

# Category Confidence Guide



Category	Orders	Pieces Printed 2008*	NTAs <sup>®</sup> Mailed**	Times Mailed Per Year**	Interest Creating Remarks	Lead Offers from the 2009 Category Reference Guide
<b>Dining, Food &amp; Beverage</b>						
<b>Pizza Restaurants</b>	13,796	491,522	2	8	<ul style="list-style-type: none"> <li>Sell more pizzas</li> <li>Increase delivery</li> <li>Make you a choice for family "pizza night"</li> </ul>	<ul style="list-style-type: none"> <li>Free Pizza - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Pizza - Buy 1; Get 1 Half Price (BOGOHO)</li> <li>Low Price on Large 1 Topping Pizza (Additional toppings extra)</li> </ul>
<b>Sit Down Restaurants</b>	8,724	379,836	3	7	<ul style="list-style-type: none"> <li>Keep your tables full</li> <li>Encourage repeat visits</li> <li>Make you a choice for special occasions</li> </ul>	<ul style="list-style-type: none"> <li>Free Entrée - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Entrée - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>15% Off Your Entire Bill</li> <li>\$5 Off Any Order Of \$25</li> <li>\$10 Off Dinner For Two</li> </ul>
<b>Asian Restaurants</b>	7,012	229,879	2	8	<ul style="list-style-type: none"> <li>Sell more full entrees/buffet meals</li> <li>More add-ons (appetizers, eggrolls, rangoons, soups) included in full meal purchases</li> <li>Increase Take-out and Delivery</li> </ul>	<ul style="list-style-type: none"> <li>Free Entrée - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Entrée - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>15% Off Your Entire Bill</li> </ul>
<b>Mexican Restaurants</b>	3,942	167,203	2	8	<ul style="list-style-type: none"> <li>Sell more high-profit margin items (ex: drinks, desserts)</li> <li>Get more people in for margarita nights</li> </ul>	<ul style="list-style-type: none"> <li>Free Entrée - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Entrée - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>15% Off Your Entire Bill</li> <li>\$5 Off Any Order Of \$25</li> <li>\$10 Off Dinner For Two</li> </ul>
<b>Quick Serve</b>	2,534	119,605	3	7	<ul style="list-style-type: none"> <li>Being the inexpensive and quick option families turn to when they don't want to cook at home</li> <li>Get more cars in the drive thru</li> </ul>	<ul style="list-style-type: none"> <li>Free Menu Item - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Menu Item - Buy 1; Get 1 Half Price (BOGOHO)</li> <li>Low Price Point Combo Meal</li> </ul>
<b>Sub Shops/Deli</b>	2,158	87,084	3	7	<ul style="list-style-type: none"> <li>Sell more foot longs</li> <li>Increase sales volume by focusing on healthier yet inexpensive sandwich deals or new offerings</li> </ul>	<ul style="list-style-type: none"> <li>Free Sub or Sandwich - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Sub or Sandwich - Buy 1; Get 1 Half Price (BOGOHO)</li> <li>Low Price Point Combo Meal</li> </ul>
<b>Italian Restaurants</b>	2,032	70,306	2	8	<ul style="list-style-type: none"> <li>Promote family-style dining options to entice larger groups</li> <li>Increase sales of higher-profit margin meals</li> <li>Promote menu items that take advantage of consumer trends</li> <li>Make you a choice for special occasions</li> <li>Sell more pasta dinners</li> <li>Sell more pizzas</li> </ul>	<ul style="list-style-type: none"> <li>Free Entrée - Buy 1; Get 1 Free (BOGO)</li> <li>1/2 Price Entrée - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>15% Off Your Entire Bill</li> <li>\$5 Off Any Order Of \$25</li> <li>\$10 Off Dinner For Two</li> </ul>

