

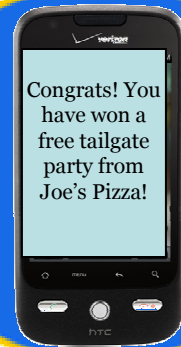
If you're not texting your customers...



Text "Tailgate" right now for your chance to win a Tailgate party for you and 10 of your friends from Joe's Pizza!



Text2Win!



Someone else is.

ACTION NEWS
COVERAGE YOU CAN COUNT ON



ActionNewsJax.com



SMS Contests

- 🎯 Increase revenue!
- 🎯 Expand brand awareness!
- 🎯 Drive traffic to your location!
- 🎯 Extend your reach!
- 🎯 Create a track able ROI on your advertising!



Here's How it Works:

- Viewers are encouraged to text your custom keyword for their chance to win (your prize).

Example: “It’s the Joe’s Pizza Tailgate Party contest, text 45548 right now keyword “Tailgate” to enter to win a Tailgate Party for you and up to 20 friends from Joe’s Pizza!”

- Viewer receives a response text verifying they have registered for the contest.

Example: Thx 4 entering the Joe’s Pizza Tailgate Party Contest. You’ll receive another msg soon to let you know if you’ve won.

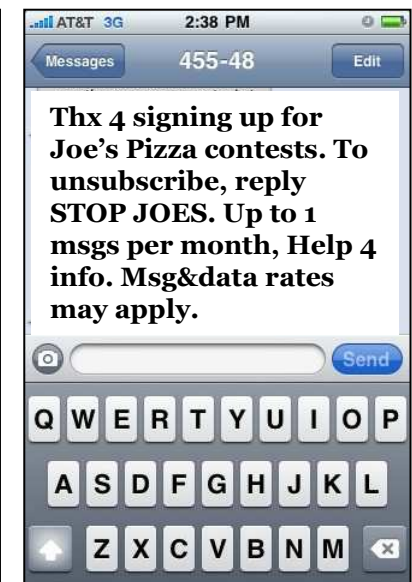
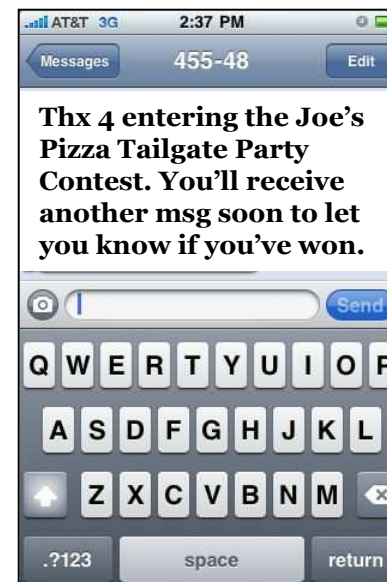
- Viewer receives a second message opting them in for future alerts from you.

Example: Thx 4 signing up for Joe’s Pizza future contests. To unsubscribe, reply STOP JOES. Up to 1 msg per month, Help 4 info. Msg & data rates may apply.

- Viewer receives a message to let them know if they have won or lost. You can also send a custom text coupon to all non-winners.

Example: Congratulations! You have won a Tailgate party for you and up to 20 of your friends from Joe’s Pizza.

Example:



SMS contests

Jazz up your next promotion with SMS!



Benefits

- **XX on-air spots promoting call to action**

We will air your :10 - :15 selling message encouraging viewers to text your custom keyword to receive a special offer from you directly to their cell phones!

- **15,000 ROS banner ads promoting call to action**

Your custom banner ad will rotate on ActionNewsJax.com instructing viewers to watch for their cue to text 2 win. Example: Watch the Simpson's all this week for your chance to win a tailgate party for you and up to 10 of your friends, from Joe's Pizza”

- **Custom keyword**

You decide what branding word to use for the call to action!

- **Name mention in bounceback messages.**

Your name will be included in the 1st bounceback message acknowledging the viewers participation in the contest. Your name will be included in the 2nd bounceback message notifying the viewer they have been opted to receive future alerts from you. Your name will be included in the final message notifying the viewer if they have won or were not a winner.

Future database marketing opportunities

We will keep a record of everyone who has opted in to participate in your contest. Each time you want to run a new campaign, we can send an alert to those who are already interested in participating in your contests!

***Call today for pricing:
Karen Buckner – 904-996-0525***