

AFFLUENT *Advertising inc.*

Brings you

The Best of Bend

Upscale Direct Mail.

A contradiction in terms, until now.®

Affluent Advertising, inc. is a local Bend business that publishes The Best of Bend.

We produce an upscale, glossy, large format, postcard mailing that is printed on recycled paper. We mail to the top 20,000 most expensive homes in Deschutes, Crook & Jefferson counties.

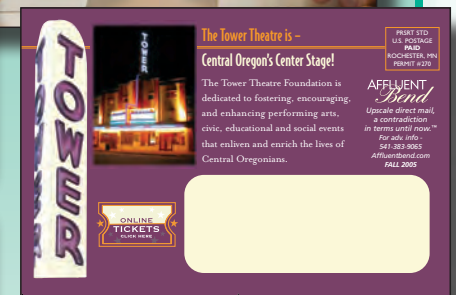
The Best of Bend marries the beauty and quality of a high-end magazine with the cost effectiveness and trackability of direct mail. We feature the most well known & high end, lifestyle type advertisers here in Bend, Redmond, Sisters & Sunriver. We always feature an arts group on our cover card. This way homeowners want to receive our mailings & you, the advertiser, gets seen. And in turn you get results! all for pennies per piece!

The Best of Bend is a proven, 100 % trackable, upscale marketing piece. We are much more cost effective than radio, TV / cable, newspaper & magazine advertising. Because consumers read each card individually, you get results. This is a call to action that brings business to you. This is not a generic branding type ad. You can actually track your ad dollars to the penny with The Best of Bend unlike any other media! We have an extremely high rate of return advertisers because our clients get results & they know exactly how much money their ad generated.

We offer exclusivity...you will not be seen with all your competition as in magazine, radio, TV & newspaper advertising. We offer category exclusives so anyone interested in your type of service or products calls you, not your competition.

High End ~ Targeted ~ Trackable

We are proud to bring you a high end marketing option that actually works for you! This is not passive advertising that consumers see or hear & put it in the back of their mind, this is a call to action NOW. Our ads have about a four month shelf life. You will see cards & get calls for approximately four full months after the ad drops. We offer the highest quality of art and production, along with the most cost effective method of presentation. In turn, giving you, your best ROI. Just ask our advertisers.



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87% of shoppers said they would be more likely to shop at a retailer that offered coupons. Brandweek.com

*Affluent Advertising gets your message into the hands of the most affluent homes in the Central Oregon area. Consumers read your card individually at their leisure, they keep it in their purse, on the refrigerator or in their day timer when it is convenient for them. The card directs their spending. Affluent Advertising post cards have an average **four month shelf life.** Consumers hang onto our cards & advertisers see results over a four month average redemption period.*

Once you see how well Affluent Advertising works, it becomes a proven justification — a self-funding medium.

Use of coupons is up by 198%. CNN website

72% of consumers are using more coupons than they did 6 months ago. Three quarters say it's due to the economy. (And this isn't just for dry cleaning & oil changes, consumers are using coupons for luxury items.) Study by bring writes Brandweek (via Retailer Daily)

Recent numbers show that every dollar spent on direct mail generates \$16 back in revenue—three times higher than the return for general advertising. Target magazine July 2008

Thinking about cutting back on your advertising? Read on: Businesses aren't doing themselves any favors by cutting back on advertising. Historically companies that were ramping up when competitors were scaling back, not only stayed afloat despite harsh economic times, but actually came out stronger.

Proactive Marketing During Recession — An economic recession should not prompt marketing cutbacks, but rather an aggressive increase in marketing spending to achieve superior business performance according to research by Penn State's Smeal College of Business. The study finds that firms entering a recession with a pre-established strategic emphasis on marketing are best positioned to approach recessions as opportunities to strengthen their competitive advantage.

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As soon as the packets landed in homes we started to get calls & tee time bookings & they continued for weeks. It's nice to be able to track the response. It is also a great way for us to stay in touch with a very valuable customer base. Please keep us on for future mailings!"

Black Butte Ranch Golf

"We have been extremely pleased with the response to The Best of Bend! It has worked very well for us, 2 seasons in a row and counting. . ."

Seasons Restaurant / Seventh Mountain Resort

"Our goal was to receive 100 cards back in 3 months. In the first 3 weeks we already have 48! We couldn't be happier."

Scanlons

"The response from the mailer exceeded my expectations. We had multiple cards coming in daily. I was so excited to see so many new customers coming through our doors!"

North Soles Footwear

"I have spent a considerable amount of money on various types of advertising & have come to realize that none of these ads were as cost effective as Affluent Advertising. Not only did the ad more than pay for itself but I have gained many new customers. I highly recommend Affluent Advertising."

Topolino Fine Children's Clothing

"The results from Affluent Seattle have been great & I have to say I have never seen that quick of a ROI with ANY other mailer or publication. I am happy to recommend Affluent Seattle to anyone who wants to see great results and maintain their upscale image."

Hunt Club Sorrento Hotel

"Pine Mountain Sports has seen great results from our Affluent Advertising ad., so great in fact that we have participated in all three mailings now. We watch every penny we spend & the fact that we can track every sale makes this an easy investment for us. Keep up the good work!"

Pine Mountain Sports

"Our return on investment was better than 180% (I am absolutely serious.) We heart Affluent Advertising!"

Teatro Zinzanni

"The ad has now drawn in \$31,622 in sales in the 2 months since publication."

Blind Alley

"The Spring mailing was quite successful and we look forward to similar results this Fall. I'm glad I was finally able to find a well targeted, high end, nicely packaged shared mailing for Tolovana. It fits the target audience perfectly and delivers their message well."

Tolovana Inn

"The response has been great! Your company gets me more of the desired high end business than any other system I have tried. We couldn't be happier with our results."

Chem Dry

"The mailer response has been great. I am thinking it may be a yearly spring thing for us!"

Spa W

"I spent over \$2500 on another mail vehicle and received one call in 2 months, while at the same time The Best of Bend mailer netted me 22 calls in just over 2 months..."

NHance Revolutionary Wood Renewal

"This advertising blows anything we've done out of the water. We've received more calls in the first two weeks than we've had with magazine, newspaper and other print ads combined."

Grout & Stone Maintenance

"We have been so pleased to see several new families call our office to schedule their first visit based on the coupon they received. We have had many people comment that they did not know about our practice until they received the mailing. We will definitely continue to use Best of Bend and feel we have received a great return on our investment."

Deschutes Pediatric Dentistry

