



Ad·Hold

www.adhold.com

Toll Free 1-855-224-2537



Ad·Hold *Information Packet*

Educate



Increase Brand Awareness

Inform Callers



Increase Sales!



www.adhold.com
Since 1986





Table of Contents

Page 2	Contents
Page 3	About Us
Page 4	Our Process
Page 5	Pricing Sheet
Page 6	Five Things you should know!
Page 7-8	Script Profile
Page 9	Why Ad-Hold?
Page 10-11	Equipment Options
Page 12	Order Form



Ad-Hold

ABOUT US

- * Privately owned business
- * Producing programs since 1986
- * Headquartered in Flower Mound, Texas (Outside of Dallas)
- * Programs are 6-8 minutes long consisting of 10-15 individual messages
- * Extensive Library of Licensed music
- * National Professional Voice Talent
- * Strategic and Creative Scriptwriting
- * Fast Turnaround Times
- * State of the art Digital Equipment Options
- * Options available for any phone system (Digital or VOIP)
- * Auto Attendant Messages Voice Tree Greetings

Ad-Hold is owned by Multimedia Business Solutions, LLC

Owner: Geoffrey Lawrence

www.adhold.com

www.mbstoday.com



OUR PROCESS

The process to produce your client's custom Ad-Hold advertising program is very easy and involves very little effort on your part.

Step 1a: Client fills out script profile so we can create a rough draft of the onhold script. Client attaches any brochures, etc. that will be helpful in creating messages. Client emails/faxes profile info to our offices in Lewisville, Texas at 972-818-0754.

Step 1b: After receipt of payment Ad-Hold ships equipment usually within 4 days.

Step 2: Client makes music and voice selections by logging onto www.adhold.com while we create the script (Or, we can make these selections for you if you give us music style and voice gender preferences.)

Step 3: Ad-Hold scriptwriters provide first draft for client approval 2-3 days after receipt of profile see attached or fill it out online at www.adhold.com.

Step 4: After receipt of approved script Ad-Hold schedules voice talent and produces program with-in 2-3 days (Production days are Tuesday & Thursday).

Step 5: Ad-Hold emails/mails the program to client and the program is loaded or inserted into the player device.

Step 6: After installation, Ad-Hold schedules a Quality Check call to make sure client is happy and program is running and sounds great.

The above is about it. Please call us at toll free at 1-855-224-2537 with any questions.



PRICING *Look online for Specials!!*

Program Description	Retail COST	Monthly COST
One Custom Program	\$349.00	\$33
Two Custom Programs per year	\$495.00	\$46
Three Custom Programs per year	\$595.00	\$58
Four Custom Programs	\$785.00	\$69
Six Programs	\$915.00	\$76
Twelve Programs	\$1659.00	\$139

Each Individual advertising program is approximately 6-8 minutes long consisting of 10-12 custom scripted messages. The customer selects music and voice talent.

For additional locations, please call for a multi-location discount

Call 1-214-299-8699 x103 www.adhold.com



5 (FIVE) THINGS YOU SHOULD KNOW ABOUT ON-HOLD MESSAGING!

1. What you tell your caller on hold is equally important than how it sounds. Not all on hold companies are created equal. The on hold program needs to create trust and confidence and clearly convey the message that your company is the best choice. Stay away from puffery and platitudes that make you sound like every-one else. In most cases you only have 20-30 seconds to tell your caller why you are better than your competitor. Make sure the on hold company you select can produce ad copy that produces results.

2. Did you know that playing music on your telephone's hold system is considered commercial broadcast? Did you know that it is illegal to play music, even the radio, without paying the applicable licensing and royalty fees to those writers, composers and musicians who created the music? By federal law businesses are required to pay annual royalties to play music on their hold system. You could pay a hefty penalty if you are caught not paying when you play. So when selecting an on-hold provider to produce your custom on hold program be sure they provide in writing their music licensing policy so you are protected.

3. Think twice before you decide on how many times you should update your script throughout the year. Many customers bite off more than they can handle. Some times less is best. How many times you should update your on hold program is based on how often information changes about your products and services and what kind of audience you have listening to the messages throughout the year. In other words, do you have the same customers calling in each month placing orders or are your customers only calling in once or twice a year or even less frequently? The answers to these two questions will tell you how often you should change your script throughout the year.

