

ELECTRONIC ADVERTISING SERVICE

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ELECTRONIC ADVERTISING SERVICE

The July 25 issue of TIME Magazine devoted its cover story to a new medium that is currently being used by over 25 million people and is growing by 2 million new subscribers every single month.

This new medium is at the core of what are called Electronic Bulletin Boards - a system by which people with computers can get entertainment programs, make travel reservations, play games, get stock market reports, watch the news, even buy & sell products - using a computer.

Anyone with a computer can access any Bulletin Board by simply plugging an ordinary telephone line to the computer. Take note of the following:

- > With a regular telephone line, people can (using a standard telephone) send and receive spoken words and sounds.
- > With a regular telephone line, people can (using a fax machine) send and receive copies of printed images, whether text, photos, or or designs.
- > With a regular telephone line, people can (using a computer with a Bulletin Board system) send photos, graphic designs, moving pictures and sound - just like television.

TYPES OF BULLETIN BOARDS

There are bulletin boards for nearly every subject matter. There are bulletin boards for pet owners, bulletin boards for school teachers, for doctors, lawyers, entrepreneurs and many other fields of interest.

Of course, the most popular type of commercial bulletin boards are those that accept advertising, where people from all over the country buy & sell a variety of products and services.

In fact, one of the fastest-growing features offered by bulletin board services today is called the Classified On-Line, a multi-category advertising service filled with classified ads placed by individuals and businesses.

HOW YOUR ADS GET DISTRIBUTED

[STEP #1] You send your 100-word classified ad to an AD BUREAU that will electronically typeset your ad and put it in a format that is the standard used for sending electronic advertising.

[STEP #2] After typesetting your ad, the AD BUREAU sends your it to BRANDEL COMMUNICATIONS which serves as the CENTRAL CLEARINGHOUSE for all classified advertising nationwide. There, all the ads from different independent Ad Bureaus across the country are compiled and reformatted into their respective categories.

[STEP #3] Once all the ads are compiled, they are published in a Compact Disc (CD-ROM), copies of which are sent to over 1,000 of the largest Bulletin Board Services in the country.

[STEP #4] Brandel Communications also places information on the Internet, Prodigy, America-On-Line, and CompuServe as to the availability of the Classified On-Line Listings. People who want to receive and read your ad can do so on-line, absolutely free of charge! Or, if they do not want to get your ads on-line (considering that a huge file like ours can take a lot of time to down-load via the telephone), they can order a copy of the CD-ROM for only \$10 each. That way they can enjoy reading your ads at their leisure.

[STEP #5] Copies of the CD-ROM that contains your ads will also be available to the general public for \$10 each. Mail Order companies, telemarketing companies, and retail businesses who want to use the CD as a giveaway, as a premium, or as a value-added incentive can purchase copies of the CD in bulk for around \$3 each.

.....GET A FREE 100-WORD AD.....

Write to Brandel Communications to receive a "Free Ad Placement Form". We will place your 100-word ad in Classified On-Line for ONE FULL YEAR at no cost to you. That's an \$80 value - absolutely free.

We will also send you a list of authorized AD BUREAUS where you can send your ad copy for electronic typesetting. These bureaus charge a set price of \$19 for typesetting your ad and putting them in the standard ad format.

You send them your ad and pay their \$19 fee.

After the Ad Bureau typesets your ad, they send us a copy, and we take care of the rest. AT NO COST TO YOU.

Just pay for the typesetting, and you're in business. This is definitely the most inexpensive and cost-efficient way to have your advertising message available to over 30 million computer owners in the USA and Canada.