

Here are some of the locations where your ad will be seen:

Port Huron

Great Lakes Maritime Center, Cavis Grill, Quay Street Brewery, Sperry's window, Thomas Edison Inn, Discover The Blue Welcome Center, YMCA

St. Clair

St. Clair Inn, St. Clair Boat Harbor

Algonac

Algonac Harbour Club

Clay

Club Capri

Marine City

Riviera Restaurant

Lexington

Lakeside A&W, Cadillac House Restaurant

Lakeport

Duffy's

Harbor Beach

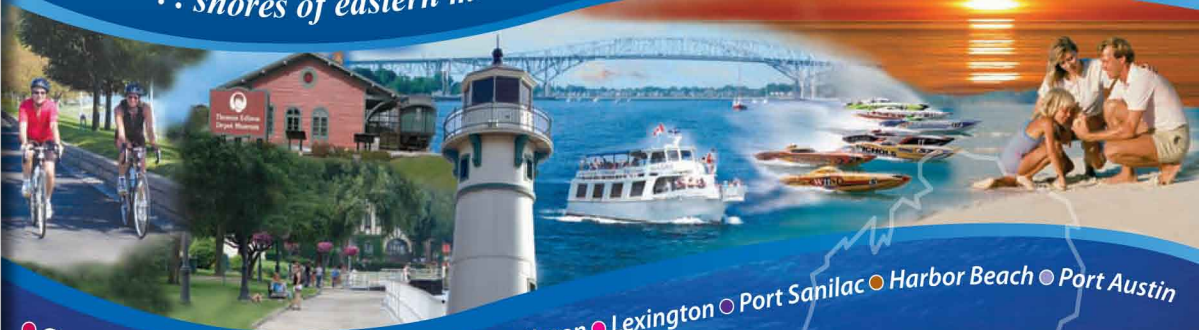
Smalley's Bar & Grill

Port Austin

Joe's Pizzeria

Discover the BLUE

... shores of eastern michigan



The Discover the Blue initiative (www.bluewater.org), in affiliation with the state's Pure Michigan travel & tourism campaign, seeks to promote 140 miles of shoreline that unite the nine waterfront towns of Algonac, Clay, Marine City, St. Clair, Port Huron, Lexington, Port Sanilac, Harbor Beach and Port Austin. These charming communities form what is called the Blue Water Area.

Each summer, these communities offer their very own calendar of events and activities. The goal for each community then is to promote these events and bring families from all across the Blue Water Area to stay and attend.

That is why Discover the Blue called us: We are CVM – Captive Visual Marketing – and our mission is to aid local businesses in reaching potential customers using an entertaining format with visually pleasing and inviting ads.

We have been commissioned by Discover the Blue to install flat-screen HDTVs in local high-traffic establishments, and secure advertisements from businesses like yours that can benefit from the Blue Water Area's travel and tourism.



Great Lakes Maritime Center

Through CVM and the Discover the Blue network, you can:

- ◆ Display your digital ad in a wide market using strategic business locations up and down the Blue Water Area
- ◆ Reach potential clients and customers in both regional and local markets
- ◆ Target captive audiences—displays are located in areas where potential customers are waiting in line at the checkout, sitting in restaurants, or passing by in high foot-traffic areas
- ◆ Increase visibility—and sales potential—outside of your community
- ◆ Spotlight lesser-known areas of your business

www.cvmads.com

140 Miles - 25,900 Impressions Per Month

Call us today to reserve your advertisement on the CVM-Discover the Blue Network. Our spots are filling fast! Call our sales staff to discuss pricing and options.

Phone: 810.334.3445

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Captive Visual Marketing LLC