

■ argi Focus

Delivering high-quality, rapid and measurable results to advertisers is always a top priority for publishers. Advertisers today want to reach their prospects quickly and want to be able to measure the results of their spend. Knowing that advertisers are faced with an ever-increasing array of media choices, savvy print publishers recognize they must put the power of response and lead generation into their space ads.

ARGI Focus Can Help

ARGI Focus provides publishers with new tools based on a proven lead generation format – business response cards – but it doesn't stop there. ARGi offers two ways for publishers to help readers and advertisers – traditional paper-based and web-based.

To a significant reader population, filling out and returning business response Reader Service cards to receive product information turns a static space ad into a convenient information research tool for them and an invaluable lead generation tool for the advertiser. This group has tremendous spending power and value to publishers and their advertisers. For these customers, ARGi offers **Focus RS**, our paper-based Reader Service card response system. Learn more about **Focus RS**.

To another group – a group that is growing rapidly – the internet is a much easier way of acquiring information. For this group, ARGi offers **Focus HD**, our web-based reader services offering that moves at the speed of the internet to deliver product information to readers, qualified leads to Advertisers and valuable new ad space to sell for publishers. ARGi **Focus HD** links the creative power of great space advertising with the speed and interactive power of the web to deliver superior results and higher advertiser satisfaction. Learn more about **Focus HD**.

ARGI Focus delivers for Publishers. Better, faster reader response. Better advertiser results. Bigger ad spend. ARGi delivers. Learn why more than 400 magazines use ARGi Focus.

Service. Stewardship. Success. *The ARGi Advantage*

ARGI Focus RS

- Traditional BRC – based magazine insert
- You control look, design, insertion point
- Leads processed by our experienced staff
- Quality Control processes ensure accuracy
- Fax BRC submission option
- Lead data sent via paper report and/or electronic
- Over 400 publications benefiting from proven solution

ARGI Focus HD

- Web-based micro-site captures lead info
- Website adds valuable additional ad space
- Website is client-configurable or ARGi-assisted
- Instantaneous response for your advertisers and readers
- High conversion rate to purchase
- Website open to non-subscribers, searches
- Lead reports available online, or other formats
- Excellent advertising cross-sell for publishers