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<b>Ethnic, Seafood, Steak &amp; Restaurants</b>	1,729	70,085	3	8	<ul style="list-style-type: none"> <li>• Increase sales of seasonal and high-profit seafood options</li> <li>• Sell more higher-quality cuts of steak</li> <li>• Encourage repeat visits</li> <li>• Make you a choice for special occasions</li> </ul>	<ul style="list-style-type: none"> <li>• Free Entrée - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Entrée - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• 15% Off Your Entire Bill</li> <li>• \$5 Off Any Order Of \$25</li> <li>• \$10 Off Dinner For Two</li> </ul>
<b>Frozen</b>	1,529	52,985	2	7	<ul style="list-style-type: none"> <li>• Encourage incorporating into more family outings, date nights or group celebrations</li> <li>• Create excitement over new flavors</li> </ul>	<ul style="list-style-type: none"> <li>• Free Menu Item - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Menu Item - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• Low Price On Popular or Promotion Items</li> <li>• \$2 Off Any Order Of \$10 Or More</li> </ul>
<b>Bakeries</b>	907	41,150	2	7	<ul style="list-style-type: none"> <li>• Sell more coffee with baked goods (higher profit margin)</li> <li>• Have more customers choose you for their birthday cakes</li> <li>• Sell more donuts and bagels</li> <li>• Drive more AM foot traffic</li> </ul>	<ul style="list-style-type: none"> <li>• Free Donut or Bagel - Buy 1; Get 1 Free (BOGO)</li> <li>• Free 1/2 Dozen Donuts or Bagels - Buy 6; Get 6 Free (BOGO)</li> <li>• Free Loaf of Bread (BOGO)</li> <li>• 50 Off Reg. Coffee Purchase</li> <li>• \$1 Off Specialty Coffee</li> </ul>
<b>Hamburger Restaurants</b>	871	38,040	3	7	<ul style="list-style-type: none"> <li>• Sell more double cheese burgers/fries/combo meals</li> </ul>	<ul style="list-style-type: none"> <li>• Free Hamburger or Sandwich - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Hamburger or Sandwich - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• Low Price Point Combo Meal</li> </ul>
<b>Beer, Wine, Liquor</b>	816	27,960	2	8	<ul style="list-style-type: none"> <li>• Help your customers plan their next event, party, tailgate</li> </ul>	<ul style="list-style-type: none"> <li>• 15% Off Any Purchase</li> <li>• 10% Off Any Purchase</li> <li>• \$5 Off Any Purchase of \$25 or More</li> <li>• \$10 Off Any Purchase of \$50 or More</li> <li>• 20% Off Any Bottle of Wine</li> <li>• \$2 Off Any 12pk or More of Beer</li> <li>• Low Price Points on Popular/Promotional Products</li> </ul>
<b>Chicken Restaurants</b>	814	44,030	3	8	<ul style="list-style-type: none"> <li>• Sell more whole chicken meals</li> </ul>	<ul style="list-style-type: none"> <li>• Free Entrée - Buy One Entrée Get One Entrée Free</li> <li>• 1/2 Price Entrée - Buy One Dinner Get One Dinner Half Price</li> <li>• 15% Off Your Total Check</li> <li>• \$4.99 Lunch Special</li> <li>• \$4.99 Dinner Special</li> <li>• \$5 Off Total Check Of \$25 Or More</li> </ul>
<b>Buffet/Diner/Other</b>	682	25,625	3	7	<ul style="list-style-type: none"> <li>• Sell more adult buffets/meals</li> <li>• Increase frequency of visits</li> <li>• Get families to come in</li> <li>• Keep tables full</li> </ul>	<ul style="list-style-type: none"> <li>• Free Buffet - Buy 1; Get 1 Free</li> <li>• 1/2 Price Buffet - Buy 1; Get 1 Half Price</li> <li>• \$5.99 All You Can Eat Buffet</li> <li>• \$3 Off Any Order Of \$15 Or More</li> <li>• \$5 Off Any Order Of \$25 Or More</li> <li>• 50% Off Any Menu Item</li> </ul>

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<b>Auto / Transportation</b>						
<b>Auto Repair</b>	7,120	442,140	3	9	<ul style="list-style-type: none"> <li>• Keep your bays full</li> <li>• Keep your techs busy</li> </ul>	<ul style="list-style-type: none"> <li>• \$19.95 Oil Change &amp; Lube</li> <li>• \$19.95 Oil Change &amp; Free Tire Rotation</li> <li>• \$19.95 Oil Change &amp; Free Brake Inspection</li> <li>• \$29.95 Oil Change &amp; Tire Rotation</li> <li>• Free Brake Inspection</li> <li>• Free Wheel Alignment Inspection</li> <li>• Free Seasonal Check-up</li> <li>• \$9.95 Tire Rotation, Balance &amp; Brake Inspection</li> </ul>
<b>Car Wash and Detail</b>	3,536	197,664	3	8	<ul style="list-style-type: none"> <li>• Wash more cars</li> <li>• Wax more cars</li> <li>• Reach people who will buy add ons (air fresheners, wiper blades, etc)</li> </ul>	<ul style="list-style-type: none"> <li>• \$5.99 Express Service Car Wash</li> <li>• \$8.99 Premium Full Service Car Wash</li> <li>• \$10.99 Ultimate Car Wash</li> <li>• \$9.99 100% Hand Service Car Wash</li> <li>• \$2 Off Any Car Wash Service</li> <li>• \$3 Off Any Car Wash Service</li> <li>• \$5 Off Any Car Wash Service</li> </ul>
<b>Oil and Lube</b>	3,083	226,598	4	9	<ul style="list-style-type: none"> <li>• Keep your bays full</li> <li>• Keep your techs busy</li> <li>• Make sure people see YOU every 3,000 miles</li> </ul>	<ul style="list-style-type: none"> <li>• \$14.95 Oil Change &amp; Lube</li> <li>• \$19.95 Oil Change &amp; Lube</li> <li>• \$19.95 Oil Change &amp; Free Tire Rotation</li> <li>• \$5 Off Oil Change &amp; Lube</li> </ul>
<b>Tire Dealers</b>	2,076	225,397	5	9	<ul style="list-style-type: none"> <li>• Keep your bays full</li> <li>• Install more sets of tires</li> <li>• Rotate more tires</li> </ul>	<ul style="list-style-type: none"> <li>• \$9.95 Tire Rotation &amp; Balance</li> <li>• \$19.95 Tire Rotation &amp; Wheel Balance</li> <li>• \$19.95 Oil Change &amp; Tire Rotation</li> <li>• \$14.95 Oil Change &amp; Lube</li> <li>• \$19.95 Oil Change &amp; Lube</li> <li>• Free Tire Rotation</li> <li>• Free Brake Inspection</li> <li>• Free Safety Inspection</li> <li>• Dollars or Percentage off on Tire Purchase</li> <li>• Free Tire - Buy 3 Tires; Get One Free</li> </ul>
<b>New Cars / Trucks Sales</b>	836	60,453	5	8	<ul style="list-style-type: none"> <li>• Get more people to the lot</li> <li>• Sell more cars/trucks</li> <li>• Get people to test drive more cars/trucks</li> </ul>	<ul style="list-style-type: none"> <li>• \$100 - \$1,000 Cash Back: Present Coupon After You Make Your Best Deal</li> <li>• Free Year of Maintenance Service w/Purchase (New or Used)</li> <li>• Free Gift Card With Any Test Drive</li> <li>• Free Gas Card Offer</li> </ul>
<b>Gas Stations</b>	789	25,830	2	9	<ul style="list-style-type: none"> <li>• Keep cars coming to the pump and inside the store</li> </ul>	<ul style="list-style-type: none"> <li>• 3¢ Off Per Gallon 8 Gallon Minimum</li> <li>• 5¢ Off Per Gallon 8 Gallon Minimum</li> <li>• 5¢ Off Per Gallon With Car Wash Purchase</li> <li>•  Free 16oz. Coffee or Fountain Drink with Fill-up</li> </ul>
<b>Bus / Limo / Taxi</b>	737	89,307	8	7	<ul style="list-style-type: none"> <li>• Increase trips to the airport</li> <li>• Promote for Prom Season/weddings</li> </ul>	<ul style="list-style-type: none"> <li>• \$2 Off Any Ride Of \$10 Or More (Taxi &amp; Bus Only)</li> <li>• \$2 Off Any One -Way Fare (Taxi &amp; Bus Only)</li> <li>• Free Hour With The Purchase Of 4 Or More Hours (Limo Only)</li> </ul>
<b>Auto Glass (Windshields)</b>	508	71,425	9	8	<ul style="list-style-type: none"> <li>• Increase windshield installs</li> </ul>	<ul style="list-style-type: none"> <li>• Free Estimate - Repair or Replacement</li> <li>• \$25 Off Crack or Chipped Windshield Repair</li> <li>• \$50 Off Windshield Replacement or Repair</li> </ul>

