

The purpose of advertising is "name recognition." It's a way to let people know that you are "out there". Advertising on pizza boxes is a great (low cost/ high volume) way of doing just that. It is the repetition of seeing your name that causes people to store and remember you for that one day that they actually need your services.

After one run, I didn't get many calls, but I have had people telling me that they notice my ad and thought it was professional. I am now starting to get more consistent calls. I usually get calls from people who are still enjoying their pizza. As with any form of advertising, you have to give it time. One call pays for the ad. It is well worth the long-term investment.

I will continue to run my ad and use Box Top Advertising as my advertiser. Box Top Advertising has helped me continue my quest for "name recognition." I am glad that I discovered BTA. They have been accommodating and professional!

*M. Fritz
Attorney*