



JAFFE LEAD SYSTEMS

Presentation Guide





Jaffe Lead Systems Corporate History

Hello, and welcome to Jaffe Lead Systems, the business that helps your business reach tens of thousands of potential customers every day!

As a Business-to-Business (or B2B) company, we are #1 in placing and producing leads in places where your target customers are sure to be. Whatever your advertising needs, Jaffe Lead Systems has the resources and experience to generate leads for your business like no other company out there!

Jaffe Lead Systems is a family run, family-oriented business that is focused on delivering maximum results at a minimum price! And from the designers to distributors, and from the vendors to the accountants, our job isn't done until you are 100% satisfied!

Located in Downingtown, Pennsylvania, Jaffe Lead Systems is centrally located to service such states as Pennsylvania, Florida, New Jersey, Delaware, Maryland, South Carolina, New York, Virginia and Connecticut. We have fully established relationships with more than 2500+ businesses all over the east coast and are growing at a rapid rate!

I would like to thank you for giving me the opportunity to present the features of our new and exciting Gift Card & Certificate Exchange Program to you.

I am looking forward to showing you how our years of service and experience will give your business the exposure its needs to be out in front of its market.

Let us help your business get the competitive edge!

Sincerely,

Josh Jaffe

Owner

Jaffe Lead Systems



Benefits of Gift Card & Certificate Sales

According to statistics provided by ValueLink, a service of First Data Corporation, an industry leader in gift and spending card programs, consumer awareness of gift cards more than doubled since 2002.

It is also estimated that more than six out of 10 adults over the age of 18 reported purchasing and/or receiving a gift card that same year. The impact this has on the market is amazing!

This new way of shopping affects a company's ability to market potential clients in a way that has never been easier. Gift cards and certificates are now passed out as gifts, on-the-job rewards and as program incentives.

"The industry's continued growth is being fueled by the creative and diverse uses of gift and spending cards, which in turn is creating a very strong consumer product cycle," said Kevin Harte, senior vice president and general manager of ValueLink.

Value Link also reports that the purchasers and receivers rate their overall satisfaction with gift cards as 9 on a scale of 1-10, with 10 being "extremely satisfied" and 1 being "not at all satisfied."

And, as the popularity and ease of use of gift cards and certificates increases, the benefits to your business are limitless. So, really, there is nothing to lose, except the 12 inches of floor space we mentioned on the previous page!

There has never been a better time to harness the power of gift cards and certificates than now! And with Jaffe Lead Systems Gift Card & Certificate Exchange Program, the results are bound to be long lasting!



Gift Card & Certificate Exchange Program

Would you like to attract more customers to your business? Would you like to give potential customers a reason to visit your business? Would you like to increase the number of gift cards and certificates you sell? **And, how would you like to do this for free?** With the launch of the Jaffe Lead Systems' Gift Card & Certificate Exchange Program, the opportunity is now here! By becoming a Jaffe Lead Systems "location site", you can exchange 12 inches of "noticeable floor space" for all of the above.

Many large corporations currently spend tens of thousands of dollars every month to purchase incentives to draw potential clients to their business. These companies, such as the large Flagship Resort, regularly purchase gift cards and certificates as a part of their rewards programs. This is where the Jaffe Lead Systems Gift Card & Certificate Exchange Program will work for your business!

By becoming a Jaffe Lead Systems "location site", you "partner" with these large corporations. For every entry box stand you allow them to set up in your business, these corporations will purchase a certain amount of gift cards or certificates from your business, as per the "plan" insert of each presentation.

Our sponsoring corporation will typically offer a "set-up" incentive for the initial placement of its entry box stand, and will continue to purchase gift cards or certificates from your business as the number of entries who meet the individual program's requirements are met...and **this won't cost you a thing**, except maybe 12 inches of floor space!

Integrating yourself into an already existing and fully functioning system in which gift cards and certificates are a main currency has never been easier! With Jaffe Lead Systems, you'll have the competitive edge!



“Mini-Ad” Program

The “mini-ad” program offers the best of both worlds: an effective ad campaign at an affordable rate! Our “mini-ad” program is specifically designed to target your business’ potential customers in the places they visit most. After a careful analysis to reveal your target group’s “hot spots”, we will strategically place your custom-designed advertisements in as many locations as you like. We currently have 2500+ locations in the eastern states and are growing fast!

Our secret is to hold true to the proven method of repeat advertising. Studies show a potential customer needs to be exposed to your message an average of 3-7 times before they can recall it with ease.

According to Ruth Shrensky, editor at the Communication Research Institute, “Getting your message across has a simple logic, called the ‘hierarchy of effects’: first the consumer or target must be exposed to the message, then in turn, attend to it, understand it, form a positive attitude towards it, decide to act on it, and finally actually act on it; repeated reminders keeps the target remembering and acting on it.”

With our ads strategically placed in as many as 25 locations within a city, your potential customers will be drawn to your message as they see it time and time again.

Whether your target customer routinely visits the day care or the dog care, the grocery store or the pharmacy, Jaffe Lead Systems already functioning displays are one of the best ways to reach your potential customers.



Sweepstakes Entry Box Stand Program

Nothing grabs your audience's attention like a chance at a free prize! Whether its a \$25,000 cash prize, a new car or a dream vacation in an exotic place, this is the essence of our Sweepstakes Entry Box Stand Program.

Promote your business by awarding a prize to one lucky entry winner and possibly connect with the others who have willingly left their names and contact information with the hopes of finding out more about your business.

We offer a wide variety of Sweepstakes Entry Box Stands and Ballot Boxes to accent your business's promotion. Jaffe Lead Systems will also maintains the boxes as well as refill the entry pads on a weekly basis.

