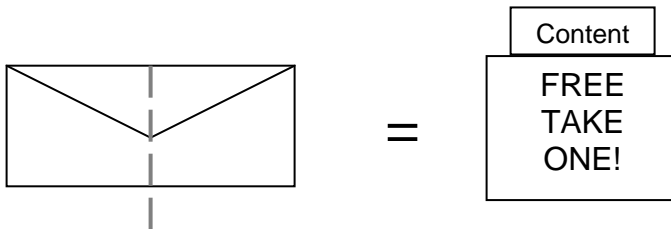


# Hot Pockets/Pull-Tabs/Rock Throws

## What Are Hot Pockets?

A hot pocket is a simple advertising method. It is simply an envelope sealed and then cut in half so that you have two pockets that can now hold 5-10 flyers each. After putting tape on the back you can put these in various places:

- Backs of Bathroom Stall Doors
- At ATM Machines (The best time for these are Friday & Saturday so everyone can see them while they're getting their money out over the weekend and the bank won't take them down until Monday)
- At Gasoline pumps
- Telephone booths
- Apartment Complex Mailbox areas
- On Soda Machines



## What Are Pull-Tabs?

A pull-tab is just a large flyer that you can post – at the bottom it has small tabs, with your name and phone number, that people can tear off. You can put these in all the same areas that you would put a hot pocket.

## What Are Rock Throws?

Again this is a simple, inexpensive, and effective method of advertising. You put a flyer in a small zip-lock bag – sometimes called a jewelry bag. (usually purchased at a large retailer like Wal-Mart in the crafts department). Then weigh the bag with a rock and then toss them from your car into the neighborhood driveways. This is a great way to build an area-specific customer base.