Program duration is 1 yr. starting with month first printing takes place. Qty established is designed to cover 1 yr. (based on our best estimate or experience over time) Should more be required prior to 12 months from contract start date more will be printed at NO EXTRA CHARGE! Should fewer than the published number be required to cover the 12 month period after first printing Client will not bank the difference.</p>	

Our 8 1/2" x 14" Attention Keeper (Not Shown Full Size)

<p>Ad Sizes..</p> <p>Std Ad: 3.25" x 2" Large Vertical Ad: 3.25" x 4" Large Horizontal Ad: 6.5" x 2" are the same on both mats.</p>	 <p>If You Don't Hit Your Target, You Don't Get the Rewards! <small>See Our Goal Above</small></p>	<p>At ATD Our Passion is for the Local Business</p> <p>Our business is Just Like Yours! Small, locally owned and operated & always in need of more clients, patients and customers. We want you to succeed and want to provide the Printing & Marketing Services You Need to do so. If we couldn't consider it we probably won't suggest it to you.</p>
<p>No Other Set Down Restaurants or Full Buffet Style Restaurants may appear on Attention Keepers. Ice Cream Parlors, Coffee Shops may appear with approval of Restaurant Hosting the Attention Keeper Program</p>	<p>Restaurant Ad Here</p> <p>Restaurant Chooses Mat Size</p>	<p>Number of & Location of Large & Std Ads may vary due to demand and design concerns.</p> <p>Your Large Ad will...</p> <p>Room to Tell More of your story, Make an Offer, Get Viewers Involved With You, Build Trust, be Less Expensive than two Std Ads.</p>
	<p>Call Joe @ 217-474-3971 e-mail him @ business@atdmarketing.com Visit Us @ www.atdmarketing.com & www.placematsnmore.com</p>	<p>Your Large Horizontal Ad will...Give You ROOM!</p> <p>Room to tell more of your story in a wider format. Only avialable in pairs, two designed on standard mat</p>

Scroll For More

Message Location and Costs:

Little Nugget 6 Henning Rd. Danville, IL 61832 217-446-4549	#of Attention Keepers/mo. 10,000 #Attention Keepers/yr. 120,000 Cost for Std message: \$1,500 Cost for Large message: \$2,200
Wanda's Kitchen 100 N.Main St. Georgetown, IL 61846 217-662-2500	#of Attention Keepers/mo. 5,000 #Attention Keepers/yr. 60,000 Cost for Std message: \$900 Cost for Large message: \$1,400
Benjamin's 225 11th St. Covington, IN 47932 765-793-7274	#of Attention Keepers/mo. 10,000 #Attention Keepers/yr. 120,000 Cost for Std message: \$1,500 Cost for Large message: \$2,200
Apple Tree 1100 E. 2nd St. Veedersburg, IN 47987 765-294-2273	#of Attention Keepers/mo. 5,000 #Attention Keepers/yr. 60,000 Cost for Std message: \$900 Cost for Large message: \$1,400

YOU Choose the Restaurants that make sense to you

If you put your message on only one of our restaurants each Attention Keeper will cost \$0.0125 to \$0.015. If you put your message on two, each one will cost \$0.011. If you place your message on three or more Attention Keepers each will only cost you \$0.01.

We don't care which restaurants you choose we will give you the discounts to make it more affordable for you...

The average business card costs around \$0.045 - \$0.10 ea. Your message on our Attention Keepers costs much less and reaches your target market in a much more compelling fashion!

So, use your business card to remind those you personally see and let our Attention Keepers reach a much broader audience for a much smaller Investment.

Multiple Restaurant Discounts

Now, you know your market much better than I do, but I would venture to say that having a captive audience in more than one place might be an advantage for you.

It may very well be that your target audience resides in different communities and possbily eats in several different restaurants in your area.

If that is the case it migh behoove you to place your message on more than just one restaurant's Attention Keeper.

It is not our goal to extract every cent of your marketing budget for this program. However, we do want you to get the most out of this program.

Towards that end we are happy to offer you a multiple restaurant discount. Here's how it works...

Should you choose to put a message on Attention Keepers in more than one restaurant, your message may be different on each one at no additional charge. Best Coverage for the Money As Low As \$0.01 ea.

Payment Plans Available

All plans do NOT have to be paid for up front. ALL may be paid up front but most ALL allow for multiple payments.

Per the following:

Fees may be paid in 12 payments of (ad cost divided by 12)

First due at contract signing,
Second and subsequent payments due on the first day of each month until paid.

Terms of 3 payments, 4 payments or 2 payments may also be chosen to make the payment what you want it to be.

We can now offer you Auto Pay via Square (on any of the above plans) We will send you an invoice 10 days prior to due date so ther will be no surprises. There is a one-time set up fee of \$25.00 for this service.

No Interest on payments unless payments are 30 days overdue

Message Sizes:

Std: 3.25" x 2.0"

Actual Size

Large:

Vertical: 3.25" x 4.0"

Actual Size



We help you hit your target market!

Messages will be FULL COLOR for maximum impact. Your logo will appear as you designed it, your photo will be full color not just blue or red, etc.

We want your message to have the greatest impact possible. The images will be sharp and crisp, they will not be washedout or blurry. Perception is reality and we want your business to be percieved as professional and successful.

There are NO additional set-up fees. An electronic proof will be provided via e-mail. Proof will show color and will be for spelling & informational purposes. No Message will be printed without written approval of the proof.

Actual Size

Large: Horizontal: 6.5" x 2.0"

Your perfect customer is probably setting at a table in one or more of these restaurants over 20 times per year. They have approximately 10 mins. when there is nothing for them to do but wait.

