



*"Now You Can Get Closer"*

# PRESS RELEASE

## **FOR IMMEDIATE RELEASE**

**Contact: Jeffrey Gritz**

**Company: AdsOnTarget**

**Phone: (301) 468-8947 Ext. 108**

**Fax: (301) 468-0387**

**Email: [jgritz@adsontarget.com](mailto:jgritz@adsontarget.com)**

## **AdsOnTarget Provides PSA's for Payphones A Unique partnership between The Ad Council and AOT**

**Rockville, Maryland July 10, 2006:**

The Ad Council and AdsOnTarget (AOT), a leading provider of Payphone Kiosk Advertising Space nationwide (headquartered in Rockville, Maryland) have partnered to provide a series of Public Service Announcements (PSA's) on thousands of payphone enclosures throughout the United States. The first is from the National Center for Missing and Exploited Children. It warns about the serious problem of online child predation and sexual exploitation. The second, from the U.S. Department of Health & Human Services, encourages the public, humorously, to start taking small steps to get healthy by driving traffic to their fun, new website [www.smallstep.gov](http://www.smallstep.gov). Payphone owners and operators (known as PSP's, Payphone Service Providers) will begin installing the 4000 posters on their own phones starting July 1, 2006.

Mason Harris, President of AdsOnTarget, says, "These campaigns provide a way for PSPs to give back to their communities and provide a real service."

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## **AdsOnTarget Provides PSA's for PSP's (page 2)**

According to Bob Serber, AOT's Vice President and General Manager, "These are the first in what we plan to be a series of PSA's that AOT and The Ad Council will offer. Our goal is to have Public Service Announcements on phones in all 50 states by the end of the year."

This PSA program was introduced at the American Public Communications Council (APCC) Conference & Expo in Las Vegas on May 24, 2006. (The APCC Conference is the most comprehensive payphone industry event in the United States.) The response was beyond AOT's expectations -- with PSP's ordering 25, 50, 100, and even 500 of each campaign. The response was great! AOT fully subscribed (sold out) the posters allotted by The Ad Council within the three days of the APCC Conference.

AdsOnTarget is an Outdoor Advertising Company, specializing in Payphone Kiosk Advertising. AOT places advertising on payphone enclosures, turning them into highly visible billboards or "StreetBoards"® all across the United States. AOT utilizes in demographic, geographic, ethnic, and psychographic targeting to get the advertisers' message(s) to the right audiences. The ads are on the street, at eye level; visible for over 3 times the time that one would view a standard billboard on the highway.

For further information about this PSA Program, or other programs at AdsOnTarget, please contact Jeffrey Gritz at AdsOnTarget. (301) 468-8947 ext. 108.

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### **PICTURES OF THE PSA POSTERS ON PHONES INCLUDED!**

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## **AdsOnTarget Provides PSA's for IPP's A Unique partnership between AOT and The Ad Council**

**Rockville, Maryland July 10, 2006:**

The Ad Council and AdsOnTarget (AOT), a leading provider of Payphone Kiosk Advertising Space nationwide (headquartered in Rockville, Maryland) have partnered to provide free Public Service Announcements (PSA's) for placement on thousands of payphone enclosures by Independent Payphone Providers (IPP's) throughout the United States. The IPP's will place the posters on their phones like regular advertising, but the ads will deliver non-partisan, public-interest messages. The IPP's have the choice of two PSA campaigns for now: One, from the National Center for Missing and Exploited Children, warns about the serious problem of online child predation and sexual exploitation. The other, from the U.S. Department of Health & Human Services, encourages the public, humorously, to start taking small steps to get healthy by driving traffic to their fun, new website [www.smallstep.gov](http://www.smallstep.gov). While the program is due to begin July 1, 2006, there are no requirements regarding when the ads are posted or how long they must stay up.

Mason Harris, President of AdsOnTarget, says, "these campaigns provide a way for IPP's give back to their communities and provide a real service. Also, as we all know, enclosures with posters on them look better, attract more attention, and may even increase phone revenues.

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## **AdsOnTarget Provides PSA's for IPP's (page 2)**

According to Bob Serber, AOT's Vice President and General Manager, "these are the first in what we plan to be a series of PSA's that AOT and The Ad Council will offer. Our goal is to have Public Service Announcements on phones in all 50 states by the end of the year."

This PSA program was introduced at the APCC Conference & Expo in Las Vegas on May 24, 2006. The response was beyond AOT's expectations -- with PSP's ordering 25, 50, 100, and even 500 of each campaign. The response was so great that AOT fully subscribed the 4000 allotted posters.

AdsOnTarget is an Outdoor Advertising Company, specializing in Payphone Kiosk Advertising. AOT places advertising on payphone enclosures, turning everyday payphones into highly visible billboards or StreetBoards® all across the United States. AOT acts as the IPP's agent in selling the space on the IPP's payphone to advertisers for one month to a year at a time – increasing payphone revenues.

IPP's interested in participating in future PSA's Programs, placing them on their phones when they are not being used for paid advertising, should contact Jeffrey Gritz at AdsOnTarget. (301) 468-8947 ext. 108.

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### **PICTURES OF THE PSA POSTERS ON PHONES INCLUDED!**

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