

### IMPACT® Your Publication -- And Gain New Ad Revenue!

Yes, you can have these eye-catching, state-of-the-art IMPACT newsracks without having to take a nickel out of your piggy bank. **Actually, you not only get the racks gratis, you can even make money on the deal.** What's the catch? There isn't one. All it takes is the ability to step outside of the box and use a little imagination.

The IMPACT unit has unique large, flat, unbroken surfaces that are ideal for advertising. When you place a colorful, informative graphic presentation on an IMPACT rack, you create a sensational marketing vehicle. Newsracks are traditionally placed in high traffic, high visibility locations that advertisers love. **IMPACT is a 3-D mini-billboard.** Advertisers are looking for just the kind of space that a well-placed IMPACT rack offers. And, they pay good money for that space. By now, I am sure you have the picture.

**Some of our customers are getting over \$2,000 a year for an IMPACT ad platform.** This amount is well over twice as much as it costs for a fully equipped IMPACT unit, with the advertising graphics.

Typically the advertising is sold on an annual (or longer) contract, with the first year's payment up front. Once you get paid, you order the rack -- with no out of pocket expense. And, you get to keep a substantial balance. Is that a good deal or what? With the rack paid for early on, subsequent years are even more profitable.

**IMPACT provides you with an exciting new advertising opportunity.** Most publications rely heavily on ad revenues, and they are already in the business of selling ads. Many advertisers who don't traditionally buy much print, may see IMPACT as a more pertinent vehicle. Anyone that needs exposure -- real estate people, insurance agents, lawyers, etc. will find IMPACT appealing.



And by the way, with IMPACT you also get the best-looking, most modern unmanned point-of-sale unit for publications on the market. Your paper is displayed up and at an angle where the prospective buyer can actually see what you are trying to sell. Further, it's distinctive design makes IMPACT stand out from the crowd. Did I mention that with a little creativity you can also add your own brand along with the advertising? (See more examples in the centerfold.)

**Even if you are not currently using newsracks for distribution, IMPACT with its unique market presence and ability to garner new ad revenue should give you reason to reconsider.**

So, if you are interested in upgrading the image of your publication and improving your bottom line, contact your Bellatrix sales rep., call us at 1-800-451-9753 or check out our website, [www.bellarix.com](http://www.bellarix.com).



# MORE FABULOUS LOOKING



**Wisdom from D**

While there is no program available to and circulation, the can help bring value ing revenue to insu publication.

Don't fall victim to t nymity. Inoculate y a full dose of IMPA from mediocrity an

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\*Dr. McCracken is not a real the HOLIDAYS INCognito



# ING IMPACT® NEWSRACKS!

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**NO BUDGET?  
NO PROBLEM!**

## **IMPACT® Newsracks Paid for by Advertisers**

Want to know how to get these attractive, hi-tech point-of-purchase units for your publication without having to take a nickel out of your budget?

Open up this newsletter and read how advertisers utilizing the unique space on the outside of the IMPACT newsrack are not only providing the money to pay for the racks, but are also contributing significant new ad revenues to newspapers across the country.



PRSRST STD.  
U.S. Postage  
PAID  
Bend, OR  
Permit No. 473

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**BELLATRIX  
SYSTEMS**