

# IMPULSE TV DISPLAY ADVERTISING

## Restaurants & Diners

### **What is Impulse TV?**

Impulse TV is self-standing computer generated advertising system located in restaurants and diners.

The advertisements are displayed on TV monitors positioned in the dining establishment to enable all patrons to view the ads while sitting and eating.

### **What is average length of time a person spends eating their meal?**

When a person is seated at a table, they remain there for an average of ½ hour or more depending on the type of meal (time required to take order, cook food, serve and eat).

### **How often do ads run?**

Each ad is displayed for a period of 15 seconds and repeats throughout the day until the restaurant or diner closes. On average, each ad is displayed up to 10 times each ½ hour, dependent on ad cycle and number of advertisers.

### **Do restaurant patrons view ads?**

All ads are colorful billboards that are eye-catching and contain messages of general interest to the public, including coupon savings offers. Monitors are positioned in full view of all patrons and studies show that a majority of patrons view some or all of the ads. Since many patrons frequently return to the restaurant each week, they have multiple opportunities to view all ads.

### **What does it cost to advertise?**

The minimum advertising contract is for a full year (12 months). Up to three individual ads may be purchased at the same time and placed on the Impulse TV system. The costs are as follows:

1 AD - \$198 Per Year (\$16.50 per month)  
2 ADS - \$264 Per Year (\$22.00 per month)  
3 ADS - \$348 Per Year (\$29.00 per month)  
One Time Set-Up fee: \$50.00 per unique screen

We do not bill monthly. The full annual rate is due at the time of contracting for advertising.

### **Can ads be changed during the 1 year period?**

Yes. Edits can be made to existing ads at any time at a cost of \$25 per ad (limit of 1 edit per month/per ad)

### **How do you sign up to place an ad on the impulse TV System and what do I have to provide to have the ad designed?**

- Download an advertising contract at <http://www.professordiner.com/advertising.html>.
- Fill out the information requested on the contract, sign it, and mail it to the address indicated on the contract.
- Click on the **CLICK HERE TO PAY FOR AD** link at <http://www.professordiner.com/advertising.html> and pay for your ad by credit card. If preferred, you can mail a check to us along with your signed contract. Make check payable to TECHVGROUP.

Upon receipt of the contract and payment, a Creative Media Group representative will contact you by phone to discuss all areas of the creation of your advertising.

When your ad is created, you will be able to view it on the internet, and once you approve it, the ad will be placed on the Impulse TV advertising screens at the store location indicated in your contract.

**For further information contact:**  
**Email: [support@techvgroup.net](mailto:support@techvgroup.net)**

**CREATIVE MEDIA GROUP**  
**(631) 980-9600**