



## Introduction

Straight Forward Advertising is a full service advertising agency and production house in business for eighteen years. It began as a production house in 1977 specializing in film, video and graphic design. Since 1986, its president, Courtney Smith has been designing marketing strategies and media plans for the company's clients. In 1991 the company added Internet website design, building and marketing.

We effectively negotiate the best media rates for our clients and are responsive and approachable. While we offer a full range of media, production and promotion services, we are not a public relations company and do not strive to be all things to all people.

We are, however, committed to producing the kind of advertising campaigns that enable our clients to succeed in their businesses as we understand the retail environment. Choosing a marketing partner is serious business and should be based on original creative concepts, executed with reasonable production costs, effectively placed in the media at the best possible rates. Our primary goal is to get results for our clients.

As Straight Forward is a boutique advertising agency which relies on longtime associations with others in related fields to the benefit of its clients, both creatively and cost wise. We work with photographers, direct mail experts, printers, stylists, and artists. As Straight Forward is fully computerized and utilizes the services of the freelancers above, it offers the kind of service that only large agencies could a few short years ago.

We can help you build your business because we're innovative, creative, motivated and would like to do business with you!

## Services

### **Consulting:**

We'll take the time to help identify target market groups... both those now served by your business, and those with the most potential for future growth. Once accomplished, goals can be outlined and advertising strategies developed to best meet those goals. Unlike some agencies, we consider this a basic service for which there is no charge.

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If in depth research, public relations or sales promotions are required, we will provide the necessary services using our own resources and outside sources as needed. Projects of this kind are budgeted in advance against agreed upon objectives and strategies. Authorized budgets are strictly adhered to.

### **Branding:**

It all begins with branding, and we'll review your corporate identity and work with you to create an effective Positioning Statement, Positioning Line and Slogan.

### **Media Selection:**

One of our primary functions is to determine which type of media would best suit your requirements and be the most effective. The determination of which media to use will depend on many factors, such as the target market, message and budget.

With dozens of radio and television stations, scores of newspaper and magazine choices, billboards, buscards, Yellow Pages, direct mail and more, the options are many. Making the right choices requires a constant analysis of the most up to date research, computerized media programs and experience to plan media that's effective, efficient and productive. Designing a mix of horizontal and vertical advertising, image awareness and price and item advertising ensure a greater expectation of success.

### **Media Buying:**

This is often the most underated service performed by the agency. "Spending the money" requires a media and market knowledge to ensure cost efficiency. Keeping on top of the latest rates, promotions, available discounts and scheduling methods for all the available media choices is no small feat. Practical knowledge is needed to schedule and package your message and monitor its implementation. Reach and frequency, minimum number of impressions, cost per point, gross rating points, sponsorships, promotions or reach plans... are all options for consideration.

### **Creative:**

Of all the things we do, this the most critical. Effective media placement without solid creative is wasted. The effectiveness of lack of it in creative concepts will depend on the message and delivering it so that it will be remembered and more importantly, acted upon.

Many "award winning" commercials are remembered and talked about... but the ones that worked were the ones which increased the bottom line with sales of the products and services. Whichever media we are using, we will use our talents to ensure that you get an effective message across that will increase sales!

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## Fees & Business Practices

### Media Service:

You'll be informed and consulted every step of the way to make sure that there are no surprises. Before proceeding, we will make recommendations on media direction, cost estimates and execution for your authorization.

We will then proceed with negotiating the lowest possible costs against the target market and objectives, and place the buy. We will schedule the material, provide traffic instructions, administer all affidavits, and make-goods. Upon your instructions, we can provide copies of all media invoices. All invoices from us are issued against approved estimates.

### Media Fees:

As an accredited agency, we are granted a 15% commission for most media placement. In radio, television, outdoor, transit, magazines and other miscellaneous media, the commission is paid directly to us by the media and therefore represents no cost to you.

In the event that a medium selected is not commissionable, or a reduced cost can be achieved by buying at non-agency rates, the lowest cost will be used, and a fee for service of 15% will be assessed by marking up the net cost by 1.176476. Any additional cost is often more than made up for by the increased effectiveness provided by a well researched and executed campaign.

### Creative Fees:

Because of our range of skills and hands on approach, we seldom need to hire outside creative expertise.

Nor do we have high in-house costs to pass on to our clients. As a result, our creative fees are among the lowest in the industry. While our creative fees are considerably lower than average, (as published by the Advertising Agency Association of B.C.), some costs are directly proportional to the end quality desired and received. We'll take the time to explain where cutting corners can help, and where it will hurt, to make sure you get more than just a low price.

When outside suppliers, such as printers and photographers, are required, we seek competitive quotes, and supervise every step of the process. Administration costs such as couriers are billed at our cost. All creative fees will be billed on predetermined and authorized budgets so you'll know the costs before we start.

