



foundation**advertiser**TM

Advance revenue – guaranteed.

Foundation AdvertiserTM is a revenue generating solution specifically created for new media company start-ups or relaunches.

Benefits:

- Quickly establishes the new media company as a credible force in the market.
- Generates advance revenue, which is critical during a start-up or launch phase.
- It builds strong relationships with advertisers, generates substantial advance revenue and secures long-term advertising commitments prior to the launch or relaunch.
- Keeps advertisers informed and involved in the weeks or months prior to the launch.
- Builds strong and lasting relationships with advertisers even before the media company has established a market presence.
- Extensive media specific sales training for advertising sales staff.