

Amazing Marketing Breakthrough Expected To Spotlight National Media Attention On North Central Florida



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Press Release Summary: A Florida owned and operated company has created what many industry experts are calling the "iPod" for marketing and advertising. This amazing marketing breakthrough costs less than \$0.73 to produce, and its crammed full with hi-resolution images and video, includes professional voice narration, custom music, special effects, and it seamlessly connects to the Internet. It's entertaining, informative, and preferred 7 times better than print media and 5 times better than the Internet. It looks and behaves like a DVD but costs less than half to produce and offers more because it allows a user to connect to and from the Internet without missing a beat providing live interactive media and feedback opportunity. It's called Brochures On CD and it "Brings Your Brochures To LifeTM."

Press Release Body: Floridians are fiercely state patriotic. We all share a little bit of the limelight and fame when one of our own becomes famous to any degree. Whether it be the Heisman Trophy, or being one of the top 10 places to live in the state - when one succeeds we all succeed.

North Central Floridians now have another reason to be proud as a locally owned and operated company has created what many industry experts are calling the "iPod" for marketing and advertising. This amazing marketing breakthrough costs less than \$0.73 to produce, and its crammed full with hi-

resolution images and video, includes professional voice narration, custom music, special effects, and it seamlessly connects to the Internet. It's entertaining, informative, and preferred 7 times better than print media and 5 times better than the Internet. It does the same thing over and over and over, regardless of the day of the week or the time of the day or who plays it or even where it is played. It looks and behaves like a DVD but costs less than half to produce and offers more because it allows a user to connect to and from the Internet without missing a beat providing live interactive media and feedback opportunity. It's called **Brochures On CD and it "Brings Your Brochures To Life™."**

The Brochure On CD starts on its own; has no buttons to push or programs to download, simply place the disc in CD tray and close...in just a few seconds you'll be greeted by wonderful music compilation custom created to meet the demands of the target audience and product as well as a lively welcome screen advising that the CD is preparing to run. A few moments later a hi-resolution presentation begins with its' own custom music and narration.

Brochures On CD corporate recently created a full function demo CD, prepared for the State of Alaska, titled "Beyond Your Dreams™" and is simply stunning. The photographs and videos are hi-resolution and significantly larger than those available online. The stereo sound, narration, and special effects make the CDs easy to watch and enjoy...all the time marketing the attributes of a trip to Alaska.

Most are amazed to see how much these little discs can do. According to the Gainesville resident and **President of Brochures On CD, Brent Russell**, *"We invested a little over \$300,000 to develop a systematized approach to production that makes our tools extremely affordable...technology is great but it has to be affordable and it has to work in a near universal manner...not a small feat."* All from this little disc that costs less than most spend on a color pamphlet.

Introduced in September 2008, the response has been very positive; "we are in negotiations with several States, convention bureaus, and well known cruise lines...we have secured contracts with private industry and a national retailer/wholesaler. We expect to hire additional staff in the near future and expand our production capabilities in Gainesville"...says Russell.

But this is just the beginning, **Brochures On CD** has loaded numerous documents and brochures onto the CD that can be viewed and printed; best of all **Brochures On CD** has added dozens of "hotlinks" in these documents that allow a user to click on topics that open a corresponding Internet webpage. Russell adds *"the CD is intended to complement a Client's website by seamlessly linking to and from the CD...this is not a replacement for the Internet...it's the tool that drives prospect to your site."*

The Internet connectivity is a marvelous addition to this tool...it adds a whole new dimension to the product. The system developed by **Brochures On CD** can produce most projects in less than 75 days and provide updates in less than 21 days for about 1/4th the cost of a DVD production...yet another one of the many benefits.

"This is THE perfect marketing tool...it delivers THE message your prospect needs to hear every single time it is played" says **Bryan Bauman, Vice President and Director of National Sales**. He points out dozens of other attributes that include the ability to mail the CD with a cover letter in a standard #10 envelope for \$0.42.

"The Brochures On CD product saves \$0.58 per mailing over the average cost of a full size DVD/CD and more than \$1.20 in savings for an average print brochure"...says Bauman.

Brochures On CD is based in Gainesville, Florida with offices located in the Dallas and Pensacola. Graphic services are provided by neutral7 design group...a group Russell describes as **"Creative and RESULTS Driven."** Clients served include state and private tourist agencies, private industry, and retailers/wholesalers...essentially any business that can benefit from a marketing piece that is educational and entertaining. The ultra-low production costs, ease of distribution, and Internet connectivity makes this a product that has near universal application. More about Brochures On CD is available online at www.BrochuresOnCD.com. Free demonstration discs are available via online requests or call toll free at **(866) 999-9155 x719**.

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