



Presenting THE
***Highest
Rated****
on-hold message program
in America

ADS ON HOLD®

Participating Parts Plus Dealers will receive:

- Choice of 3 programs:
National Standard, Regional Standard & Local Dealer Custom
- Commercial-grade digital player lease
- 24-hour tollfree telephone support
- Advanced audition by telephone
- Minimum of two (2) announcers in every production
- Window decal—proof of use-license
- Huge music library—always changing!
- 20% special “creative” treatment for emphasis
- Low cost & easy payment options

DESIGNED SPECIFICALLY FOR:



PHONE-tastic!

How long do Parts Plus customers wait on-hold?

In 2004, with the cooperation of the Parts Plus Marketing Department, Advertel conducted a study of select Parts Plus AutoStores and Car Care Centers. Our goal was to determine the best program design for the national Parts Plus Dealer Network. What we didn't expect was that we were about to uncover one of the largest on-hold "audiences" in the nation!

Here's a sample of what we learned:

Average AutoStore Call Traffic:

■ Inbound calls per day:	720
■ Inbound calls per week:	3,960
■ Inbound calls per month:	17, 158.7
■ Average holdtime per call:	:41

Combined, this adds up!

■ Customer hours per day:	8.1
■ Customer hours per week:	44.6
■ Customer hours per year:	2,317.0
■ Gross impressions per year:	205,904

That's an audience larger per store (205,904) than the total number of attendance at last year's Kentucky Derby! (140,054)

Average CarCareCenter Call Traffic:

■ Inbound calls per day:	180
■ Inbound calls per week:	900
■ Inbound calls per month:	3,899
■ Average holdtime per call:	:57

Combined, this really adds up!

■ Customer hours per day:	2.9
■ Customer hours per week:	14.3
■ Customer hours per year:	741.0
■ Gross impressions per year:	46,700

That's an audience larger nationally (46,700 x 1000 stores = 46.7 million) than the total number of people with access to the Internet in the U.S.! (45 million)

Can you afford to waste all that time?

What are your callers listening to while on-hold? Cassettes, CD's or a radio station? Why give away all this "airtime" when you could be using it to promote your Parts Plus business? Besides, any one of these may cause premature hang-ups and an unnecessary loss of business. (Probably opposite of what you intended in the first place!)

Plus, you may be responsible for annual ASCAP/BMI licensing—just for the privilege of playing published music on-hold. Consider what else they may be hearing: depressing news stories, abrasive DJ's, or competitors' advertising.

Silence on-hold is not a good option, either. It's a proven fact that 50% of callers hang up before someone returns to the line if all they hear is "silence," and 66% of callers who hang up never call back!

Consider all the time your callers spend on-hold. What is that customer time worth to you? Why not put this valuable caller time to work for you!

Unmatched* in quality, features and service, insist on a genuine...ADS-ON-HOLD®

* **Evaluated by independent telecommunications and marketing professionals** in areas of quality, features, value and customer service, ADS-ON-HOLD® by Advertel was rated significantly higher in almost every category than its competition.

You will receive:

- Year-round production and quality control monitoring.
- Coordination with Parts Plus Corporate Marketing and wholesale distributor.
- State-of-the-art digital playback equipment provided on a lease basis.
- Creative Services – *to emphasize important information.*
- Talented, experienced announcers – *alternating male/female.*
- 16 varieties of quality music – *changed often to sound “fresh & new.”*

ADS-ON-HOLD® is a fully managed, turnkey service. It's our job to keep it running worry-free and sounding good!

Choose one of these exciting ADS-ON-HOLD® programs:

■ **Parts Plus—National Standard ADS-ON-HOLD® Program**

Our lowest priced program! Listen to just a few moments, and you'll understand why Part Plus dealers are insisting on a genuine ADS-ON-HOLD® from Advertel. More exciting variety than most on-hold programs, plus you get the award winning quality and creativity of a genuine ADS-ON-HOLD®!

