

You know we're America's #1 source of new-resident advertising, but...

DO YOU KNOW WHY MOVING TARGETS IS A NO-BRAINER?



Jay Siff

- Because my low-cost mailing program costs you only a few bucks a month!
- Because my personal letter/gift certificate mailings are 87% successful!
- Because just-moved-in new residents really need what you're selling!
- Because newcomers rank honest auto service as their "most critical need"!
- Because new-movers are five times more likely to become loyal regulars!
- Because my program attracts solid new customers, not coupon chiselers!
- Because letter and gift certificate are custom-crafted to suit your needs!
- Because our advertisers are never required to sign any kind of contract!
- Because there are no monthly minimums (you can spend less than \$5/mo.)!
- Because you pay no setup charges, no discontinuation fees, no extras!
- Because I invite you to fire us anytime you think we deserve to be fired!
- Because we let you select trade area, income and/or type of dwelling!
- Because we'll give you over 100 live references—with phone numbers!
- Because I will gladly set up a test for you, so you can judge for yourself!
- Because one call to 800-926-2451 (ext. 233) will bring you FREE SAMPLES & INFO!
- And, finally, because your meanest competitor may be reading this ad!

How Ace Tire & Auto turned \$103 a month into \$43,204.20 a year.

by Jay Siff, CEO, MOVING TARGETS

Ask to be judged by only one standard: How much money are we adding to our advertiser's bottom line? By that definition, the success enjoyed by Ace Tire & Auto (an alias used to assure their financial confidentiality) is huge. But in case you have any doubts, I'll let the figures speak for themselves.

Their average monthly cost: \$103 for MOVING TARGETS mailings and, based on a redemption rate of slightly less than 15%, about \$150 to cover actual gift cost—a total of \$253. Redemptions yield about 3–4 actual customers every month with an average "active life" of 55–60 months.

At a \$20-a-month average gross profit (on services and products) per active customer, the total profit over five years is at least \$3,600.35 derived from every month's mailing. That's an astounding \$43,204.20 a year!

I hope these hard numbers will persuade you to let us set up a short-term test for your firm. We make getting started real easy. Because there's no red tape, no hidden charges, no setup or discontinuation fees. At MOVING TARGETS, there's not even a minimum order!

If you'll be good enough to telephone us toll-free at 800-926-2451 (ext. 233), we'll give you the names, addresses—and current phone numbers—of 101

actual users. Live people you can call and ask how good MOVING TARGETS really is. We'll also send a portfolio of free samples, with full details and ordering information.

If you prefer, fax us at 215-257-1570 or email us at info@movingtargets.com. You may also want to check out our website: www.MovingTargets.com. Or simply write to us at MOVING TARGETS, 812 Chestnut St., Perkasie, PA 18944.



CALL: 800-926-2451 (ext. 233)

www.MovingTargets.com

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