

# Increase Ad Revenue!

Advertiser & sales staff uncertainty?  
Increase revenue fast...Guaranteed

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Collegian

## Ad\$eller

The Collegian Ad\$eller is a revenue-generating program that is guaranteed to increase advertising. How? Businesses will aggressively advertise to get their share of readers' spending. Show advertisers the millions of dollars that your readers are going to spend and they will forget recession and start advertising. Motivate advertisers and sales staff with current, positive reader purchasing, spending information. Empower your sales staff!

You're busy - Pulse does the work. Easy to implement. Quick turnaround. Fast sales success!

Ad\$eller includes everything for effective sales presentations

- **READER SURVEY** Reader purchasing, spending, shopping, demographic information  
Online reader purchasing, spending survey covering most retail advertiser categories.  
Over 50 collegian questions including shopping questions, edit for local stores, competitors.  
House ads direct reader to online survey, paper offers incentive to enhance response
- **SALES MATERIALS** Presentation materials prepared from your research information  
Retail sales opportunity worksheets-show value of reader purchasing! Minimum of 25 presentations.
- **POWERPOINT** Advertiser sales presentations  
Laptop and sales staff ready PowerPoint presentations for primary advertiser categories
- **TRAINING VIDEO** Sales training video with John Marling  
Teach sales staff how to effectively sell with research using Pulse sales opportunity presentations
- **SALES GUIDE** Pulse Sales Implementation Guides (3 guides)  
How to sell with Research, 30-day kickoff and 52-week revenue sales guides
- **COMPARATIVE RESULTS**  
Compare your college results to the national sample aggregated by Pulse Research
- **GUARANTEE** Pulse Research guarantee  
Increase revenue in a month following the steps in the 30-Day Sales Guide or your money back.

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**Collegian Ad\$eller.....from \$495**

100 sample survey-\$495   200 sample-\$745   300 sample survey-\$995   400 sample-\$1,245  
Sales support package \$250: 25 presentations, PowerPoint, Video & Pulse Sales Guide  
In-paper survey (option) add \$200 per 100 sample

Other ad sales programs available: Classified Ad\$eller, Major Account Ad\$eller,  
Out of Town Ad\$eller and Website Ad\$eller



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For more information and a survey demo: [www.pulseresearch.com/adseller](http://www.pulseresearch.com/adseller)