

Q: *How can putting ADS-ON-HOLD improve my business?*

A: Your hold button plays host from time-to-time to virtually everyone indicating an interest in your organization—it may be your most powerful marketing tool!

How professional a business sounds over the phone has a direct affect on how successful it'll become. As new business is negotiated—as well as through the life of a servicing a customer, maintaining a positive public image is crucial. Don't forget, existing customers are your competitors' new prospects! Time callers spend on-hold presents an excellent marketing and branding opportunity. It sets the tone of all inbound calls and steers the perception these callers will receive, reminding them of all the reasons why they should continue to give you their business.

ADS-ON-HOLD is a powerful “point-of-purchase” advertising medium that's easy to use, cost-effective, and a proven response generator. Using ADS-ON-HOLD helps maintain a positive public image, creates consistency, relaxes complaining callers, and recommends additional products or services.

Q: *We already have something on our hold button. Why should we change?*

A: While something is better than nothing, a genuine ADS-ON-HOLD is proven effective at serving the marketing needs of businesses of every size and industry.

Ever wonder why some radio stations are more successful than others even when playing the same music? It's how well they understand their audience that often makes the difference. The same can be said for programming your hold button. Only ADS-ON-HOLD has demonstrated an ability to *measure* the telephone on-hold audience—the same way broadcasters do! With our exclusive *Holdtime Analysis*, ADS-ON-HOLD can accurately predict the type and size of program needed to keep it "fresh and new"—even for frequent callers!

For firms playing elevator music, callers may be appeased, but playing *only* music does very little toward developing a positive public image. Since ADS-ON-HOLD is custom written and produced for each subscriber, it can be programmed to address a variety of issues important to you. If playing a radio station is your solution—not only does it require licensing by ASCAP and BMI, it relegates your programming to a complete stranger, with little or no control. At some point, you're likely to unintentionally play something not in context with your company's image.

ADS-ON-HOLD's programming is exactly matched to your needs and desires—at a cost typically less than the legal licensing of a radio station!

Q: *How does an ADS-ON-HOLD Subscription work? Where does it connect?*

A: Phone systems with the music on-hold feature built-in are easily connected.

ADS-ON-HOLD players connect to a phone system music on-hold (MOH) input. Some systems are not clearly marked, so you might have to ask your telephone equipment vendor where to connect the player, but the majority are easily installed. Advertel's customer service technicians are available during business hours for telephone support, as needed.

Every call placed on-hold will hear ADS-ON-HOLD, no matter what line or phone is used. In many cases systems with voicemail and/or auto-attendant will also play ADS-ON-HOLD during transfer and ring times.

Q: Will ADS-ON-HOLD work on all my phones?

A: Your phone system provides the means for ADS-ON-HOLD to be heard over the hold button. We simply provide the player and recordings. What's connected to the music on-hold (MOH) input of your phone system will be heard, at random, no matter where the call or by whom the call is placed on-hold.

Q: Can I play different messages in different departments of my company?

A: Not easily, because ADS-ON-HOLD “typically” rides on the phone system’s music on-hold input, you’re limited to the number of MOH inputs your phone system has. However, ask your ADS-ON-HOLD representative to explain how there may be acceptable alternatives to the typical installation that can provide this exception!

Q: How long does it take to receive our first custom production?

A: Typically, 2-3 weeks. This depends on how quickly rough information is supplied to us, and how quickly we can please you with an announcer script in written form. After we receive your script approval, your production is usually delivered within 5-7 days. Sometimes as quickly as *next* day.

Q: Are there payment terms?

A: Yes. We have five (5) payment options:

1. Pay in advance. Take a 2.0% discount for full prepayment.
 2. Pay 50% with order, 50% upon receipt of **1st custom production**, or 30 days, whichever occurs first.
 3. Take up to four months to pay! Pay at least 25% each month for up to 4 months. A service charge of 1.5% per month on the outstanding balance will be added to your balance.
 4. Use your VISA, Mastercard, or American Express card for the entire purchase. S-t-r-e-t-c-h your payments out in accordance with your charge card payment plan.
 5. Pay quarterly—by signing up for our recurring payment option using your VISA, Mastercard, or American Express card. Minimum purchase applies.
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Q: What happens at the end of my subscription?

A: This is important to remember; make a note on your calendar. You have five options:

1. Do nothing and your ADS-ON-HOLD subscription will automatically renew for the same number of new productions, for a consecutive subscription period, and at the same rate. Allowing your subscription to auto-renew each time, virtually eliminates a price increase!
 2. Contact us before 60 days prior to your expiration date to notify us that you prefer not to auto-renew. Instead, you choose to:
 - a. Renew for a different number of new productions. Current year rates will apply,
 - b. Renew for a “Maintenance Only Program” (no new productions) for a subsequent subscription period. (*Generally our lowest rate available!*)
 - c. Not to renew, but instead, *purchase* your playback equipment and productions through our ADS-ON-HOLD to HOLD,PLEASE’rs ownership program.
 - d. Exercise option #3, below.
 3. Return your playback equipment and all productions in good condition, and owe nothing more.
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Q: Will I be licensed to play music over my hold button?

A: Every subscriber receives a frameable site license conferring all applicable rights and privileges that have been granted to us. Subscribers also receive a colorful window decal and an incentive to display it.