4. Any business regardless of size can install an on hold marketing system at their business. Technology is available for even very small and home-based businesses to use our service. Whether you have a simple 2 line phone purchased at a local electronics store and receive only 5 callers a day or have a sophisticated business key system and receive hundreds of calls a day, an on hold program will enhance your image and promote your services more effectively than any other medium.

5. According to a CNN survey- Without messages or music nearly 60% of business callers placed on hold will hang up. Almost 30% of these callers won't call back. A survey by the North American Telemarketers Association reveals that callers will hold up to 3 minutes longer when hearing music with information.



Ad-Hold

Ad-Hold Business Profile Script Information Sheet

Business (dba): _____

Type of Business: _____

Mailing Address: _____

Phone: _____ Fax: _____

Contact Name: _____ Title: _____

E-Mail: _____ Website: _____

Do you have a phone System?

____ Yes ____ No

If so,

Brand ____ Model # ____

If not,

Brand & Model# of phones
____ / ____

1. Primary focus of your business:

2. Briefly describe your competition:

3. Why is your product or service better than that offered by your competition?

4. What is most important to your prospects when purchasing your product or service?

5. Are there special products or services you offer which your callers may not know about, or forgotten about?



6. What are some of the questions most frequently asked by your callers?

7. Do you want to give hours of operation on your on-hold tape? Please list hours for weekdays and/or weekends as they apply: _____

8. Do you want to give callers directions to your place of business? How would you tell them to find you? (include major highways and/or landmarks). _____

9. What are the top 5 advantages of doing business with you?

10. What are the biggest frustrations your prospects have when doing business with your type of company?

11. MUSIC Selections preferred: List tracks from selections found at www.adhold.com or check off the styles below and we will select music for you:

____ Smooth Jazz ____ Classical ____ Easy Listening Contemporary

____ Instrumental Country ____ Upbeat Instrumental

12. VOICE Talent preferred: ____ Female ____ Male

Please send any brochures, newsletters, etc.. which may help us in preparing your message copy.

PLEASE FAX THIS PROFILE TO 214-556-4529

OR, VIA E-MAIL TO: geoff@mbstoday.com Call 1-214-299-8699 X 103 with any questions or if you need assistance.



Why Ad-Hold?

Ad-Hold has been in producing On Hold programs since 1986. We offer the finest professional voice talent, and very creative script-writing. Our programs are digitally produced using a wide selection of licensed music.

You can count on Ad-Hold to produce a program that will exceed the highest quality standards. Our production and customer service staff are dedicated to insuring you receive only superior service and programming. Our pricing is very competitive and affordable and we promise 100% total customer satisfaction.

When Callers are on-hold, why not use this time for your benefit? Ad-Hold on-hold telephone programs allow you to use your telephone's hold feature to reinforce, market, and inform your clients.

Benefits - These programs enable you to:

- Create New Profit for your business.
- Decrease caller hang-ups and lost sales.
- Enhance professional image.
- Reinforce your customer's reasons for calling.
- Continue the selling.
- Introduce and promote products and services.
- Market one on one with customers' on-hold.
- Can use same voice for Auto attendant voice tree

Program Features

- Professional male or female narration.
- Professional script writing.
- Wide variety of licensed background music.
- Digitally produced.
- Prompt, courteous follow up and customer service.
- Digital equipment.

Statistics

- 1.7 out of 10 callers are placed on hold.
- 2.16-20% of callers made a purchase based on an offer they heard from an on hold advertisement.
- 3.A messaging onhold system can reduce caller hang ups by almost 79%.



Equipment

At Ad-Hold we feature several types of on hold equipment.

1. Local Loading DP600 Mp3 Unit - programs can be emailed to you. Only - \$179!
2. Local Loading DP-700 Mp3 Unit - programs can be emailed to you. This unit uses a thumb drive, better option for loading. Also allows you to select multiple files. Only \$199
3. Local Loading NelTech USB Messenger Mp3 Unit - programs can be emailed to you. Only \$229!
4. Remote Loading iLINK Digital Unit - programs are remotely loaded over an internet connection. Only \$429

DP-600 On Hold MP3 Player



\$179.00 Great quality at a great price!