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<b>Auto Body / Painting</b>	415	33,828	6	6	<ul style="list-style-type: none"> <li>Remove more dings and dents</li> <li>Fix more bumpers and fenders</li> </ul>	<ul style="list-style-type: none"> <li>Free Estimate</li> <li>\$50 Off Body Work or Collision Repair</li> <li>\$100 Off Body Work or Collision Repair</li> <li>\$150 Off Body Work or Collision Repair</li> <li>Low Price Point on Paint Jobs</li> </ul>
<b>Parking Lot / Garages</b>	408	112,070	19	9	<ul style="list-style-type: none"> <li>Keep the lot full</li> </ul>	<ul style="list-style-type: none"> <li>One Free Day with Two or More Paid Days</li> <li>Free Hour with Two or More Paid Hours</li> <li>\$ Off Per Day</li> <li>Low Price Point Daily Parking (Reg. Price Included)</li> <li>Low Price Point Weekly Parking (Reg. Price Included)</li> <li>Low Price Point Monthly Parking (Reg. Price Included)</li> </ul>

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<b>Home &amp; Garden</b>						
<b>Window / Glass / Door</b>	5,796	1,262,369	12	7	<ul style="list-style-type: none"> <li>Keep phones ringing</li> <li>Increase showroom visits</li> <li>Install more windows/doors</li> </ul>	<ul style="list-style-type: none"> <li>Free Estimate – Call For An Appointment</li> <li>Free Window With The Purchase Of Four Or More Windows</li> <li>Free Door With The Purchase Of Four Or More Windows</li> <li>\$300 Off The Purchase Of Five Or More Windows</li> <li>20% Off Entire House Window Replacement</li> </ul>
<b>Carpet &amp; Upholstery Cleaning</b>	5,468	872,800	9	9	<ul style="list-style-type: none"> <li>Clean more high traffic areas, People think of you when they stain their carpet/furniture</li> </ul>	<ul style="list-style-type: none"> <li>\$129.99 Carpet Cleaning Entire House</li> <li>\$69.99 Carpet Cleaning 3 Rooms &amp; Hall</li> <li>\$59.99 Carpet Cleaning 2 Rooms &amp; Hall</li> </ul>
<b>Lawn &amp; Garden Maintenance</b>	2,912	227,176	5	6	<ul style="list-style-type: none"> <li>Keep your lawn looking great and pest free</li> </ul>	<ul style="list-style-type: none"> <li>Free Consultation &amp; Estimate - Call For An Appointment</li> <li>Free Lawn Mowing - Your 4th Mowing Is Free With A Paid Month Of Service</li> <li>15% Off Yard Clean Up</li> <li>\$50 Off Any Landscaping Service Of \$250 Or More</li> <li>20% Off Any Waterfall Or Pond Installation</li> <li>\$100 Off Any Landscaping Service Of \$500 Or More</li> </ul>
<b>Maid Services / Commercial Cleaning</b>	2,635	262,772	5	9	<ul style="list-style-type: none"> <li>Get you more houses to clean</li> <li>Get you contracted clients</li> <li>Keep your workers busy</li> </ul>	<ul style="list-style-type: none"> <li>Free In-Home Estimate</li> <li>\$50 Off - \$10 Off Your 1st, \$15 Off 2nd &amp; \$25 Off 3rd House Cleanings</li> <li>\$30 Off - \$10 Off Your 1st, 3rd &amp; 5th House Cleanings</li> <li>Free Cleaning Service - Your 4th Cleaning Free When You Sign Up For Weekly Or Bi-weekly Service</li> <li>\$20 Off Your 1st House Cleaning</li> <li>\$25 Off Any Exterior Window Cleaning</li> </ul>
<b>Home Remodeling / Construction</b>	2,503	495,117	10	7	<ul style="list-style-type: none"> <li>Keep phones ringing</li> <li>Get in front of home owners in need of renovations</li> </ul>	<ul style="list-style-type: none"> <li>Free Estimate - Call For An Appointment</li> <li>Free No Obligation Estimate - Call For An Appointment</li> <li>Free Consultation &amp; Estimate - Call For An Appointment</li> <li>20% Off Any Kitchen Or Bathroom Remodeling Job (Present this coupon after receiving written estimate)</li> <li>20% Off Any Job (Present this coupon after receiving written estimate)</li> </ul>
<b>Window Treatments / Drapery / Blinds</b>	2,346	268,830	5	9	<ul style="list-style-type: none"> <li>Keep phones ringing</li> <li>Get in front of home owners looking to update their window treatments</li> </ul>	<ul style="list-style-type: none"> <li>Free Consultation &amp; Estimate - Call For An Appointment</li> <li>30% Off Any In-stock Window Covering</li> <li>30% Off Any Standard Window Covering</li> <li>25% Off Any Custom Window Covering</li> </ul>
<b>Heating / Air Conditioning</b>	1,983	269,625	8	7	<ul style="list-style-type: none"> <li>Keep phones ringing</li> <li>More new unit installs</li> <li>Write service agreements on existing units</li> </ul>	<ul style="list-style-type: none"> <li>Free Home Inspection - Call Today For Appointment</li> <li>Free Service Call with any Repair</li> <li>\$25 Off Any Air Conditioning Or Heating Repair</li> <li>\$49 Air Conditioner Inspection &amp; Tune Up</li> <li>\$25 Off Any Furnace Cleaning &amp; Tune up</li> </ul>
<b>Handyman Services</b>	1,827	239,042	8	8	<ul style="list-style-type: none"> <li>Do more repairs</li> <li>Help customers with their "honey do" list</li> </ul>	<ul style="list-style-type: none"> <li>Free Consultation &amp; Estimate - Call Today For An Appointment</li> <li>\$15 Off Any Service Of \$75 Or More</li> <li>\$25 Off Any Service Of \$125 Or More</li> <li>\$50 Off Any Service Of \$250 Or More</li> </ul>

