

## **Billboards**

### *The Smartest Way to Advertise*

The digital revolution is reducing the effectiveness of newspapers, TV and radio, but not billboards. The traditional big 3 referred to above are losing audience while at the same time billboards are gaining audience. Billboards are not affected by new technology such as the digital video recorder, which allows TV watchers to skip the ads.

In addition to audience gains, billboards are cheaper than any other major media, delivering more eye balls for the buck. In most markets, billboards are at least 50% to 75% cheaper than the other guys.

Smart sophisticated advertisers are increasingly turning toward billboards to get their message out because of billboards' unbeatable combination of effectiveness and cost.

### **Want 25% Off Next Month's Bill?**

InSite appreciates any referral you give us to a potential advertiser. If you refer us to an advertiser who purchases a face from us for 12 months or longer we will reduce your next month's bill by 25%. Please call your field rep directly or call us at (888) 867-2194.

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## **Meet the Stafford Companies**

*One of South Georgia's most successful diversified enterprises.*

Starting in 1951 in Tifton, Georgia, the company has steadily grown by delivering excellent products and services in the following areas: real estate, equipment sales and service, hospitality, foods and healthcare services.

The Stafford Companies now employ more than 750 people. The most recent hotel to open it's doors is the Hilton Garden Inn in Tifton. This facility is notable for its ability to host banquets for groups as large as 200 people.

Kelly Strickland, Stafford's advertising coordinator said, "We have successfully used billboard advertising since 1973. It has been great for us. Adam Cargle, our InSite MediaCom representative has been terrific to work with and he has bent over backwards to help us stretch our advertising budget. No one else has done that."

InSite MediaCom congratulates the Stafford Companies for their great success!

## **Economic Forecast**

Congratulations – you survived the worst economic downturn since the 1930's. And contrary to the nay-sayers, things will continue to improve for at least two more years. Business conditions in the Southeastern U.S. and the Mid-Atlantic regions continue a slow but steady improvement. Our view is that the stimulus money was mostly a boondoggle, but the economy will continue to improve anyway. Our forecast is that the economy will grow for at least 2 years with all businesses operating in an improving atmosphere.

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However, we are cautious about employment figures and don't expect to see much improvement there until 2011, as in recent recessions employment growth has been a lagging indicator. Please remember that the best way to get the word out about your business is billboards.

### Thanks To All Our Advertisers

A great big "Thanks" goes out to each and every one of our advertisers. Your business is important to us, and greatly appreciated!



CLIFTON SEED.COM  
COMPANY  
Quality vegetable seeds since 1928  
229-891-2272 • Moultrie, GA



Daniel Chester Powers  
**SUZUKI**  
OF DUBLIN  
(478)  
275-9999  
2226 Veterans Blvd



BORDER SAUCE™  
HOT  
Pick Me!  
Pick Me!  
THINK OUTSIDE THE BUN  
TACO BELL  
THINK OUTSIDE THE BUN  
TACO BELL  
3 MILES AHEAD ON LEFT

## PHOTO GALLERY



2 Great Locations  AN AMERICAN REVOLUTION  
Daniels Bishop Chevrolet  
Hwy 121 • Metter, GA • 800-282-8518  
www.danielsbishopchevrolet.com  
Daniels Chevrolet   
Hwy 80 • Swainsboro, GA • 800-424-8721  
www.danielschev.com



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**FUDGE**  
MADE FRESH WITH REAL CREAM & BUTTER  
VISIT GEORGIA'S BLUE RIDGE  
www.3sistersfudge.com • 706-258-4574



WINGATE  
BY WYNDHAM  
229-242-1225  
FREE Wi-Fi  
FREE Hot Breakfast  
EXIT 16 LEFT



EXIT 39  
TAKE LEFT  
QUALITY IS OUR RECIPE  
Wendy's

### FIELD SALES CONTACTS – BY REGION

#### Alabama

Danny Vaughn 205-913-1765  
Regina Pope 256-874-0239

#### Florida

Perry Henry 805-556-1851

#### Georgia - North

Russ Jenkins 404-483-5511  
Larry Cheek 706-564-5707  
Ryan Terrel 478-808-0310

#### Georgia - South

Gary Pate 229-402-0634  
Chip Pate 229-402-0471  
Adam Cargle 229-402-9538

#### Pennsylvania

Mike Bukowski 814-421-6550

#### South Carolina

Chris Withers 706-830-5300  
Larry Cheek 706-564-5707  
Rob Atkinson 864-247-3195

#### West Virginia

Steve Snyder 443-812-0696  
Chris Collins 304-279-0600  
Teri Jordan 304-582-3466  
Mike Bukowski 814-421-6550

For More Information See Us on the Web at [www.insitemedia.com](http://www.insitemedia.com)