

TURTLE



Newsletter
10/08/08

NextMedia Virginia, 3930 Castle Rock Rd. Unit G, Midlothian, VA 23112
www.NextMediaVA.com Dcarney@nextmediagroup.net 804-744-3350

Sell!

***A reprint by Christine Christian,
Dun & Bradstreet***

When economic conditions get tough and revenues start to decline, sales and marketing departments have traditionally batted down the hatches - employment freezes, training is cut back, and layoffs often occur.

But is this the right approach?

The answer is an emphatic no.

Cutting back in a challenging economy is the worst thing a business can do. A deteriorating economy should be the trigger for businesses to ensure their marketing and sales focus is unwavering, if not strengthened. But the approach must be focused to ensure maximum results are achieved.

There are two key groups – current accounts and the ones that got away! Selling to people who know your business is always easier than forging new relationships. A slow economy provides the perfect opportunity to leverage your customer relationships, remind your clients you were there for them before times got tough, you are there for them now, and you'll be there when conditions improve.

Now for the ones that got away – former customers and previous prospects who may have chosen an

Mobility Is Strong Across US

Despite press reports indicating Americans are driving less and changing their habits in ways which could be a detriment to outdoor advertising, the evidence suggests a different conclusion.

Here are some facts to support the continued relevance, reach, and frequency of outdoor advertising – information you can use on sales calls or in presentations to advertising agencies. The news is good nationally:

- Gas prices continue to drop daily for almost a month. (AAA, 8/13/08)
- International travelers were up 14 percent in May 2008 over May 2007. Spending from international travelers is up 22 percent YTD over 2007. (Office of Travel and Tourism Industries, 7/31/08)
- Amtrak ridership was up 13.9 percent in July, exposing people to more billboards trackside and transit ads in major train stations. (Washington Post, 8/8/08)
- 34 new cruise ships will be added to the international fleet by the end of 2012, clearly indicating Americans are still traveling despite rising costs. (Cruise Lines International Association)

INSIDE THIS ISSUE

Sell	1
Mobility	1
Poster Conversion	2
Pole & Boom	2
Leasing	3

OUR WEBSITE HAS BEEN UPDATED!

opposing product or service are ripe for the taking. If your competitors have batted down the hatches in an attempt to survive the downturn its highly likely they aren't giving their clients the attention they deserve. Take advantage of the situation, make your competitors' clients feel loved. Winning them over could be as simple as a face-to-face visit.

An economic downturn also presents an opportunity to pump up and prepare your sales force so they are ready to hit the streets when conditions turn the corner. Hire the talented people that other businesses are letting go and use the time to train them thoroughly on the products and services you offer. A slow economy is an excellent opportunity to improve the quality and size of your sales force, double up your efforts to get people on the street and capitalize on the strengths of your team regions, cities, or other targeted areas of concern.

Poster Conversion

During the last several years the outdoor industry has been working to have a greener footprint. One large item is the outdoor industry's conversion from paper and paste posters to polyethylene or PE poster substrates.

NextMedia and several outdoor companies have begun transitioning to the use of PE posters. We will have all of our poster locations converted by March 9, 2009.

Since the size is standard on all posters, the new PE posters can be produced by most printers.

PE posters do not flag so it will no longer be necessary to produce a 10% poster overage for campaigns. PE posters are resilient with field tests proving these substrates will maintain strength and quality for several months. However, PE posters can not be rotated so a sufficient number of poster units should be produced every time a campaign is posted or reposted.

Not only are getting rid of paper but it also eliminates the use of paste. As well we will have 100 percent recycling of the PE substrates.

<http://www.cgablesystem.com/install-eco-poster.html>

Outdoor Gets More Interactive

A new reality show in Japan has show great out of the box thinking with it's outdoor creative that was just released. Several bus shelters promote the new reality show "Two Swedes in Japan".

The creative starts with a picture of a mob of Japanese teenage girls with their cameras out and pointing toward the on comers. As you walk toward the display lights flash seemingly from the cameras to make it seem like your picture is being taken. With speakers



Pole & Boom

NextMedia is proud of this one of a kind product, that is dotted across the Northern Neck and Colonial Areas of Virginia. Many of these have been in place for over a hundred years and could be landmarks by their selves.

Featuring Traditional outdoor advertisers as well as new technology industries this product shows the power of the message in the right location.

mounted on the top of the bus shelter that play cheering and screaming that gets louder as you get closer to the display. This interactive Display really gives you the feeling of being the object of Teen adoration.

The display is then Bluetooth compatible that allows you to download the time and channel as well as a reminder for your device of when the show will air.

All of these items have been used before but the combination of the three really brings the target audience into the message and forces a reaction.

We see the introduction of technology into out of home to strengthen the unavoidable presence that it offers.

Many of these technologies are inexpensive and can easily been added in to your creative application.

Continued Strong

- Frontier Airlines reported a record number of passengers in July, up 8 percent over July 2007. (PRNewsWire, 8/6/08)

And on a local level:

- In a survey of consumers, 27 percent said they were very likely to visit Missouri this year, up from 20.5 percent last year, despite higher gas prices. Missouri Tourism's advertising campaign is credited with playing a major part in the increase. (Missouri Tourism Bureau, 6/27/08)
- Occupancy rates for the Venetian and the Palazzo, two major Vegas hotels, are "running north of 90 percent" despite increases in air prices and fuel costs, said Bill Weidner, President and Chief Operating Officer, Sands Corporation. (Sands Corporation Earnings Call, 7/30/08)
- The Outer Banks of North Carolina are on pace for a seven percent rise in occupancy over last year, despite higher gas prices. The Outer Banks are primarily a driving destination. (AP, 8/5/08)
- River outfitters, an indication of the tourist industry in Colorado, are experiencing a record year for visitors. (Denver Post, 6/28/08)

The conclusion here is clear: Americans are traveling, commuting, and seeing outdoor advertising, despite some indications total miles driven are down.



NextMedia

3930 Castle Rock Rd. Unit G
Midlothian, VA 23112

Phone:

804-744-3350

Fax:

804-744-3499

E-Mail:

info@nextmediava.com

"Out Of the Shell"

We're on the Web!

Visit us at:

www.nextmediava.com



NextMedia
3930 Castle Rock Rd. Unit G
Midlothian, VA 23112



Customer Name
Street Address
City, ST ZIP Code