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<b>Roofing &amp; Siding</b>	1,578	388,172	12	8	<ul style="list-style-type: none"> <li>Install more tile and shingle roofs/siding jobs</li> </ul>	<ul style="list-style-type: none"> <li>Free Consultation &amp; Estimate - Call For An Appointment</li> <li>\$200 Off Any Complete Siding Job Of \$1000 Or More</li> <li>\$1000 Off Any Complete Roof Replacement Of \$5000 Or More</li> <li>20% Off Any Complete Roofing or Siding Job</li> <li>\$100 Off Any Complete Gutter Purchase &amp; Installation</li> </ul>
<b>Carpets &amp; Flooring - Retail</b>	1,542	193,136	7	8	<ul style="list-style-type: none"> <li>Install more carpet, hardwood, and tile floors</li> </ul>	<ul style="list-style-type: none"> <li>Free Estimates - Call Today For Appointment</li> <li>\$50 Off Any Flooring Purchase Of \$350 Or More</li> <li>\$100 Off Any Flooring Purchase Of \$700 Or More</li> <li>15% Off Any Flooring Purchase With Paid Installation</li> <li>Free Padding With Any Carpet Purchase</li> <li>\$2.99 Hardwood Flooring Per Sq. Ft. Installed</li> <li>\$1.99 Ceramic Tile Per Sq. Ft. Installed</li> <li>Free Installation With Any Purchase Of \$1,000 Or More</li> </ul>
<b>Self Storage/ Storage</b>	1,295	83,670	3	7	<ul style="list-style-type: none"> <li>Be a choice for people looking to store tools, bicycles, furniture, seasonal items</li> <li>Get to the people who are transitioning homes (down sizing)</li> <li>Reach people who use storage units as second home</li> <li>Promote your PODS</li> </ul>	<ul style="list-style-type: none"> <li>\$1 First Month Rent When You Purchase A Second Month</li> <li>Free Month Rental When You Purchase One Month Rental</li> <li>Free 2nd Month Rental With Paid First Month</li> <li>50% Off First Month Rental With Paid Second Month</li> </ul>
<b>Painting and Wallcovering Service</b>	1,247	116,705	6	7	<ul style="list-style-type: none"> <li>Paint more houses and install more wallpaper</li> </ul>	<ul style="list-style-type: none"> <li>Free Consultation &amp; Estimate - Call For An Appointment</li> <li>\$100 Off Any Interior Paint Job of \$500 Or More</li> <li>\$150 Off Any Exterior Paint Job of \$750 Or More</li> <li>10% Off Any Purchase Of Wallpaper &amp; Installation</li> <li>15% Off Any Interior Staining &amp; Refinishing Job</li> </ul>
<b>Lawn and Garden Centers</b>	627	43,101	6	6	<ul style="list-style-type: none"> <li>Sell more sod, plants, and fertilizer</li> </ul>	<ul style="list-style-type: none"> <li>\$2 Off Any Purchase Of \$10 Or More</li> <li>\$5 Off Any Purchase Of \$25 Or More</li> <li>\$10 Off Any Purchase Of \$50 Or More</li> <li>20% Off Any Purchase</li> </ul>
<b>Closets / Organizers</b>	598	133,889	14	7	<ul style="list-style-type: none"> <li>Install more custom home storage units, storage cabinets and storage organizers</li> </ul>	<ul style="list-style-type: none"> <li>Free Design Consultation and Estimate</li> <li>\$50 - \$150 Off Complete Job</li> <li>15% Off Any Job</li> </ul>
<b>Hardware Stores</b>	570	26,885	3	8	<ul style="list-style-type: none"> <li>Help home owners finish weekend projects</li> </ul>	<ul style="list-style-type: none"> <li>\$5 Off Any Purchase Of \$25 Or More</li> <li>\$10 Off Any Purchase Of \$50 Or More</li> <li>\$20 Off Any Purchase Of \$100 Or More</li> <li>15% Off Your Entire Purchase</li> <li>20% Off Your Entire Purchase</li> </ul>
<b>Plumbing</b>	552	61,580	7	8	<ul style="list-style-type: none"> <li>Fix more leaky sinks/toilets</li> </ul>	<ul style="list-style-type: none"> <li>Free Service Call (\$49 Value)</li> <li>Free Service Call with any repair</li> <li>\$25 off any service call</li> <li>Free Estimate No Obligation</li> <li>\$50 off replacement of an existing water heater</li> <li>\$25 off any job of \$200 or more</li> </ul>