The DP-600 is a single track on-hold player designed to meet the basic needs of businesses that don't change their program very often. Hidden inside its compact, no frill enclosure is a cutting edge design with great quality.

Superb Sound Quality

Don't let the DP-600's small size fool you. It is capable of playing both MP3 and WMA files compressed at the highest bit rate (i.e. the best sound quality.) Plus, the generous amount of internal flash memory makes it possible to play up to 4 hours of non-repeating crystal clear audio!

USB Connectivity

Say good-bye to memory card readers and special software drivers because we don't need any. When it's time to change the audio program, just plug the DP-600 into the PC's USB port and drag and drop the new file into the memory. No card reader or software driver is required!



USB Messenger Digital Player

Only \$229 Programs can be emailed to you!

The Messenger USBi is a state-of-the-art digital audio playback device designed to provide a continuous-play audio source for message-on-hold, background music, or any other audio application where high-quality audio playback is required.

Messages are loaded from a standard USB flash drive to the unit's internal memory. To load new audio simply plug in a USB drive containing the new MP3 or WAV file and the Messenger USBi automatically loads the new program to memory, with no reset needed.



Messenger USBi Product Features

Loads MP3 or WAV files from USB drives

No drivers or special software needed

Playback quality up to 128Kbps

Playback of 16-bit PCM 16 WAV

Continuous playback

Built-in monitor speaker

Sonocrypt message encryption (optional)

LED status indicator

5-year parts and labor warranty

Remote On Hold Unit iLink LCD

\$429 Let us manage for you!

The iLink LCD is a two-channel Internet downloadable custom on hold message system utilizing state-of-the-art MP3 compression to achieve truly stunning near-CD quality audio playback. The iLink LCD connects to the Internet through its built-in 10/100 LAN jack. All unit management and hold message file downloads are performed by Ad Hold over the Internet using our secure software suite. The integrated two-way (push or pull) feature combined with the ability for changes to your custom on hold messages be initiated on demand or be scheduled from minutes to weeks in advance. This provides unlimited flexibility and convenience for your hold message. The iLink LCD provides a solid platform for all applications ranging from simple message-on-hold with seamless message playback to complex scheduled tasks requiring background music with fade and message mixing.

Features:

Customizable back lit LCD screen

Tactile feel membrane overlay keys

Full menu-driven local control

Playback quality up to 128Kbps

Fully configurable playback options

BGM input with adjustable fader and mixer

Dual independent output channels

Internal monitor speaker

3-year parts and labor warranty





Ad-Hold

ADHOLD ORDER FORM

AD-HOLD programs are 4 to 8 minutes in length and play through the "Music-on-Hold" (MOH) feature of the Client's telephone system. They include music and messages informing the client's callers placed on-hold about their business, promotions, new products, etc. and are available in packages of varying numbers of updates annually (i.e. 4-update, 6-update, 12-update). Annual fee authorizes client to play the productions for one year from production date of first production.

Order Date: _____

Company Name: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Programs per year _____ \$ _____

Digital On-Hold Equipment – _____ Player \$ _____

Other \$ _____

Shipping (digital unit) \$ _____

Sales Tax on equipment only (Sales in Texas only) \$ _____

Total of Order \$ _____

PAYMENT TERMS: Upon receipt or order

PAYMENT METHOD: ____ Check Enclosed ____ Charge Card (Visa, MC, AMX, Discover)

(Cardholder as shown on Card) (Card Number) (Expires) CVS Billing Zip Code

1. AD-HOLD agrees to produce up to _____ custom AD-HOLD PRODUCTIONS per year for Client.

2. AD-HOLD will provide the following services: *Script-writing/Consultation *Professional Male or Female narration *Editing and Mixing *Licensed Music

3. Client understands that the AD-HOLD PRODUCTION is a yearly service. Contract expires 12 months after installation date and must be renewed to extend music broadcast rights and continue with update schedule. License Date ____/____/____

4. If Client does not renew the AD-HOLD service, client agrees to discontinue use of production as broadcast rights will expire after a 30 day grace period.

Agreed, _____ (CLIENT) _____ (AD-HOLD AGENT)