



Raising the Bar by Lowering the Barrier (of Entry)

“Lowering the barrier of entry,” means minimizing the up-front risk for clients by reducing or even eliminating the initial investment required to utilize this highly effective form of advertising.

Lake Elsinore, CA, July 21, 2007 --(PR.com)-- Outdoor advertising is becoming a \$7 billion dollar a year industry because it works. However, the media can become very costly for companies who make the wrong choices and do not get the results they hoped for. That is why 1-800-Great Ad is raising the bar by lowering the barrier (of entry).

Bret Mileski, founder of 1-800-Great Ad states, “Lowering the barrier of entry,” means minimizing the up-front risk for clients by reducing or even eliminating the initial investment required to utilize this highly effective form of advertising.

The benefit for clients is the ability to experience and evaluate the results of Great Ad campaigns. The company offers a “Just Try It” campaign which gives prospective clients a chance to experience a sales event at No Charge. Mileski says, “We want to be the only advertising company out there who puts their money where their mouth is. We are so confident in our ability to create business for our clientele that we literally bet on ourselves every time we conduct a 'Just Try It'. It gives clients a chance to experience, first-hand, the explosive power of our media. If, by chance, it does not have the desired effect, it's on us, and not on them.”

Once proven, the clients can move forward with assurance, even then only paying a bite-size “event fee” rather than having to swallow large capital expenditures topped with countless charges for service, maintenance, and logistics. According to Kelly Bloem, Store Manager of Wickes Furniture, Sun City, CA, “The Company delivered and set up with the greatest convenience. We had our largest day ever in sales and I know their advertising played a huge part in us reaching our milestone.” 1-800-Great Ad has it all in one spot, for a budget-able price per event, which includes maintenance and storage of all purchased products.

The definition of Outdoor Advertising has changed considerably as the industry has produced new forms of media in response to the needs and wants of advertisers. Today, outdoor advertising means billboards, truck-side advertising, and wallscapes, as well as street fixtures and transit advertising... and many other alternatives.

[1-800-Gread Ad](#) is continuing to work hard to deliver attention-grabbing packages that get results, while keeping an eye out for innovative brand-building techniques.

###



Contact Information:

1-800Great Ad

Aaron Thompson

800-473-2823 ext.210

aaron@1800greatad.com

www.1800greatad.com

Jill Sorboro

951-473-2823

Jill@1800GREATAD.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/45958>

News Image:

