



BRANDING . IMAGING . ADVERTISING

Thank you for your interest in advertising with Media Concepts. We strive to offer the highest quality product, service and experience that is available in the marketplace.

Here are a few questions you might want to ask yourself about your current methods of advertising:

- **Are you advertising to a Captive Audience?**
- **Would you like to be sure that your advertising is actually being acknowledged?**
- **Are your potential customers simply turning the station on your "air-time" advertising?**
- **Is your "print-media" actually being read or is it just getting thrown in the trash can?**
- **Would you like to see another advertising option that won't cost you a fortune?**

The product we offer is "**Captive Audience Advertising**". Similar to a billboard offering an informational message, "**Captive Audience Advertising**" also includes the power of a motivational medium. Unlike an outdoor billboard, your potential customers will be sitting in front of your advertisement at point-blank range (indoors) for around 30 minutes at a time - not just driving by it at 70 mph. Media Concepts positions your advertisement in locations where your consumers will view and retain your advertising message in terms of minutes and hours rather than just seconds, or not at all.

Media Concepts acquires indoor advertising space within well established, high traffic restaurants. We replace the existing table tops with our new custom designed table tops which are a unique showcase that allows your advertisements to be inserted and securely displayed under glass. All advertisements are in Full Color and are displayed for one full year.

Here's the thing: **The consumer cannot turn the page, change the channel or miss the message**, thus creating "**The Ultimate Captive Audience**". What a better way to reach your customers than to have your advertising message directly under their noses!

Media Concepts advertising reaches your consumers when they are captive, off guard and relaxed. The nature of our advertising locations presents your message where it is a welcome diversion for an otherwise boring or uneventful several minutes and will give your consumers something to think about when his or her mind would otherwise have been idle.

Think about it - **Each day, hundreds of consumers will repeatedly sit in front of your product or service message for 30 minutes to hours at a time!** Because your message is in front of your reader for that extended time period...the opportunity for your message to be read and absorbed dramatically increases, and so does the potential for the consumer to act upon that message.

You can expect results and a marked improvement in the "brand-building", "name recognition", and "top-of-mind awareness" or "equity position" of your product or service among your target audience in the Wichita marketplace.

We look forward to serving you and your Branding, Imaging and Advertising needs.