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<b>General Services</b>						
<b>Dry Cleaners / Laundry</b>	6,035	185,991	2	9	<ul style="list-style-type: none"> <li>Clean more clothes, press more pants, hem more pants/skirts, alterations</li> </ul>	<ul style="list-style-type: none"> <li>\$1.29 Dress Shirts (5 Shirt Minimum)</li> <li>\$5 Off Any Dry Cleaning Order Of \$25 Or More</li> <li>25% Off Any Incoming Household Item</li> <li>25% Off Any Incoming Dry Cleaning Order</li> </ul>
<b>Pet Care</b>	1,982	100,558	3	8	<ul style="list-style-type: none"> <li>Sell more pet food</li> <li>Groom more pets</li> </ul>	<ul style="list-style-type: none"> <li>FREE Initial Office Visit &amp; Exam</li> <li>\$10 Initial Exam</li> <li>\$10 Complete Physical For Dogs &amp; Cats</li> <li>\$10 Off Pet Teeth Exam &amp; Cleaning</li> <li>\$10 Off Pet Vaccinations With Exam</li> <li>\$10 Off Bathing, Grooming &amp; Nail Trimming</li> <li>\$5 Off Nail Trimming &amp; Ear Cleaning</li> <li>\$15 Off Spay &amp; Neuter</li> <li>20% Off Spay &amp; Neuter</li> <li>Free Night Boarding With 3 Night Minimum Stay</li> <li>20% Off Pet Boarding</li> <li>20% Off Flea &amp; Tick Prevention</li> <li>20% Off Heartworm Test &amp; Medication</li> </ul>
<b>Insurance</b>	1,748	95,259	4	7	<ul style="list-style-type: none"> <li>Cover more home owners/motorists</li> </ul>	<ul style="list-style-type: none"> <li>FREE No Obligation Rate Quote</li> <li>FREE No Obligation Insurance Analysis</li> <li>Compare Our Low Rates &amp; Save</li> <li>Most Drivers Save Over \$250 Per Year</li> <li>Term Life Insurance As Low As \$15 Per Month</li> </ul>
<b>Communications</b>	1,145	322,673	6	7	<ul style="list-style-type: none"> <li>Sell more phones</li> <li>Sign more service agreements</li> </ul>	<ul style="list-style-type: none"> <li>Free Camera Phone With 2 Year Activation</li> <li>Free DVR Upgrade With 1 Year Service Agreement</li> <li>Free DVD Player With 1 Year Service Agreement</li> <li>Free Month of Cable With 1 Year Service Agreement</li> <li>\$19.99 Per Month Cable Service First 3 Months</li> <li>\$29.99 Per Month DSL Internet Service</li> <li>\$69.99 Unlimited Minutes</li> <li>Free 4 Room System With 1 Year Service Agreement</li> </ul>
<b>Child Care</b>	1,084	67,130	3	6	<ul style="list-style-type: none"> <li>Care for more kids</li> <li>Get your classrooms full</li> <li>Register more children</li> <li>Let them know about your summer camp</li> </ul>	<ul style="list-style-type: none"> <li>Free Week with New Enrollment</li> <li>Free Registration</li> <li>50% Off Registration</li> <li>25% Off 2nd Month's Tuition</li> </ul>
<b>Mailing and Shipping</b>	778	26,255	2	7	<ul style="list-style-type: none"> <li>Ship more packages</li> <li>Sell more PO Boxes</li> </ul>	<ul style="list-style-type: none"> <li>\$2 Off Any Shipping Overnight or Standard</li> <li>\$2 Off Any Purchase Of \$10 Or More</li> <li>20% Off Any Shipping Service FedEx, UPS or U.S. Postal Service</li> <li>1 Free Month Mailbox Rental With 6 Month Rental Agreement</li> <li>25% Off All Moving &amp; Packing Supplies</li> </ul>