With such a large variety to choose from, your will probably find yourself asking "why didn't I do this sooner". But there is no time like the present.



Pricing

At Jaffe Lead Systems, we are sensitive to the needs of both the small business and the large corporation. We understand that no matter what the size of the business, attention must always be given to the bottom line.

We keep our rates as low as we can while still maintaining a quality product. Discounts are given as the number of zones increases. A quote will be provided once an analysis of your current target audience is performed.

We offer convenient installment plans of 1 to 2 payments per year. In such case, each installment covers anywhere from 6 months to 1 year. All packages include the artists' design, the printing of your advertisement, regular distribution, free warehousing for up to 25,000 advertisements and regular weekly maintenance.

Approximate costs range from \$6.50 to \$10.00 per location per month. The minimum purchase is one route, or about 40 locations. Please contact your sales representative for the rates on your zones!



Zones

Jaffe Lead Systems is proud to announce that we now service many parts of Pennsylvania, Florida, New Jersey, Delaware, Maryland, South Carolina, New York, Virginia and Connecticut. We have fully established relationships with more than 2500+ businesses all over the east coast and are growing at a rapid rate!

Our zones are organized by towns and include all of the above mentioned states. The ability of our staff to manage the maintenance of all displays is something for which we pride ourselves.

A custom analysis is performed at the beginning of every ad campaign to reveal your target group's "hot spots", or the places they are most likely to be as they run their daily errands.

Depending on your target customer's profile, we will target the towns in which your ads are sure to get the best response. A stationary business, for example, or a business that is in a fixed location servicing mainly the local area, would benefit from targeting a specified group of locations within a town. However, a company that services various locations within a county, or even a multi-county area, for example, would benefit from an expanded radius campaign.

These assessments are analyzed during the initial consultation and a select group of zones are suggested per the recommendation of your sales representative.

Throughout the zone selection process, the freedom to choose a set number of zones is always given to each client. We aim to help your business become stronger.



Testimonials

“I am convinced that Josh has devised, revised, and perfected a lead box system that really works for his clients.”

- Mark Bierotte, Managing Partner | Lead Box

“Jaffe Lead Systems was very thorough and ethical. He really cares about my needs and always takes the time to answer any questions I have.”

- Tennyson Rog, Owner | WYiM Designs

Some other companies that have used Jaffe Lead Systems:

American Express Financial
Amerikick Marital Arts
Fairfield Resorts
Bally Total Fitness
Bluegreen Resorts
Cavalier Telephone
Curves For Woman
Diamond Holidays
Distolfo's Karate
Fantasea Resorts
Gold's Gyms
Krav Maga
Lady Work Out Express
Liberation Fitness
National Toll Free Telephone
O2 Wireless systems
Power House Gym
Premier Martial Arts
Progressive Rehab
Sundance Resorts
Tiger Schulman's Karate
Visionary Trainers
Wyndam Corporation



FAQs...

“Will this fit into my budget?”

Yes! For less than a monthly cable bill, you can advertise with Jaffe Lead Systems. Compared with other forms of advertising, you'll see that this is one of the least expensive options! Our typical advertisements range from 8.4 to 12 cents.

“They look small, will people notice them?”

Definitely! It's not how much you say, it's what you say! Also, we only use a state-of-the-art, 4-color printing process which maximizes their visibility.

“Will these work for me?”

Yes! We've helped business all over the east coast sell everything from Soup to Nuts. We can't think of a business that couldn't benefit from The Jaffe Way!

Our advertisements aren't just for tourism.

“What if I don't feel like I need any more business?”

Is that true? You will be able to determine exactly how much money was returned for your investment thru couponing.

“I typically try to not offer discounts or coupons, so how would this help me?”

With our advertisements, you don't have to offer discounts or coupons. You could also promote a specific product or feature! You could publish an informational brochure on an important topic such as “The Fight Against Diseases” or “Factory Tours”; you could publish an informational brochure on a hobby, such as Snowmobiling, Farm Activities or Fishing Excursions; you could publish a Regional Map & Guide; you could publish an informational brochure on local attractions, such as your local Playhouse & Theater, local night life in your area or you could even publish an assistance guide to inform potential clients who are in need of a Vehicle Rental, or perhaps a Staffing Company. The possibilities are endless! The people who will see your ads are business owners, employers, Moms, Dads, Grandparents, Teenagers, Kids, and every one of them is in need of a wide variety of different services and products.

“How many should I order?”

Typically, we like to begin with 3,000 - 10,000 cards. These will typically last



...FAQs Continued

you about 4-8 months. If any are left over, and that is unlikely, you can use them as mailers, handouts at shows or just whenever you meet someone. Besides, at 8.4 to 12 cents per piece, these are a "safe bet".

"What if I already advertise in these locations?"

The Jaffe Way will augment your exposure! While another company may be in a different location, we will be in 20 other locations and all in the same area! We go where the other companies wish they could go!

"How do I know the Jaffe Way is the way for me?"

Results! Our main company, Jaffe Lead Systems, has been in business since 1996 and has had success ever since! Our secret is our ability to keep up with the current trends in the advertising field. You will notice that as we occasionally change the appearance of our displays, people are drawn to their new appearance, novelty and they can become conversation starters.

"What would they look like?"

The custom design of your advertisement is performed by our on-staff graphic designer who has been a leader in the field for more than 10 years! It is the designer's prerogative to utilize the main product or service of your business and design a strong, simple ad to grab your potential customer's attention! The advertisements will list the days and hours of operation, along with written directions, or a simple map (for an extra charge). The designer will include your own photographs if they are saved with at least 300 dpi.