

Pulse

Small Business AdSeller

ANNOUNCING

Pulse Research is pleased to offer an effective advertising sales program that will quickly increase advertising revenue for your publication. Create sales presentations with current reader shopping information that motivates businesses to consistently advertise.

BENEFITS: SMALL BUSINESS ADSELLER

- ✓ **Sell \$100,000+ in new advertising revenue**
Based on AdSeller results, one sales person making one presentation per week will generate \$100,000 in new advertising revenue over the next 12 months.
- ✓ **Advertiser effective**
Show advertisers how your publication can deliver new customers and sales with a consistent advertising campaign. When advertisers realize their opportunity they will advertise to get a larger share of reader spending. Documented close ratio with the AdSeller is over 50%.
- ✓ **Sales person ready**
The most common reaction to AdSeller is “this is simple - I can do this” That’s because AdSeller is easy to use and understandable. Sales people can create presentations in less than 5 minutes.
- ✓ **Current reader shopping information - Pulse of America survey**
Each quarter, your AdSeller program is updated with current reader shopping information from Pulse of America - the national reader shopping survey that accurately projects the business types and products and services your readers are going to purchase.
- ✓ **Fast, hassle free implementation**
You’re busy with too many projects. That’s why we made AdSeller simple and easy to implement.
- ✓ **One week payback**
In the first week of use you will generate enough revenue to pay for the AdSeller setup and annual license.
- ✓ **No risk**
Total satisfaction guarantee. You can cancel the monthly license with 30 day notice.

VIEW DEMO:

<http://www.pulseresearch.com/sba/>

MORE INFORMATION:

Pulse Research

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**OPPORTUNITY FOR
Parker Furniture**

Business Builder Campaign

SEPTEMBER 21, 2009

Oxdown Gazette

Oxdown Gazette
2342 Main Street
Oxdown, PA
503 626 5224

Source: July, 2009

Oxdown Gazette

Opportunity Report: Parker Furniture

Opportunity

Shopping Plans:

Oxdown Gazette Oxdown Gazette Distribution	10,000
Furniture Stores Customers next 12 months	25.8%
Available Furniture Stores Customers	2,580
Average annual Furniture Stores spending	\$898
Total Sales Opportunity	\$2,316,840

Oxdown Gazette

Opportunity Report: Parker Furniture

Purchasing Facts

Reader Purchasing Plans:

	% of Reader Households
Furniture - dining room	5.6 %
Furniture - home office	4.6 %
Furniture - Bedroom	9.2 %
Furniture - living room	11.0 %
Furniture - Children's	4.3 %
	# of Reader Households
Furniture - dining room	560
Furniture - home office	460
Furniture - Bedroom	920
Furniture - living room	1,100
Furniture - Children's	430

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Oxdown Gazette

Opportunity Report: Parker Furniture

Total Opportunity

Reader Purchasing Plans:

Product/Service	# of Households	Average annual spending	Item Opportunity
Furniture - dining room	560	\$550	\$308,000
Furniture - home office	460	\$500	\$230,000
Furniture - Bedroom	920	\$900	\$828,000
Furniture - living room	1,100	\$600	\$660,000
Furniture - Children's	430	\$415	\$178,450
Total Sales Opportunity:			\$2,204,450

d. Number of is reached.

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Note: Average purchase amounts are derived from local and ongoing national research.

Source: July, 2009

Oxdown Gazette

Opportunity Report: Parker Furniture

Worksheet

How to Increase Your Sales

Total Ad Campaign Investment	\$ 15,000
Insertions x Weeks = Total Ads	1 x 52 = 52
Cost of an average Ad Insertion	\$ 288.46
Furniture Stores Customers needed to break even	17
Annual value of one Furniture Stores customer for your business	\$ 898
Available Furniture Stores customers during ad campaign	2580
Percent of Furniture Stores customers to break even	0.7 %
Total Sales Opportunity during Ad Campaign	\$ 2,316,840
A share of just	1 %
Would mean a Sales Opportunity of	\$ 23,168.4
And a New Furniture Stores customer projection of	26

Notes: Consistent advertising will increase your share of reader spending for furniture.

Source: July, 2009

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Small Business AdSeller

Retail Categories

Shopping - Apparel & Accessories

Accessories
Bridal
Clothing - Children's
Clothing - Men's
Clothing - Women's
Cosmetics & Beauty Supply
Eyewear & Opticians
Fashion
Jewelry
Leather Goods
Lingerie
Luggage
Maternity Wear
Personal Shopping
Shoe Stores
Sports Wear
Used, Vintage & Consignment
Watches

Shopping - General

Adult
Agriculture/farm supply
Art Supplies
Arts & Crafts
Bikes
Books, Magazines, Music & Video
Bookstores
Cards & Stationery
Comic Books
Computers
Costumes
Department Stores
Drug Stores
Electronics
Equipment Rental
Fabric Stores
Florists
Flowers & Gifts
Hobby Shops
Mobile Phones
Music & DVD's
Musical Instruments & Teachers
Newspapers & Magazines
Office Equipment
Outdoor Gear
Pawn Shops
Photography Stores & Services
Shopping Centers
Ski Shop
Sporting Goods
Thrift Stores
Tobacco Products
Toy Stores
Videos & Video Game Rental
Wholesale Stores