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<b>Accountants / Tax Preparers</b>	680	89,761	4	4	<ul style="list-style-type: none"> <li>• Get more clients</li> <li>• Prepare more returns</li> </ul>	<ul style="list-style-type: none"> <li>• Free Tax Consultation</li> <li>• Free Tax Consultation &amp; Review</li> <li>• Free No Obligation Book Keeping Consultation</li> <li>• Free E-File With Tax Preparation</li> <li>• Free Review Of Previous Year's Tax Return</li> <li>• \$10 Off Income Tax Preparation</li> <li>• \$20 Off Income Tax Preparation</li> <li>• \$50 Off First Month Book Keeping Service</li> </ul>
<b>Pet Stores</b>	611	38,406	4	7	<ul style="list-style-type: none"> <li>• Find more pets good homes</li> <li>• Sell more pet food</li> <li>• Groom more pets</li> </ul>	<ul style="list-style-type: none"> <li>• \$5 Off any Purchase of \$25 or More</li> <li>• Free Pet Item with any Purchase</li> <li>• 20% Off Pet Accessories</li> <li>• \$2 Off any Purchase of \$10 or More</li> <li>• 20% Off Pet Grooming Services</li> <li>• Low Price Point on Popular/Promotion Item</li> </ul>
<b>Business / Trade Schools</b>	584	32,345	4	6	<ul style="list-style-type: none"> <li>• Increase enrollment</li> <li>• Keep classes full</li> </ul>	<ul style="list-style-type: none"> <li>• Free Class Registration</li> <li>• Free Student Application</li> <li>• Free Career Consultation &amp; Placement</li> <li>• \$75 Off Placement Testing</li> <li>• \$75 Off Diagnostic Testing</li> <li>• 15% Off Campus Store Purchase (Student ID required)</li> </ul>
<b>Banks</b>	473	19,960	4	4	<ul style="list-style-type: none"> <li>• Get new members, open more checking/saving accounts/promote savings instruments</li> </ul>	<ul style="list-style-type: none"> <li>• Free Checking &amp; Checks – No Minimum Balance Requirement</li> <li>• \$25 Credit – When You Open An Account</li> <li>• \$50 Deposit – When You Open An Account</li> <li>• \$100 Deposit - When You Open An Account</li> <li>• \$100 Cash Bonus – When You Open An Account</li> <li>• \$250 Gas Card When Your Loan Closes</li> <li>• 50% Off 1st Year Safety Deposit Box Rental</li> <li>• 4.25% For 1 Year CD</li> <li>• 5.25% Fixed Home Equity Rate</li> <li>• 3.50 APY Money Market Accounts</li> </ul>
<b>Legal Service</b>	413	34,780	4	9	<ul style="list-style-type: none"> <li>• Get new clients</li> </ul>	<ul style="list-style-type: none"> <li>• Free Consultation</li> <li>• Free No Obligation Consultation</li> <li>• \$100 Off Fees</li> <li>• \$100 Off Divorce/Family Law</li> <li>• \$149 Estate Planning Package</li> <li>• 20% Off Any Service</li> <li>• \$100 Off Bankruptcy Fee</li> <li>• \$75 Off Any Service</li> <li>• 25% Off Estate Planning Documents</li> <li>• \$295 Simple Single Will</li> <li>• \$495 Husband &amp; Wife Will</li> <li>• Free Estate Planning Analysis</li> <li>• \$125 Power of Attorney</li> <li>• \$395 Uncontested Divorce</li> <li>• \$190 Simple Will</li> <li>• \$225 Husband &amp; Wife Wills</li> </ul>

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<b>Health, Beauty &amp; Fitness</b>						
<b>Hair Salons</b>	4,656	225,508	3	7	<ul style="list-style-type: none"> <li>Keep chairs full</li> <li>Keep appointment books full</li> <li>Cut/color more hair</li> </ul>	<ul style="list-style-type: none"> <li>\$24.99 Haircut &amp; Style</li> <li>\$19.99 Haircut &amp; Shampoo</li> <li>\$8.95 Adult Cut</li> <li>\$5 Off Any Haircut &amp; Shampoo</li> <li>50% Off Kid's Haircut</li> <li>\$10 Off Highlight Or Hair Color</li> </ul>
<b>Spas / Day Spas</b>	2,377	140,144	3	7	<ul style="list-style-type: none"> <li>Get more clients</li> <li>More massages/waxing/facials</li> </ul>	<ul style="list-style-type: none"> <li>\$29.99 Haircut &amp; Style</li> <li>\$39.99 1 Hour Full Body Massage</li> <li>\$9.99 Manicure &amp; Clear Coat</li> <li>\$19.99 Manicure &amp; Pedicure</li> <li>\$10 Off Any Facial Treatment</li> <li>\$20 Off Full Body Wrap</li> </ul>
<b>Nail Salons</b>	1,938	52,152	2	7	<ul style="list-style-type: none"> <li>Keep chairs full</li> <li>More full sets</li> <li>More pedicures</li> </ul>	<ul style="list-style-type: none"> <li>\$9 Manicure Men &amp; Women</li> <li>\$15 Spa Pedicure Men &amp; Women</li> <li>\$3 Off Manicure Men &amp; Women</li> <li>\$5 Off Pedicure Men &amp; Women</li> </ul>
<b>Massage</b>	1,626	129,405	3	7	<ul style="list-style-type: none"> <li>Keep tables full</li> <li>Keep appointment books full</li> <li>Get more clients</li> </ul>	<ul style="list-style-type: none"> <li>\$49 1 Hour Full Body Massage (Reg. \$\$)</li> <li>Free Massage - Buy One Massage, Get A Second Massage Free</li> <li>\$10 Off Any Massage Treatment</li> </ul>
<b>Tanning</b>	1,469	83,621	3	6	<ul style="list-style-type: none"> <li>Keep beds full</li> <li>Get new members</li> <li>More spray tans</li> <li>Sell more packages (yearly,monthly)</li> </ul>	<ul style="list-style-type: none"> <li>Free Tanning Session No Purchase Necessary</li> <li>Free Tanning Session - Buy One Tanning Session, Get One Free* (Limit 3)</li> <li>3 Free Tanning Sessions With The Purchase Of 3 Tanning Sessions</li> <li>Free Week With Purchase Of Month Unlimited Tanning</li> <li>\$14.99 One Month Unlimited Tanning</li> </ul>
<b>Health / Weight Loss</b>	978	84,352	4	7	<ul style="list-style-type: none"> <li>Help people get in shape</li> <li>Get more members</li> </ul>	<ul style="list-style-type: none"> <li>FREE Consultation &amp; Body Composition Analysis Plus One FREE Week</li> <li>FREE Two Week Trial Program</li> <li>\$20 Off Initial Visit &amp; FREE Consultation</li> <li>50% Off Program Fees With Enrollment</li> <li>30% Off Program Fees &amp; One Free Week</li> <li>\$20 Off First Month Weight Loss Program</li> <li>FREE Personal Trainer For One Week With 6 Month Contract</li> </ul>
<b>Beauty Supply/ Cosmetics</b>	820	106,706	6	7	<ul style="list-style-type: none"> <li>Sell more product</li> <li>Help more people look their best</li> </ul>	<ul style="list-style-type: none"> <li>\$5 off any product</li> <li>\$2 off any nail product</li> <li>\$5 off any purchase of \$25 or more</li> <li>\$10 off any purchase of \$50 or more</li> <li>\$20 off any purchase of \$100 or more</li> <li>BOGO Hair color or perm</li> <li>20% off entire purchase</li> <li>25% off entire purchase</li> </ul>

