

# **BIG EAR ADS – FAQ'S**

## **How many homes are in each zone?**

We guarantee delivery of 5000 homes per zone. If some areas have more homes than 5000 in the marked area, we may do some cycling of the delivery between some of the areas depending on the circumstance.

## **Who delivers the door hangers?**

Big Ear Ads contracts responsible and reliable delivery contractors to insure the job gets done right. We pay our contract delivery members well and we expect the deliveries to be done accurately and on time. BEA does not farm delivery out to non-profit organizations due to the difficulty in managing proper delivery and quality control.

## **How do I know the door hangers are getting delivered?**

Big Ear Ads business depends on your ads making it to the door. We have zero tolerance for any of our crew that tries to cheat the system. We hire quality crew managers to verify delivery. Each crew member is required to notify us before they begin delivering with the location of delivery before they begin. The crew member must again notify us on completion for that day with total number delivered and location of delivery. With this information our delivery manager does the spot checking. Each crew member must also follow our mapping documentation system to be turned in to us. All of our compliance requirements must be completed for the crew member to be paid for said delivery.

## **What time of the month do the door hangers get delivered?**

Delivery begins around the 8 -10<sup>th</sup> of each month and generally takes 2 -3 weeks for completion. Assuming there are not any extended weather issues, all door hangers will be completely delivered by the last day of each month.

## **Do you offer exclusivity for industries on your door hanger?**

Yes, Big Ear Ads will not put more than one of any given industry per side of a door hanger. You may purchase a double ad or 2 sided ad if you wish to be the only company in your industry on the door hanger.

## **Who designs my ad?**

BEA will design your ad at no additional cost to you. You are welcome to hire your own designers if you choose.

## **What are the ad dimensions and details if I have someone else design my ad?**

If you are creating ad in-house, please use the following parameters:

1. 6 inches wide
2. 2.5 inches high
3. 300 dpi
4. Files accepted are jpeg, pdf, eps, psd or ai.
5. Place discount offers on the right side of ad.

**What info does BEA need from me to design my ad?**

1. Logo files in either jpeg, pdf, eps or tiff.
2. Any additional picture files you would like included.
3. The discount offer(s) you want on your ad
4. Disclaimers for the offer.
5. How you want the recipients to contact you. (phone, email, website etc)
6. 3-5 brief bullet points outlining services
7. A thought provoking headline.

**Are the ads per company on the door hangers one sided or 2 sided?**

The BEA standard ads are 1 sided. You may purchase both sides if you choose.

**On average what is the rate of return from this type of advertising?**

There are so many variables that play into your results. We've seen ½ percent all the way to 6%. We've seen ads pull nothing due to bad offers, wrong time of year, not advertising long enough, etc. What we do know is that BEA has an extremely high renewal rate for clients doing multiple zones for 6 months or better. Many BEA clients have been advertising with us for 3-5 years.