That is when our Attention Keepers work. That customer or potential customer will have their Attention grabbed by the colorful Attention Keeper in front of them and out of boredom or interest will begin to read the messsages.

We know they will probably have their phone in their hand so the QR Code helps them to connect their phone and your message at the same time.

Please read the testimonial letters contained in this package and feel free to contact any business with a message on our Attention Keepers for their thoughts.



Over For More



Delivery, Installation & Financing Available

807 N. Vermilion St.
Danville, IL 61832
(217) 274-7015

Letter of recommendation:

With a personality of driving success, Joe Massey of ATD Marketing is an asset to any team. Cool under pressure, he adapts to any work environment, and does what it takes to get the job done on time, all without cutting corners. His organizational skills are active in day-to-day operations and his willingness to share knowledge and experience does not go unnoticed. Every business needs a graphic artist like Joe at ATD Marketing! We highly recommend Joe for all of your marketing needs; especially place mat advertising he puts in local restaurants. We have had good success with this program and feel it is a valuable resource for our business. Joe makes it his duty to see each project through to the end--every time!

Sincerely,
Ronald Goetzelman and the staff at Cabinet City Granite & Marble, Inc.

A handwritten signature in blue ink, appearing to read "Ron Goetzelman", with a long horizontal flourish extending to the right.

July 3, 2018

Mr. Joe Massey, Owner
ATD Marketing
17151 Key Lane
Oakwood, IL 61858

Mr. Massey:

Just a note to tell you how pleased we are with your Attention Keeper Program. When we first opened our business in 2015 we tried all types of advertising and marketing programs to get our name out there. Over the course of the first two years we tracked what was working and what was not.

We discovered that your Attention Keeper Program was producing results for us. Especially in the Indiana Market. Your Attention Keepers have always spoken well for our business and now that you have gone to full color they are even more attractive and attention getting.

Thank you for providing a viable way for us to reach our target market. We would recommend your program to any business wishing to reach the clients your Attention Keepers are exposed to.

Respectfully Yours,

A handwritten signature in blue ink, appearing to read "Richard Doney", with a long horizontal flourish extending to the right.

Richard Doney
Owner

— DAVE —
STONE VERMILION
COUNTY
RECORDER

6 North Vermilion Street Danville, Illinois 61832
Phone: (217) 554-6041 Fax: (217) 554-5047

ATD Marketing
17151 Key Lane
Oakwood, Illinois 61858

September 1, 2017

ATD Marketing,

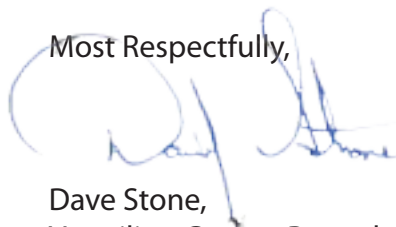
I wanted to take a moment to thank your business for providing such an outstanding service to those who live in and near the Vermilion County area. As the Vermilion Counth Recorder, I need to advertise and be seen by as many people as possible. Of course, I wanted to do it at the best price. After looking at several opportunities, I noticed place mats at some of the local resaturants in our area. At that point, the place mats were bright colored, eye catching and well organized. Best of all, they were printed locally. I wanted more information.

After meeting owner Joe Massey, I knew I had to look no further. His courteous and professional service is sincere and personable. He worked hard to create an ad with my logo and artwork that matched no others. I was very satisfied. He continues to check in with me periodically to make sure I remain happy with his service and most of all, his business.

Today ATD Marketing provides a beautiful full-color advertisement place mat that is still found in many restaurants throughout Vermilion County. It is exactly the low cost advertising opportunity that I was looking for. I am proud to be advertising on ATD Marketing's place mats and continue to receive positive comments from folks on a continuing basis.

Thank you again for such outstanding service.

Most Respectfully,



Dave Stone,
Vermilion County Recorder of Deeds



We wish to thank these businesses for their words of support. They did not have to say these things and give us permission to present them to you. They are paying us to have their message presented on our Attention keepers and we are proud to have their endorsements here.

Please feel free to contact them or any other business that has their message displayed via this media and ask them what they think. Don't believe me, I'm selling this program. Talk to those who are paying for it to find out if they think their money is well spent.

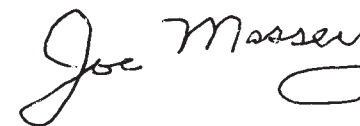
I am confident they will and think you may benefit from having your message on an Attention Keeper or two. Give me a call with any questions you may have and once those questions are answered you can make an informed decision about their value.

If you decide they make sense we'll get to work. If you decide they don't make sense for you then I'll look for something else that may suit you better and until I find it I will refer people to you when they ask if I know anyone who does what you do.

Bottom line here is, local business is the best business. Local business is our focus and our passion. If we can help you succeed we have accomplished our task. You know better than I what works for you. I just hope you will look with an open mind before you make your decision.

You have come this far, you must have a little interest. Give me a call and let's talk. there is never an obligation to buy.

Thanking you for your attention, I remain,



Joe Massey
ATD Marketing

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ATD Marketing

business@atdmarketing.com

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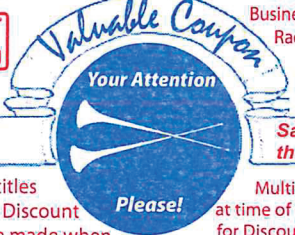
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to Any Business on this Attention Keeper

Scan the QR Code or visit:

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