Shopping - Home

Antiques
Appliances - large
Appliances - small
Art Galleries
Baby Gear & Furniture
Building Supplies
Carpet Store
Flooring
Framing
Furniture Stores
Hardware Stores
Home & Garden
Home Decor
Kitchen & Bath
Lighting Fixtures & Equipment
Mattresses
Nurseries & Gardening Supply
Outdoor Furniture
Rent to Own Stores
Rug Store
Windows

Other Business Categories

Active Life

Amateur Sports Teams
Amusement Parks
Aquariums
Beaches
Bike Rentals
Boating
Bowling
Dance Studios
Diving
Fitness & Instruction
Golf
Gun/Rifle Ranges
Gyms
Hiking
Martial Arts
Parks
Pilates
Playgrounds
Rafting/Kayaking
Skating Rinks
Skiing
Sports Club
Summer Camps
Swimming Pools
Tennis
Trainers
Yoga
Zoo

Arts and Entertainment

Arcades
Art Galleries
Botanical Gardens
Casino
Cinema Movie Theater
Jazz & Blues
Museums
Music Venues
Performing Arts
Professional Sports
Psychics & Astrologers
Racetrack
Stadiums & Arenas
Wineries

Automotive

Auto Detailing
Auto Glass Service
Auto Parts/Accessories
Auto Repair
Body Shops
Car Wash
Motorcycle Dealers
Motorcycle Repair
Stereo Installation
Tires
Vehicle Dealers

Beauty and Spa

Barbers/Barbershop
Cosmetics & Beauty Supply
Day Spas
Hair Removal
Hair Salon
Makeup Artists
Massage
Nail Salons/Pedicure
Piercing
Skin Care
Tanning
Tattoo

Education

Adult Education
Art Schools
Colleges & Universities
Cooking Schools
Cosmetology Schools
Dance Schools
Driving Schools
Elementary Schools
Language Schools
Massage Schools
Middle Schools & High Schools
Preschools
Specialty Schools

Food

Bagels
Bakeries
Beer, Wine & Spirits
Breweries & Brew Pubs
Candy Stores

Cheese Shops
Chocolatiers and Shops
Coffee & Tea
Convenience Stores
Desserts
Donuts
Ethnic Food
Farmers Market
Grocery
Health Markets
Ice Cream & Frozen Yogurt
Juice Bars & Smoothies
Meat Shops/Butchers
Natural and Organics
Produce - Fruits & Veggies
Seafood Markets/Shops
Specialty Food
Wineries

Health and Medical

Acupuncture
Assisted Living/Nursing Home
Audiologist
Cardiologists
Chiropractors
Cosmetic Surgeon
Counseling & Mental Health
Dentists
Dermatologist
Doctors
Ear Nose & Throat
Family Practice
Geriatrics
Home Healthcare
Hospitals
Internal Medicine
Laboratories
Laser Eye Surgery
Medical Centers
Medical Clinic
Medical Supplies & Equipment
Midwives
Naturopathic/Holistic
Nutritionists
Obstetricians and Gynecologists
Ophthalmologists
Optometrists
Oral Surgeons
Orthodontists
Orthopedists
Pediatric Dentists
Pediatricians
Physical Therapy
Podiatrists
Psychiatrists
Retirement Home
Speech Pathologist
Sports Medicine
Urgent Care
Weight Loss Service

Hotel and Travel

Airport Shuttles
Airports/Airlines
Bed & Breakfast
Car Rental
Cruise
Hostels
Hotels
Limos
Public Transportation
Ski Resorts
Taxis
Tours
Travel Services

Nightlife

Adult Entertainment
Bars/Lounges/Pubs
Comedy Clubs
Dance Clubs
Dancing/Night Clubs
Jazz & Blues
Karaoke
Music Venues
Pool Halls
Sports Bars
Wine Bars

Pet

Animal Shelters
Dog and cat spa
Pet Services
Pet Stores
Veterinarians

Restaurant

Buffet
Family style/casual dining
Fast-food restaurants
Fine Dining

Service Categories

Event Planning and Service

Boat Charters
Cards & Stationery
Caterers
DJs
Hotels for event
Party & Event Planning
Party Supplies
Photographers
Venues & Event Spaces

Financial Service

Banks & Credit Unions
Insurance
Investing

Home Service

Contractors
Gardeners
Home Cleaning
Interior Design
Keys & Locksmiths
Landscaping
Movers
Painting
Plumbing
Security
Shades & Blinds

Local Service

Appliances & Repair
Carpet Cleaning
Child Care & Day Care
Community Service/Non-Profit
Couriers & Delivery Services
Dry Cleaning & Laundry
Funeral Services & Cemeteries
IT Services & Computer Repair
Pest Control
Printing Services
Recording & Rehearsal Studios
Self Storage
Sewing & Alterations
Shipping Centers
Shoe Repair

Professional Service

Accountants
Architects
Employment Agencies
Graphic Design
Internet Service Providers
Lawyers
Notary
Web Design
Real Estate Business
Apartments
Mortgage Brokers
Property Management
Real Estate Agents
Real Estate Services
University Housing

Real Estate Business

Apartments
Mortgage Brokers
Property Management
Real Estate Agents
Real Estate Services
University Housing