

# 25 QUESTIONS

LOCAL ADVERTISING REPS **DON'T** WANT YOU TO ASK



LEARN HOW TO CHOOSE  
**THE RIGHT ADVERTISING**  
GET MORE EXPOSURE AND

**SAVE \$1,000'S**

A T T H E S A M E T I M E

P.S. – PLEASE DON'T TELL THEM I TOLD YOU!

- RICHARD SYLVESTER -



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RESTAURANTS  
Building Brands • Scaling Business

# 25 QUESTIONS

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1. How many total households and people will my ad reach?
2. What's your audience breakdown between men and women?
3. How does your audience break down across the following age groups:  
Women <18, 18-25, 26-45, 46-65, 65+; Men <18, 18-25, 26-45, 46-65, 65+
4. What percentage of your audience falls in the zip code(s) I serve?
5. Are any households – homes or apartments – not reached?
6. What % of your audience is (my target audience)? Ex: Women 26-45
7. In “my zip codes,” what % of the population is (my target audience)?
8. To what degree can I target my message – geographically and demographically?
9. What is the “space rate” for advertising with you?
10. Are there “production fees” and, if so, what do they cover?
11. How much (\$) and how often do the production fees occur?
12. Is there a processing or “administrative fee” and, if so, how much?
13. What “new customer promotions” are available?
14. What is your minimum contract term?
15. Can I purchase a “fractional circulation” to target my footprint?
16. What “COVID rebuilding promotions” are available?
17. Do you offer volume discounts, and what is the longest contract term?  
\* To lock in a great rate for advertising you know works well.
18. When will my ads start running/reaching my target audience?
19. When, exactly, will my ads stop running?
20. How long does it take for me to achieve a 20+ frequency?
21. How many campaign terms must be contracted to achieve a 20+ frequency?
22. Do you offer ad-specific tracking mechanisms? (barcode, dedicated phone #)
23. What will my “total impression count” be for this campaign?
24. What will my “average cost-per-thousand impressions” be?
25. What added-value services do you offer?  
(website presence, app presence, POS elements)



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## Richard Sylvester

A lifelong brand enthusiast, I embrace the principles of sales, marketing, and brand-building daily. Equipped with a Business Degree in Marketing and 25+ years growing Fortune 100 and small independent brands alike, my mission is to empower small brick-n-mortar business owners and their teams with the mindset, skillset, and toolset to build their own brand.

To create much more than a simple restaurant, salon, or healthcare practice, pivoting and recovering from COVID faster than their competition to grow a stronger team, a deeper connection with the communities, scale their business and expand their footprint into new neighborhoods, cities, and states.

If you are interested in learning more about how to build your brand, develop a community of “raving fans” and “brand evangelists,” and scale your business to the next level and beyond, please visit us at [www.FullHouseBrand.com](http://www.FullHouseBrand.com) or contact Richard directly at 512.804.9835.



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