

FROM: The Advertising Hotline, 174 Holland Ave., New
Milford, NJ 07646
CONTACT: Amy Sprecher, 201 385-1220

For immediate release

**NEW NATIONAL TELEPHONE HOTLINE
PROVIDES FREE ADVERTISING AND
MARKETING TIPS TO AD AGENCIES,
CORPORATIONS, AND SMALL BUSINESS**

New Milford, NJ, December 4th-The "Advertising Hotline," a new nationwide telephone hotline, has been established to provide free advice, information, and tips on advertising, direct mail, publicity, and other forms of promotion to ad agencies, PR firms, large corporations, and small business. The Hotline number is XXX XXX-XXXX.

"Clients and their agencies today need solid, reliable information on what works in advertising-and what doesn't," says Bob Bly, the Hotline's director. "As a freelance copywriter, I have hundreds of people calling me asking questions such as: 'How can I get more inquiries from my quarter-page trade ad? How can I write a direct mail package that will get a good response?' I set up the Advertising Hotline to give these folks some of the answers."

Unlike many other information sources, Bly points out, the Advertising Hotline is free. "A lot of companies can't afford to hire consultants, and it takes time to read a book or attend a seminar," notes Bly. "The Hotline is free and takes only five minutes of the caller's time."

In the months to come, callers who phone the Advertising Hotline at XXX XXX-XXXX can listen to taped "miniseminars" on a variety of subjects. Scheduled topics include: "10 Ways to Stretch Your Advertising Budget," "How to Write Winning Sales Letters," and "12 Questions to Ask *Before* You Create Your Next Advertising Campaign." The current topic can be heard right now by calling the Hotline at XXX XXX-XXXX.

The hotline can be reached from any telephone in the world, 24 hours a day, 7 days a week. The taped message usually runs between 3 to 5 minutes in length. The message is changed approximately once a week.