

STRATEGIC MARKETFAX...THE ALTERNATIVE EFFECTIVE ADVERTISING METHOD!

At Planet Telecom, we believe in Target Marketing. That is why we keep the most up-to-date databases for Industry Specific Marketing.

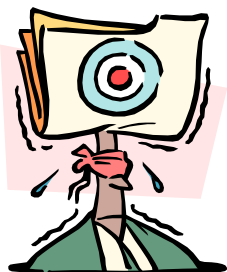
Strategic MarketFax is a fresh alternative to fax broadcasting. By sending your fax only to appropriate audiences, you can be sure that you will achieve sales. Of course you still enjoy the regular benefits of fax advertising: a timely and inexpensive way to deliver your message. In addition you will continue to build your client relationship with timely messages.

Benefits to Fax Broadcasting are:

- Adding value to your services. In a rapidly changing world, newsletters are a vital part of keeping people up-to-date.
- It is more cost effective than doing a mail out. (The preparation includes labeling the envelopes, stuffing, sealing, posting and paying \$0.47/envelope to mail. All together you are looking at approximately \$1.00/page compared to \$0.05/page.)
- It is more cost effective than faxing to each individual prospect. Fax broadcast frees up your staff to focus on more productive tasks.
- It allows you to deliver printed information to hundreds or thousands of recipients almost simultaneously.

Why Should You Use Planet Telecom's Strategic MarketFax?

- We target the specific market that you are trying to advertise to. Whether it is a specific geographical area or a specific industry. Strategic MarketFax ensures that your fax advertisement only goes to businesses that could benefit from it.
- Want to avoid having your fax advertisement end up on your competitor's desk? That's no problem for **Strategic MarketFax** – a specific list of competitors or a general Standard Industry Code can easily be omitted from our database.



Reach Your Target Market with Planet Telecom's Strategic MarketFax.