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**“I know 50% of my marketing dollars are wasted. I just don’t know *which* 50%.”**

We understand your dilemma. With so much economic uncertainty these days, you’ve got to maximize every marketing dollar. But you’re well aware of that old axiom: It’s when money’s tight that you can least afford marketing cuts.

You need to keep your name, your message, your brand out there, ahead of your competition’s. You need to be “top of mind” with consumers, who are definitely watching where *they* spend their bucks. So, what do you do? You...

### **Redirect your marketing dollars... to NetCentered strategies from Cirrus ABS.**

That’s right. You put the Internet at the center of your business development effort. You cut back on traditional media and use them sparingly, in a more-targeted way, to...

- Drive consumers to your website
- Drive down the costs of printing, postage, and expensive message delivery media.
- And focus on new Internet-based technologies that not only increase your market reach and effectiveness but also allow you to measure that reach and effectiveness with unprecedented accuracy.



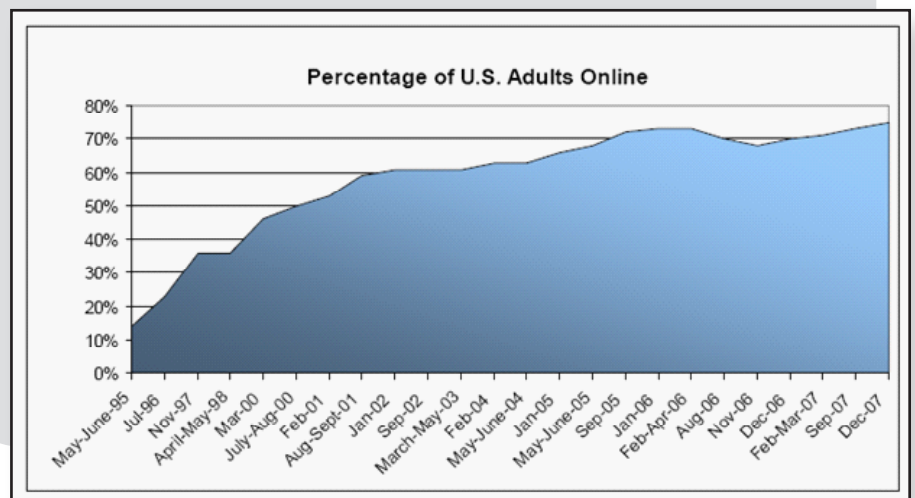
**Traditional media are losing audience.**

## Why the Net over other media?

First, because of the cost savings it affords. Second, because of its more accurately measurable results. But the clincher is, traditional media are losing audience while the Net is gaining.

A recent IBM study reveals that “PC time now rivals TV time, with 71% of respondents using the Internet more than 2 hours per day vs. just 48% spending equivalent time watching TV.” That’s one indicator.

Here’s another indicator, showing how incredibly use of the Web has grown over the last 12 years:



**“Yellow Page usage among people, say, below 50, will drop to zero over the next five years.”**

**- Bill Gates**

As an example of how traditional media are faring, take a peek at the Yellow Pages. Their use has declined significantly. Why? Because more and more people are looking for products and services online, via Internet search engines on their computers and cell phones.



**Shift more  
resources to  
the Web.**

**Without doubt, a major shift to the Internet is underway...  
for a variety of reasons:**

1. It's where the people are.
2. It's cost-effective (often costing less than traditional media and producing better results).
3. It's trackable (because you can reach specific targets and measure results with greater accuracy), and
4. It's interactive. (An engaged visitor is a receptive visitor.)

Remember, though: Traditional media aren't obsolete. Intelligently used, they can be effective tools in a NetCentered approach that works to your best competitive advantage.

**The Net is  
cost-effective...  
and trackable.**

Smart executives have been shifting their budget allocations toward the Internet for some time, now. Here's a recent assessment:

Advertising Executives' Projection of Ad Budget  
Direction for the Next Six Months, by Medium

| MEDIUM              | INCREASE (%) | SAME (%) | DECREASE (%) |
|---------------------|--------------|----------|--------------|
| Online              | 76           | 21       | 3            |
| Mobile              | 55           | 38       | 7            |
| Cable TV            | 34           | 49       | 17           |
| Magazines           | 24           | 52       | 24           |
| Broadcast TV        | 22           | 53       | 25           |
| Outdoor             | 22           | 56       | 22           |
| Radio               | 16           | 54       | 30           |
| Local Newspapers    | 14           | 49       | 37           |
| National Newspapers | 10           | 53       | 37           |

Source: Advertiser Perceptions, Yearend 2007 (via MediaPost)

## **We'll help you make the most of a NetCentered approach.**

Our team of experienced professionals at Cirrus ABS can help you...

- develop a powerful NetCentered strategy that showcases who you are with a force unrivaled in rousing your target audience to action
- shift more resources to the Web for increased cost-effectiveness and results-management (example: email more than direct mail, saving you printing and postage costs and allowing you to better track response)
- develop the tools and processes to execute your strategy successfully (example: organic search-engine placement, which gives you the exposure that best allows people to find you and your services online)
- create vivid advertising and promotional campaigns that support your Web presence with direct mail, PR, print, radio and TV advertising, brochures, catalogs, point-of-purchase collateral, and more—as you choose
- set benchmarks, measure everything, and improve continuously

**Traditional  
media support  
a NetCentered  
approach.**

***Now, this is an affordable way to beat the odds in an economic downturn.***

***Want proof?***

***Visit our website, [cirrusabs.com](http://cirrusabs.com), or call us at 260.420.2222***

### **About Us**

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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