

Increase Sales by up to 35% - *Fax Advertising*

DOLLAR FOR DOLLAR, advertising by fax is probably **the most effective form of advertising** for anyone in the Business-to-Business market. Studies show that faxes are the most read form of correspondence, because they are perceived as important.

- ✓ letters
- ✓ price lists
- ✓ newsletters
- ✓ menus
- ✓ catalogues
- ✓ booking forms
- ✓ invitations

But to be worthwhile, **the process has to be streamlined**. Unfortunately, doing your own broadcast faxing is normally anything but! It can be tedious and time-consuming, and the technologies involved are often very daunting.

BUSINESS ADVANTAGE is pleased to offer their Fax Service.

"We'll take the headache out of fax advertising for you. We'll manage the technologies, the process, the database, the design, and the distribution. We can even write the words for you."

Nic Gadaleta

For the first time, you'll have the benefits of traditional broadcast advertising - TV, radio, magazines, newspapers - without the enormous up-front costs.

Thanks for your time



Nic Gadaleta
BUSINESS ADVANTAGE

BENEFITS

- personalised so they reach **the decision maker**
- **reach 500 to 5000** local or interstate prospects and clients in one hit
- **regularly target** the same prospects over 6 to 12 month period
- **create new markets**
- **support** your sales team
- **increase** your response rates, sales figures, and customer loyalty
- drastically **increase** website hits
- **enhance** brand awareness
- predictable and measurable campaigns
- **inexpensively** test the market
- **low cost** alternative to sales rep
- database, distribution, and professional artwork & copy all **included in package**

Faxback & Save!

Fax this coupon back to **1300 722 329** to take advantage of our introductory offer.

There's no obligation - we'll call you to have a chat about your requirements.

1000 Faxes per quarter from as little as \$350/mth

That's 4000 hits for around \$80.00 per week!

Name: _____

Company Name: _____

Contact Phone Number: _____