\$259.95 start-up fee ...as low as \$14.95/per month!

■ **Parts Plus—Regional Standard ADS-ON-HOLD® Program**

Our most popular program among Parts Plus dealers, except with a regional touch! Includes everything in the National Standard program, but with additional regional messages as directed by the region's wholesale distributor, and other exciting options—including preferred delivery!

\$259.95 start-up fee ...as low as \$24.95/per month!

■ **Parts Plus—Dealer Custom ADS-ON-HOLD® Program**

Our best value! Includes everything in the Regional Standard Program, except with dealer customizable messages and other exciting options—including preferred delivery! Unlike the programs above, “Dealer Custom” enables dealers to specify local business name, location and more!

\$259.95 start-up fee ...as low as \$54.95/per month!

ADS-ON-HOLD® production updates can now be delivered by e-mail! Choose to receive updates by e-mail and save from paying the normal shipping/handling charges. Now, e-mail is not only instantaneous, it's free! All subscribers need to receive their productions by e-mail is an e-mail account that accepts attachments, and a computer with a standard 3.5” floppy drive. Dealers opting delivery by mail are billed annually the rate of \$4.95 per month for shipping/handling.

PHONE-tastic!

F.A.Q.

Q: We already have something on our hold button. Why should we change?

A: While something is better than nothing, a genuine ADS-ON-HOLD® is proven effective at serving the marketing needs of businesses of every size and industry. Ever wonder why some radio stations are more successful than others even when playing the same music? It's how well they understand their audience that often makes the difference. The same can be said for programming your hold button.

Only ADS-ON-HOLD® has demonstrated an ability to *measure* the telephone on-hold audience—the same way broadcasters do! With our exclusive *Holdtime Analysis*, ADS-ON-HOLD® can accurately predict the type and size of program needed to keep it "fresh and new"—even for frequent callers!

For firms playing elevator music, callers may be appeased, but playing *only* music does very little toward developing a positive public image.

Q: How does an ADS-ON-HOLD® Subscription work? Where does it connect?

A: Phone systems with the music on-hold feature built-in are easily connected. ADS-ON-HOLD® players connect to a phone system music on-hold (MOH) input. Some systems are not clearly marked, so you might have to ask your telephone equipment vendor where to connect the player, but the majority are easily installed. Advertel's customer service technicians are available during business hours for telephone support, as needed.

Q: Will ADS-ON-HOLD® work on all my phones?

A: Your phone system provides the means for ADS-ON-HOLD® to be heard over the hold button. We simply provide the player and recordings. What's connected to the music on-hold (MOH) input of your phone system will be heard, at random, no matter where the call or by whom the call is placed on-hold.

Q: Are there payment terms?

A: Yes. We have four (4) payment options:

1. Pay in advance, cash or check. Take a 2% discount for full advance payment.
 2. Pay 50% with order, 50% upon receipt of **1st production** or 30 days, whichever occurs first.
 3. Take up to four months to pay! Pay at least 25% each month for up to 4 months. A service charge of 1.5% per month on the outstanding balance will be added to your balance.
 4. Use your VISA, MasterCard, or American Express card for the entire purchase. *S-t-r-e-t-c-h* your payments out in accordance with your charge card payment plan.
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Q: What happens at the end of my subscription?

A: This is important to remember; make a note on your calendar.

1. Do nothing and your subscription will automatically renew for the same number of new productions, for a consecutive subscription period, and at the same rate. Allowing your subscription to auto-renew each time, virtually eliminates a price increase!
 2. Contact us before 60 days prior to your expiration date to notify us that you prefer not to auto-renew. Instead, you choose not to renew. Return your playback equipment and all productions in good condition, and owe nothing more.
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Q: Will I be licensed to play music over my hold button?

A: Each subscriber receives a colorful ADS-ON-HOLD® window decal offering proof of site license.