



# The TV Listings & Ad Channel

**"The Affordable Way To Advertise On Television"**

## Features

### Full Colour Ads

Ads appear approximately  
**3 times per hour**  
or **72 times a day**

Ads stay on the screen for **20 seconds**

TV Listings & Ad Channel service is available in  
about **28,000+ homes** in  
Ladner, Tsawwassen and North Delta

Change your Ad Weekly



## Rates

**Annual Rate = 52 Week Contract**  
\$95.00 per week

**Quarterly Rate = 13 Week Contract**  
\$101.00 per week

**Weekly Rate**  
\$109.00

**Set-up Rate**  
\$70.00

**"NEW" Business Rate**  
\$85.00 per week for 3 months

**Booking Deadline**  
Noon, Wednesday

*Advertising programs commence on Friday*

## What Clients are saying about the TV Listings & Ad Channel

### Vacuum Works, Ladner

"The Ads bring us customers from  
Tsawwassen and North Delta."  
*Steve Laughlin, Owner*

### Tsawwassen Town Centre

"The Ad Channel offers us the flexibility of  
changing our ad copy quickly.  
We find it an inexpensive and effective way  
to reach a large audience."  
*Shannon Taylor, Promotions Manager*

### Richmond Destination Auto Group

"It's amazing how many people notice me on TV."  
*Rob Begg, Fleet Manager*

### Bob and Linda Chancey

"It's great to be able to update our listings every week.  
In our industry, it's a must."  
*Bob and Linda Chancey, Realtors*

## Other Options

**"DOUBLE UP"**

Your second Ad costs only \$54.50 per week  
Your Ad will appear 6 times an hour or  
144 times a day

**"Bigger Audience"**

**Advertise in Point Roberts, Washington**  
Reach about 600 more homes for only an  
additional \$25 per week

## It's as EASY as 1 - 2 - 3

- 1** You supply us with the information
- 2** We have our creative artist design the Ad
- 3** With your approval, it goes on TV

## Call now to book your Television Ad



### Angela Nottingham

Telephone: **604.940.3661**  
Cellular: **604.808.6079**  
Email: **anottingham@dccnet.com**  
Facsimile: **604.946.5627**

## 10 Reasons to Advertise

### 1 Advertise to Reach New Customers

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

### 2 Advertise Continuously

Shoppers don't have the store loyalty they once did. You must advertise to keep pace with your competitors. Stores must promote to get former customers to return and to seek new ones.

### 3 Advertise to Remain With Shoppers Through the Buying Process

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

### 4 Advertise Because Your Competition is Advertising

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to more aggressive competitors.

### 5 Advertise Because it Pays Off Over a Long Period

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found those who maintain advertising over a five year period see their sales increase an average of 100%. Companies that cut advertising see their sales decrease by 45%.

### 6 Advertise to Generate Store Traffic

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, the more possibilities you have to make sales and sell additional merchandise. For every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases.

### 7 Advertise to Make More Sales

Advertising works! Businesses that succeed are usually strong, steady advertisers. Look around! You'll find the most aggressive and content advertisers are almost invariably the most successful.

### 8 Advertise Because There Is Always Business to Generate

Your doors are open. Salespeople are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now and in the future.

### 9 Advertise to Keep a Healthy Positive Image

In a competitive market, rumours and bad news travel fast. Advertising corrects misleading gossip, punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy.

### 10 Advertise to maintain Employee Morale

When advertising and promotion are suddenly cut or cancelled, salespeople may become alarmed and demoralized. They may start false rumours in an honest belief that your business is in trouble. Positive advertising boosts morale.



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