

When your mass media marketing mix is working, people call you. What happens when they call? Consider Easy On Hold. The right message getting to the right people at the right time—affordably.

**RADIO, TV, NEWSPAPERS, MAGAZINES**  
**Traditional Mass Media Advertising**



<p><b>Cost</b></p> <p>Prices vary, depending on your market. If you're in a medium-sized market, prices are double and triple that of smaller markets.</p> <p>To get more "bang for your buck" it is best to support one media type with another, i.e., a tv spot running concurrently with newspaper ads or inserts.</p>	<p><b>Cost</b></p> <p>Use ONE DAY'S newspaper or radio budget to launch <b>full-time</b> marketing on hold program.</p> <p>The cost of on-hold messaging does not vary from market to market. Easy On Hold offers a flat rate buyout price that is affordable.</p>
<p><b>Message Repetition</b></p> <p>The cornerstone of your mass media advertising is repetition. This should be factored into the overall cost.</p>	<p><b>Message Repetition</b></p> <p>Your Easy On Hold audio program is always "on". You may use the same message month after month, or update and replace productions as your needs change and budgets allow.</p>
<p><b>Control</b></p> <p>Is your message landing on the right people at the right time? Special broadcast times can be purchased at a premium; print is more difficult to control, of course.</p>	<p><b>Control</b></p> <p>The "right time" to communicate with your target audience is when they're in the DECISION STAGE of your relationship. Most callers are trying to decide whether to do business with you, or to continue to do business with you.</p>
<p><b>Target</b></p> <p>Mass media is for the masses. Some of your message lands on the target, much does not.</p>	<p><b>Target</b></p> <p>Can you think of a better target for you message than those who are already interested in your business and on the phone with you?</p>
<p><b>Longevity</b></p> <p>When you stop paying the radio station, the commercials stop.</p>	<p><b>Longevity</b></p> <p>When you stop paying Easy On Hold, your message plays on and on at no cost.</p>

Your mass marketing should work in concert with your on-hold marketing. When callers respond to your advertising, give your marketing push one more boost—at just the right time. Easy On Hold will develop the script and audio production that provides support for your current marketing efforts. Smart!