

BETTER
results

FASTER
turn time

AFFORDABLE
pricing

ADVERTISING
the
mullikin
agency

3

**Principles of
Effective
Advertising!**

1. CONTENT

is of paramount importance. Did the ad have a call to action? Was there a phone number to call or a website to visit? Was the message compelling enough? Did you explain the benefits of using your product?

2. PLACEMENT

of your advertising is also critical. Knowing your target market and placing your ads where your audience will see them is crucial to any successful advertising campaign. You don't try to sell a Cadillac during Saturday morning cartoons, or a baby bottle during a sports program.

**3. CONSISTENCY
AND
FREQUENCY**

are the final keys. Your message must be consistent over time - you must be willing to place your ads with enough frequency to get results. There are always exceptions to every rule, but to be effective place your advertising for at least three to four consecutive months.

CALL US
today
for more
great ideas
to promote
your
business

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SPRINGDALE, AR 72764
479.750.0871
FAX: 479.750.2685
www.mullikinad.com



SUMMER E-NEWSLETTER



GOING GREEN...

seems to be the buzz word these days... and it's a great theme to carry into promotional items! Did you know that more and more people are using plastic refillable water bottles instead of buying bottled water? So why not get your company name out there on these water bottles and be seen as "green"? We even have BPA free FDA approved recycled plastic water bottles!



Like the idea of using products made of recycled materials? We have Frisbees, tote bags, coasters and flyswatters, all made of recycled materials! And now featuring mouse pads made with recycled tire rubber!



For innovative and conservative ideas, go to www.mullikinad.com and search for promotional items to fit your needs... and your budget!
See below for coupon!

Randy Mullikin, President
The Mullikin Agency



PROMOTIONAL IDEAS

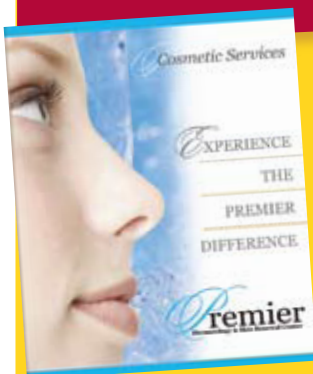
Choose from more than 250,000 Items...

Go to mullikinad.com to Search for the Perfect One to Promote Your Business!

Call Julie at 750-0871 for a fast FREE quote

Here's what our clients have to say about us: "Reliability, fast turnaround & very competitive pricing is why we purchase our promotional items from the Mullikin Agency." Huey Couch/Advertising Manager/Harp's Food Stores

The Latest From The Creative Dept.



Premier Dermatology Brochure

"Everyone is raving about how BEAUTIFUL our new brochure is! We absolutely love them. It was soooo worth the effort!"

Thanks, **Shelley Fryer** Administrator Premier Dermatology

Call us today for more great ideas to promote your business.



ADVERTISING • MARKETING • PROMOTIONS

RECEIVE
15%
OFF ANY

**"GREEN" SPECIALTY ORDER
OF \$500 OR MORE**

offer expires 7/31/09

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