

ADVERTISE EFFECTIVELY WITH IA MEDIA PARTNERS



Three powerful ways to tune up marketing strategies and launch successful advertising campaigns.

ONE: Choose one of our many national quality, broadcast-ready radio ads available to sample and purchase online. We've designed a wide variety of radio commercials that can be easily customized to advertise your restaurant's unique and exclusive message. Choose the perfect combination of voices, content, music and effects that will help customers remember who you are and why they should patronize your restaurant. Preview the radio ads right now; visit www.iamediapartners.com/sysco.html

TWO: Take advantage of our e-book marketing series for restaurant owners and operators. Each monthly update is packed with valuable information to help you make smart advertising decisions. There is no magic pill for getting advertising right. It's understanding how to get into the minds and the hearts of your patrons. Advertising takes time to execute, time to cultivate and time to perfect. This book series is an easy reference, easy to read publication filled with common sense life-changing marketing strategies. It will help you get a handle on the total marketing experience, from the back of the house to the ears and eyes of your potential customers. To purchase your first chapter visit www.iamediapartners.com/sysco.html

THREE: As a full-service advertising agency, **IA Media Partners** offers SYSCO customers exclusive use our brand building strategies, media research/negotiation, and integrated communications. Experience counts, and **IA Media Partners** is experienced in determining the effective use of demographics and psychographics in the selection of traditional media, non-traditional media, and promotion. Advertising is not do-it-yourself. Let IA Media Partners help get you the biggest return on investment for your marketing dollars. **Call us at 1-866-428-3469.**

**Whether you are currently advertising or thinking about advertising,
let IA Media Partners get you the biggest return on investment for your ad dollars.
Call us toll free to find out more.**



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