

Effective Advertising You Can Track for \$50 per Month

Thousands of Local Shoppers Want to Read Your Ad!

SCRAM: How it Works

SCRAM is a network of adventurous merchants and customers. Businesses use multi-media to advertise special offers exclusive to SCRAM card holders.

- 1. Online:** SCRAM shoppers visit reactormag.com to browse your ad and find out what's on sale. Reactor sends SCRAM newsletters to all shoppers via weekly emails.



WEB & EMAIL ADS

- 2. Phone:** Reactor announces your new promotion via text message to all SCRAM shoppers with cell phones.



TEXT MESSAGE ADS

- 3. Print:** SCRAM ad runs monthly in Reactor Magazine. Ads are also delivered by mail with Reactor's quarterly SCRAM membership mail packet.



MAGAZINE ADS

- 4.** Shoppers come to your business, SCRAM card in hand, to take advantage of your special offer. They will likely buy additional products, become repeat customers, and refer you to friends.



US MAIL ADS



SCRAM cards are free. The card gives shoppers access to exclusive discounts, sales and promotions from local businesses. This gives you, the advertiser, the opportunity to market directly to SCRAM shoppers.

SCRAM is an advertising service from Reactor Magazine, a trusted name in local media, and a proven vehicle for successful advertising.

What You Get

A Receptive Audience: SCRAM shoppers are in this for the ads. Show them what you've got!

Track Your Advertising: With SCRAM, you know exactly how many customers respond to your advertising.

Endless Ad Space: As a SCRAM advertiser, you never run out of room. Your ad gets its own custom web page. You can feature one item or display your entire inventory!

Make an Offer They Can't Refuse

The idea here is to make a **REAL** special offer. Give a **REAL** discount. Run a **REAL** promotion. Get the customer in your door! Once you've done this, that customer is yours to keep.

Rather than pay Reactor a high price for your ad, use that money to absorb the discount you offer. Once you give a customer a great deal on one item, they'll buy from you again and again, with or without a discount, and then tell their friends about you.

Is Advertising a Waste of Money?

Advertising is too expensive! Where do newspapers, radio and TV stations come up with their outrageous prices anyway? Besides, most ads are a nuisance to an audience.

But with some creativity and some originality, you can get thousands of shoppers **searching for your ad!** SCRAM shoppers have given us permission to market to them. They **want** to see your ad! They're **waiting** for your ad!



SCRAM is a quality plastic card that fits in any wallet. (Actual size)

SCRAM FAQ's

Q: How much does it cost to advertise?

A: \$50 per month for the first 3 months. After that, it costs 2 cents per SCRAM cardholder.

Q: How do shoppers get SCRAM cards?

A: SCRAM is free to registered shoppers. The program is advertised in *Reactor Magazine*, the *Tri-City Herald*, myspace, and reactormag.com, and you can register by mail or online.

Q: Will I lose money?

A: The better your SCRAM offer, the more customers you'll attract. Remember, your low price of \$50 lets you allocate your advertising budget toward your promotions. You can change your offer at any time.

Call now to begin a fun, rewarding advertising campaign!

Aaron Pogue, Publisher
Reactor Magazine - (509) 735-9111
word@reactormag.com