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<b>Medical</b>						
<b>Dentists</b>	7,479	478,204	4	9	<ul style="list-style-type: none"> <li>• Get more patients</li> <li>• Keep appointment book full</li> <li>• Brighten more smiles</li> </ul>	<ul style="list-style-type: none"> <li>• Free Exam Includes Cleaning &amp; X-rays (Reg. Price Included)</li> <li>• Low Price Point Exam Includes Cleaning &amp; X-rays (Reg. Price Included)</li> <li>• Low Price Point Teeth Whitening with Paid Exam &amp; Cleaning</li> </ul>
<b>Optical</b>	2,221	281,986	4	8	<ul style="list-style-type: none"> <li>• Get more patients</li> <li>• More eye exams</li> <li>• Sell more glasses/contacts</li> </ul>	<ul style="list-style-type: none"> <li>• Free Eyeglasses - Buy One Pair Of Eyeglasses, Get A 2nd Pair Free*</li> <li>• \$29 Eye Exam &amp; Consultation</li> <li>• \$99 Eyeglasses Special Frames &amp; Lenses</li> <li>• 50% Off Any Complete Pair Of Eyeglasses Frames &amp; Lenses</li> <li>• \$99 2 Pair Of Eyeglasses</li> <li>• \$159 Contact Lens Package Exam &amp; Year Supply Of Contacts Included</li> <li>• \$300 Off Laser Eye Surgery</li> </ul>
<b>Doctors, Hospitals &amp; Medical Centers</b>	2,028	244,704	3	8	<ul style="list-style-type: none"> <li>• Get more patients</li> </ul>	<ul style="list-style-type: none"> <li>• Free Initial Exam &amp; Consultation</li> <li>• \$19 Initial Exam &amp; Consultation</li> <li>• \$29 Initial Exam &amp; Consultation</li> <li>• Free Health Screening</li> <li>• \$20 Sports Physical</li> </ul>
<b>Chiropractors</b>	1,225	44,256	2	8	<ul style="list-style-type: none"> <li>• Get more patients</li> <li>• Keep appointment book full</li> <li>• Help peoples backs feel better</li> </ul>	<ul style="list-style-type: none"> <li>• Free Initial Consultation</li> <li>• Free Initial Consultation Includes Exam, X-Rays &amp; Adjustment</li> <li>• \$25 Initial Exam &amp; Consultation</li> <li>• \$25 Initial Exam &amp; Consultation Includes Exam; X-Rays &amp; Adjustment</li> </ul>

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<b>Entertainment &amp; Recreation</b>						
<b>Other Sports</b>	1,731	136,378	6	5	<ul style="list-style-type: none"> <li>• Keep leagues full</li> <li>• Get more athletes</li> </ul>	<ul style="list-style-type: none"> <li>• Free Admission or Ticket - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Admission or Ticket - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• \$ Off Admission</li> <li>• Low Price Point On Admission</li> <li>• Free Game - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Game - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• Low Price Per Game</li> <li>• Free Skate with Paid Admission</li> <li>• Free Shoe Rental with Paid Game</li> <li>• Free Lesson or Class</li> <li>• Low Price Point on Instruction or Class</li> <li>• Low Price Point on Instruction Package</li> <li>• \$ Off Instruction</li> <li>• 20% Off Any Purchase</li> </ul>
<b>Martial Arts</b>	576	25,176	3	6	<ul style="list-style-type: none"> <li>• Keep classes full</li> <li>• Get more students</li> </ul>	<ul style="list-style-type: none"> <li>• Free Introductory Lesson</li> <li>• Free Week Trial Classes</li> <li>• Free 2 Weeks Of Classes</li> <li>• \$59 For 4 Weeks Of Classes Plus Free Uniform</li> <li>• \$99 6 Week Self-Defense Course</li> <li>• Free Uniform With 3 Month Agreement</li> </ul>
<b>Golf</b>	405	26,410	6	5	<ul style="list-style-type: none"> <li>• Give more lessons</li> <li>• Keep the driving range full</li> <li>• Help people lower their score</li> </ul>	<ul style="list-style-type: none"> <li>• Free Round Of Golf - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Round Of Golf - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• \$ Off Green Fees</li> <li>• Low Price Point On Green Fees (Reg. \$\$)</li> </ul>
<b>Arts / Museums</b>	371	37,279	13	4	<ul style="list-style-type: none"> <li>• Get more visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Free Admission - Purchase 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Admission - Purchase 1; Get 1 1/2 Price (BOGOHO)</li> <li>• \$ Off Admission</li> <li>• Low Price Point On Admission</li> <li>• 20% Off Any Purchase</li> </ul>
<b>Recreation</b>	307	38,531	11	5	<ul style="list-style-type: none"> <li>• Get more families to choose your location (xyz) for a fun night out</li> <li>• Increase frequency of visits on slower days by promoting events (i.e. weekly family or teen night)</li> <li>• Increase purchases of high-profit items (i.e. bowling shoes, snack bar, etc)</li> </ul>	<ul style="list-style-type: none"> <li>• Free Admission or Ticket - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Admission or Ticket - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• \$ Off Admission</li> <li>• Low Price Point On Admission</li> <li>• Free Game - Buy 1; Get 1 Free (BOGO)</li> <li>• 1/2 Price Game - Buy 1; Get 1 1/2 Price (BOGOHO)</li> <li>• Low Price Per Game</li> <li>• Free Skate with Paid Admission</li> <li>• Free Shoe Rental with Paid Game</li> <li>• Free Lesson or Class</li> <li>• Low Price Point on Instruction or Class</li> <li>• Low Price Point on Instruction Package</li> <li>• \$ Off Instruction</li> <li>• 20% Off Any Purchase</li> </ul>

