



Unlock the door to bigger profits with MPAMedia's high-frequency publications and ad packages

How important is advertising repetition? We'll say it again: It's the key to success!

Muhammad Ali didn't become champ by hitting 20 guys once each but by hitting one guy 20 times. Relationships aren't built with single or isolated contacts. It takes up to 27 exposures to a single ad before consumers get the message. So, if you're advertising infrequently or spreading your ads out over a long period of time, you're locking yourself out of good customer relationships and maximum sales.

MPAMedia offers you a whole key ring of opportunities to unlock the doors to higher sales.

Go ahead. Advertise more often. Tell your message more times. Repeat yourself. Do it with more frequency. Again and again and again.



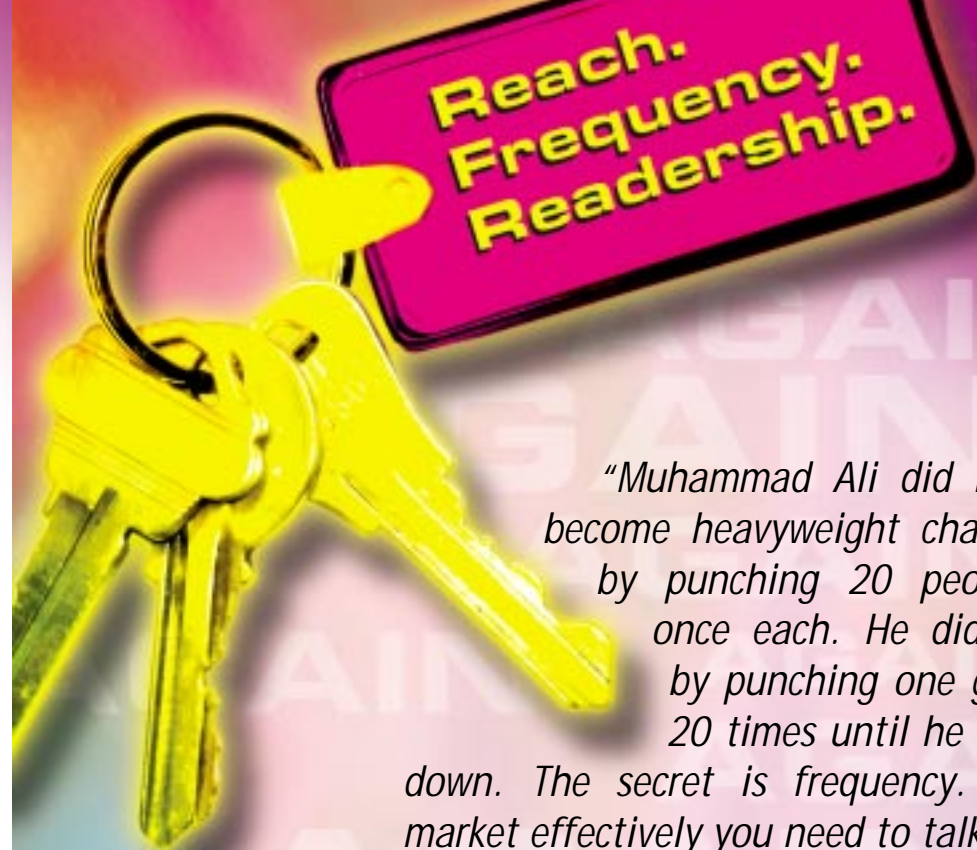
Call 1-800-324-7758 today and let MPAMedia put the power of frequency to work for you. You'll knock out the competition!



Key in on our entire high frequency line-up

And now a new way to reach a specialized part of the alternative health care market — *Nutritional Wellness*.

Call today for a complete Media Kit
1-800-324-7758.



"Muhammad Ali did not become heavyweight champ by punching 20 people once each. He did it by punching one guy 20 times until he fell down. The secret is frequency. To market effectively you need to talk to people again and again and again."

— *Seth Godin*, author of *Permission Marketing*, quoted in *emarketer.com*

Turn the key to higher profits with MPAMedia's powerful IMPROVED FREQUENCY PACKAGE and save up to 50%!

Hit 'em again and again and again and again and again and again...



Call Toll-Free
800-324-7758





Save up to
50%
with MPAMedia's
**IMPROVED
FREQUENCY
PACKAGE!**

Punch up your advertising frequency and save up to \$2,493

The **FREQUENCY UPGRADE PACKAGE** offers you:

- Six-month rotating web banner (\$350)
- Three-time use of a 20,000 name mailing list or one-time use of our 60,000 name list (\$4,200)
- Listing in our web expo (\$195)
- Postcard design based on web banner graphics (\$240)

Total value--\$4,985. Now you can add this high frequency package to your media plans for only \$3,340. Act now, and SAVE 33 percent! And if you buy, or already have bought, a minimum advertising contract with MPAMedia, you'll save even more—a total savings of \$2,493 or 50 percent!



Call 1-800-324-7758 today to put the power of frequency to work for you.

To find out why frequency is so critical and how to increase it without busting your budget, see the inside back cover.

Frequency is the key, but it doesn't have to bust your budget

In advertising, repetition is the champ

"Always remember that repetition is the key. For every three advertisements viewed, the average consumer will ignore two. It takes an average consumer nine exposures to an ad before the ad is readily remembered. Thus, a specific ad should be run at last 27 times in media directed toward a specific consumer niche before the ad is changed."

— Jay Levinson & Seth Godin, *The Guerilla Marketing Handbook*

Say it early, say it often...

Advertising experts always emphasize the importance of running your ads frequently. Why? Because marketing is about establishing relationships, and you don't have a relationship with a single contact.

...and it doesn't have to be costly

First, recognize that running your ads more frequently is a good investment with far higher payoffs than dribbling your money away showing up in publications once in awhile.

Besides that, frequency can be accomplished in many ways. Consider these tips when planning the frequency of your advertising.

1. **Negotiate a media package.** This allows you to control how often your messages appear at the greatest possible cost savings. And, the experts say, always take advantage of any frequency packages offered by advertising publications. Like what MPAMedia is offering in this edition of Dynamic Chiropractic. (See the inside front cover for details.)
2. **Consider ad size options.** If your budget is limited, consider varying the size of your ads so you can run more ads.
3. **Try horizontal frequency.** Horizontal frequency means that, if you want more immediate response, run multiple ads in the same issue. Interestingly, studies have shown it's better to run your ads all at once than to spread them out. People don't remember when they didn't see your ad, only when they did. If they see your ad a lot in one week, they're going to be under the impression you advertise all the time.
4. **Strategize with additional tactics.** If you're already advertising in a publication, consider an insert in the same publication, or mail to their mailing list, or try a Web banner on their complementary Web site. Incidentally, MPAMedia offers all those options.

For more information on how you can increase your frequency without breaking your budget, call your MPAMedia representative today!



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