

## Why Advertise?

"I don't know who you are, I don't know your company name,  
I don't know where you're from, I don't know what your company makes.  
Now, what was it you wanted to sell me?"

—The Man in the Chair, McGraw-Hill Co. Inc.

## 19 Reasons to Advertise

- 1 *Build brand awareness*
- 2 *Generate sales leads*
- 3 *Differentiate yourself from your competition*
- 4 *Establish credibility*
- 5 *Introduce new product*
- 6 *Introduce old product with a new application*
- 7 *Grease the skids for your salespeople*
- 8 *Reassure and re-sell existing clients*
- 9 *Find new clients*
- 10 *Show your whole line of products*
- 11 *Give architects a sales tool to resell your products to their clients*
- 12 *Drive traffic to your exhibit booth*
- 13 *Drive traffic to your web site*
- 14 *Gain access to editors*
- 15 *Fill in with communication between sales calls*
- 16 *Motivate your distribution/independent reps*
- 17 *Attract employees*
- 18 *Earn value added*
- 19 *Look successful*



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45 Main Street, Suite 705, Brooklyn, NY 11201 (718) 636-0788 Fax: (718) 636-0750  
1054 31st Street, NW, Suite 430, Washington, DC 20007 (202) 339-0744 Fax: (202) 339-0749