### Credit Policy:

Straight Forward Advertising Inc. extends a 30 day net credit to approved clients. Media invoices are sent out on the first day of the running or airing of the buy and due thirty days later. Creative and production invoices are sent out on the day of delivery of the material and due thirty days later. Interest of two percent per month will be charged on all outstanding accounts.

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## Agency of Record Agreement Policy:

Straight Forward Advertising Inc. expects and grants 30 days written notice of cancellation of its agreements, either written or verbal.

## Courtney Smith



Mr. Smith has over thirty years experience as a writer, promoter, director, producer, and graphic designer of advertising materials.

His credits include co-writing and producing a feature film in 1978, entitled "Fast Company", seen throughout Canada and in 35 foreign countries. In 1992 he was commissioned to write another movie, an historical film entitled "Jewitt's Trials" which is in the development stage by the producer, and he continues to write speculative screenplays. In 1991 he was a technical consultant to an episode of the "MacGyver" TV series.

In 1989 he won an honorable mention TVB award for a commercial for Dueck GM on Marine. In 2001, he won both the Western Canadian and International RE/MAX Advertising Contest Awards for Best Website Design out of 63,000 other realtor sites.

Courtney Smith is committed to producing creative, effective, "On time, on budget" advertising campaigns that help generate success for Straight Forward's clients.

## Our Client List:

**Belzona BC Molecular Ltd.**  
**Rick Gustavson – Realtor**  
**Brittany Anderson - Realtor**  
**Petite Fashions**  
**Titan Pacific Group**  
**Rich Elwood – Comedian**  
**ROI Solutions – Phoenix, AZ**

**Vera's Burger Shack**  
**Clayton Shultz & Assoc.**  
**A Funny Thing Productions**  
**Jeffery Shields - Realtor**  
**Limelight Video**  
**Petite Fashions**  
**Applewood Development Corp.**

## References

Available on request

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## WHAT CAN WE DO FOR YOU?

- AD CAMPAIGNS** - Concepts, production and implementation of comprehensive ad campaigns.
- MEDIA PLANS & BUYING** - More "bang for the buck" media buying in TV, radio, newspapers, magazines, outdoor, transit and other forms of advertising.
- TV COMMERCIALS** - Concepts, writing, direction and production of cost effective TV commercials.
- CORPORATE VIDEOS** - Concepts, writing, direction and production of corporate videos.
- RADIO COMMERCIALS/ JINGLES** - Concepts, writing and production of low cost, effective radio spots and jingles.
- PRINT ADS** - Concepts, copywriting, design and production of newspaper and magazine ads.
- DIRECT MAIL** - Concepts, design, production and distribution coordination.
- LOGOS** - Design and production
- CORPORATE BROCHURES** - Writing, design and production of corporate brochures and annual reports.
- CORPORATE WEBSITES** - Design, production, E-commerce and Internet Marketing
- PHOTO SHOOTS** - Concepts and art direction.
- BILLBOARDS/BUSCARDS** - Concepts, design and production.
- PROMOTIONS** - In-house, station promotions and cross – promotions.
- SPECIAL EVENTS** - For customers, staff, suppliers and the general public.

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## ADDENDUM

### Advantages of an Advertising Agency

1. **Cost of Media** – Because the agency buys media for a number of clients it gets better rates and bonuses than a direct client. Also, because of volume business, special deals and freebies are offered to Agencies for their clients. Straight Forward Advertising Inc. has an impeccable reputation for payment so it enjoys the goodwill of all its media suppliers.
2. **Cost of Production** – Similarly, agencies get discounts on printing and other production services unavailable to direct clients. Straight Forward Advertising Inc. passes these along to its clients.
3. **Cost of Creative** - Straight Forward Advertising Inc. rates are half those of other agencies. The agency, unlike large agencies does not charge for consultation time. In fact, the more time spent with the client consulting on media plans, buys and creative concepts, the more effective the advertising. There is no cost for ideas. All concepts created for clients belong to them.
4. **Experience** - Straight Forward Advertising Inc. has 30 years experience in media planning, buying and production of advertising materials. It has innumerable contacts in the Lower Mainland and beyond to draw from in servicing its clients.
5. **Accommodation** -We generally end up billing much less time than expended as we are sensitive to our client's budgets. We do this as we feel the commissions available to us on the placement of the material are reasonable and fair compensation for our work.

### Average Advertising Rates as published by the Advertising Agency Association of B.C.

	Average	Straight Forward
1. Account Executive (Consultation)	\$111.00	N/C
2. Media Director	\$108.00	N/C
3. Creative Director	\$142.00	N/C
4. Senior Copywriter	\$104.00	\$70.00
5. Art Director/Designer	\$95.00	\$70.00
6. Copywriter	\$90.00	\$70.00
7. Production Supervisor	\$83.00	N/C
8. Media Buyer	\$61.00	N/C

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