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<b>Video &amp; DVD Rental</b>	290	10,173	3	8	<ul style="list-style-type: none"> <li>• Get more members</li> <li>• Rent more movies/games</li> <li>• Help you compete against Netflix and Redbox</li> </ul>	<ul style="list-style-type: none"> <li>• Free Movie Rental - Rent 1 Movie &amp; Get A 2nd Movie Rental Free</li> <li>• Free Movie Rental - Rent 2 Movies &amp; Get A 3rd Movie Rental Free</li> <li>• 99¢ Movie Rental</li> <li>• 1/2 Price Movie Rental - Rent 1 Movie &amp; Get A 2nd Movie Rental 1/2 Price</li> </ul>
<b>Lodging</b>	256	29,872	8	4	<ul style="list-style-type: none"> <li>• Keep rooms booked</li> <li>• Promote Special offers</li> </ul>	<ul style="list-style-type: none"> <li>• Low Price Point Weekend Get-a-way</li> <li>• Free Extra Night Stay</li> <li>• Dollars-off Per Night</li> <li>• Low Price Point per Night</li> <li>• Free Entrée in Hotel Restaurant - BOGO</li> </ul>

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<b>Retail</b>						
<b>Photography / Camera / Art</b>	911	63,227	4	8	<ul style="list-style-type: none"> <li>• Process more photos</li> <li>• Frame and matte more art work</li> <li>• More senior year portraits, family portraits</li> </ul>	<ul style="list-style-type: none"> <li>• 20% Off Family Portraits</li> <li>• 15% Off Special Events Photography</li> <li>• % Off Custom Framing &amp; Matting</li> <li>• Free Frame - Buy One Frame, Get One Of Equal Or Lesser Value Free</li> <li>• 25% Off Any Purchase</li> <li>• 25% Off All Photo Processing</li> <li>• \$ Off Any Purchase Of \$ Or More</li> </ul>
<b>Furniture &amp; Furnishings</b>	853	78,022	7	6	<ul style="list-style-type: none"> <li>• Sell more couches/ armchairs/dining sets</li> <li>• Full room packages/ promote special financing offers</li> </ul>	<ul style="list-style-type: none"> <li>• \$100 Off Any Sofa Purchase</li> <li>• 25% Off Any Purchase</li> <li>• Free Delivery &amp; Set up</li> <li>• Low Price Points on In-Stock Merchandise (Sofas, Dining Sets, Mattresses, etc.)</li> <li>• No Interest, No Payments for 2 Years (O.A.C.)</li> </ul>
<b>Jewelers</b>	658	44,600	3	7	<ul style="list-style-type: none"> <li>• Sell more watches/ rings/etc</li> <li>• Keep repairs coming in</li> <li>• Buy gold</li> </ul>	<ul style="list-style-type: none"> <li>• 25% Off Any Purchase</li> <li>• 20% Off Any Purchase</li> <li>• \$ 14k Gold Necklace</li> <li>• \$50 Off Any Purchase Of \$250 Or More</li> <li>• \$100 Off Any Purchase Of \$500 Or More</li> <li>• 25% Off Any Watch Purchase</li> </ul>
<b>Clothing Sales</b>	502	32,270	4	6	<ul style="list-style-type: none"> <li>• Sell more shirts/ jeans/skirts</li> <li>• Let them know about upcoming sales</li> </ul>	<ul style="list-style-type: none"> <li>• 25% Off Any Purchase</li> <li>• 25% Off Your Entire Purchase</li> <li>• \$5 Off Any Purchase Of \$25 Or More</li> <li>• 30% Off All Clothing Accessories</li> <li>• \$10 Off Any Purchase Of \$50 Or More</li> </ul>
<b>Shoes</b>	401	35,332	6	6	<ul style="list-style-type: none"> <li>• Sell more shoes</li> <li>• Let them know about upcoming sales</li> </ul>	<ul style="list-style-type: none"> <li>• Free Pair Of Shoes - Buy One Pair Of Shoes, Get One Pair Free</li> <li>• 1/2 Price Pair Of Shoes - Buy One Pair Of Shoes, Get A 2nd Pair 1/2 Price</li> <li>• 50% Two Pair of Shoes - Buy One Pair Of Shoes, Get A 2nd Pair 50% Off</li> <li>• 30% Any Purchase</li> <li>• 25% Any Purchase</li> <li>• 20% Any Purchase</li> <li>• \$5 Any Purchase</li> </ul>
<b>Pharmacy / Drug Store</b>	393	12,170	2	8	<ul style="list-style-type: none"> <li>• Fill more prescriptions,</li> <li>• Get more prescription transfers</li> </ul>	<ul style="list-style-type: none"> <li>• \$25 Gift Card With Any Transferred Prescription</li> <li>• \$20 Gift Card With Any Transferred Prescription</li> <li>• \$15 Gift Card With Any Transferred Prescription</li> <li>• \$10 Gift Card With Any Transferred Prescription</li> <li>• \$2 Off Any Purchase Of \$10 Or More</li> <li>• \$5 Off Any Purchase Of \$20 Or More</li> </ul>

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