

Current Networks & Hosts

St. Clair/Marine City Network:

Neiman's Market
Murphy's Inn (2 displays)
The Anchor Point Bistro
TAP Café
Mannina's Wine House
Riverview Plaza Chamber of Commerce
River District Hospital (3 waiting rooms)
Hospital Doctors' Park (2 waiting rooms)
Marine City Fitness (Marine City)

Port Huron/Marysville Network:

Cheap Charlie's Restaurant
Daybreak Café
Dorsey House Restaurant
Kerr Albert Office Supply
Council on Aging (Community Center)
Viking Gym (Port Huron)
Can Am Duty Free Store
Viking Fitness (Marysville)
Belle River Golf Course (2 displays)
McMorran Arena Concourse



Discover the Blue Coastal Network:

Club Capri (Algonac)
Anita's Bar & Grill (Marine City)
Voyageur (St. Clair)
TAP Café (St. Clair)
Vantage Point Maritime Center (PH)
Blue Water Convention Center (PH)
George's Coney Island (Lakeport)
Martina's Grill (PH)
Michigan-USA Welcome Center (I-94)
Cheap Charlie's Restaurant (PH)
Daybreak Café (PH)
Stone Lodge Restaurant (Port Sanilac)
Smalley's Bar & Grill (Harbor Beach)
Port Austin Visitor Center
Hampton Inn (PH)
DoubleTree Inn (PH)
Best Western (PH)
Holiday Inn Express (PH)

CVM

Now is your chance join our expanding network of CVM hosts and experience the benefits. Aesthetically pleasing displays and content, great customer service, and free advertising for you are just the beginning of the ways a partnership with CVM can help you. Please call us at [810-637-1259](tel:810-637-1259) to find out more, or email info@cvmads.com. Of course, you can visit one of our current locations (see preceding lists) for a taste of what we can do for you, and visit our website (www.cvmads.com), as well.

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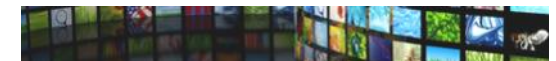


Benefits of Becoming a Display Host with

CVM

Captive Visual Marketing LLC

www.cvmads.com • 810-637-1259





What is CVM?

CVM stands for **Captive Visual Marketing LLC**, a marketing and advertising company that brings to the indoors the digital billboards that you see next to the freeway. Our displays are placed in supermarket checkout lines, hospital and doctor's office waiting rooms, popular restaurants, and busy shopping areas. In other words, CVM digital signs are primarily located where people are *captive*, hence our name!

Advantages Over Traditional Advertising

- They are **full color, full HD 1080p** quality—all the time! Eye-catching graphics and text can make a big difference in our format.
- Displays are in locations where people are **captive in one place** for long periods of time, not driving by at 70 mph. This increases the chance of potential customers viewing information on our displays.
- Not only can the ads be eye-catching, but we include **entertainment**: trivia, weather & news keep eyes on our screens.

Benefits of Hosting a CVM Display

Hassle-free

- CVM owns and services all display equipment
- CVM performs all of the installation, consulting with you every step of the way regarding placement and positioning of the display
- CVM updates the content on each display remotely, keeping intrusions to your business to a minimum

Free-advertising

- In exchange for allowing CVM to place a display at your location, you will receive an advertisement to run on the wider CVM network for your area
- As a CVM host, you can receive discounts for advertising on other CVM networks outside your area

Turn the CVM display into a source of information for your customers

- In addition to the one free ad to run on the wider network, you get five ads (four on the Discover the Blue network) that you can individualize to run at just your location
- Use these ads to highlight special offers, market new products, or announce events related to your business or organization

But how much will it cost me?

For you, the host? **Nothing**. Regular price for advertising with us is \$150/month per network, but CVM essentially trades that cost of advertising with you in exchange for using your location as a host.

Additionally, because of the extra in-house ads at your location you have as a host, you receive a value of *much more* than that \$150. You get **free graphic design consulting/work**, an opportunity to highlight specific events, products & services, and a **33% discount** when you advertise on other CVM networks. All this in exchange for some space in your establishment and a couple bucks a month in electricity!

Would my business or organization be a suitable location to partner with CVM as a display Host?

We are looking for a couple of key features in our hosts :

- **Volume**. We are looking for our advertising customers to be seen by as many people as possible. This doesn't mean that it has to be busy all day long, but it would be ideal to have some peak time where visitors (and potential customers) can view a CVM display for more than just a few seconds as they pass by.
- **Captive Audiences**. Do customers stay in one place for more than a minute or two in a location where they could easily view one of our displays? Places such as waiting rooms and restaurant dining areas are usually ideal for this, but locations like check-out (or check-in) lines work well, also. You may have a unique set-up that would work well that we may not have considered before.
- **Reliable High-Speed Wi-Fi Internet**. This is not a deal-breaker, but it will greatly cut down on our costs if we do not have to supply our own internet connection. This keeps our advertising rates at the values that they already are, while still upgrading to new technology.
- **Clear Line Of Sight**. Is there a location available where our display(s) can be easily seen by many of your customers at once? You may have all of the previous three points covered, but if only one or two customers can view our displays even when you're packed, then CVM is failing to serve its customer base.

