



2007 IN-CLUB TV ADVERTISING PROGRAM

INTRODUCING HIGH-IMPACT ADVERTISING AT AN INCREDIBLE VALUE



61" SCREENS DISPLAY YOUR AD TO A CAPTIVE AUDIENCE AT LEAST 412 TIMES PER WEEK—GUARANTEED!
(WITH FAC'S USAGE RATES, THAT'S A POTENTIAL 1,022,678 VIEWS PER YEAR.)

With over 80 pieces of cardiovascular equipment, the Fayetteville Athletic Club is a 60,000-square-foot multi-purpose fitness facility. We also have the largest weight room in Northwest Arkansas with free weights, plate-loaded machines and a ground-breaking "Free Motion" equipment.

Reach A Sought-After Audience

Each day approximately 700 Fayetteville Athletic Club members and/or visitors frequent the Club's Cardio Area with the average exercise session lasting from 30 minutes to one full hour. With our new In-Club Television Advertising Program, comprised of two 61" strategically mounted television screens that rotate targeted advertisements, you can communicate your message to this sought-after, captive audience in a way that is easy, dynamic and, *best of all*, affordable.

At an introductory price (plus FREE bonuses!) that provides maximum advertising exposure at unprecedented value, you'll receive the following:

Contact: Jeannette Balleza • Scribe Marketing, Inc. • jeannette@scribemarketing.com • 479.200.3089

Ad Template 1



Ad Template 2



Ad Template 3



Custom Design

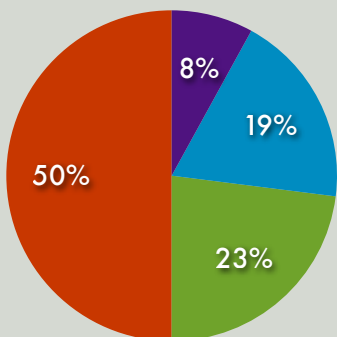


- One of a limited 150 advertiser spots in this program
- Your ad on-screen for 5 seconds at a time and 4x per hour, or 412x per week, for the equivalent of over half an hour of dedicated advertising time each week
- **FREE Bonus** 6-month Basic Online Directory Listing at www.fayac.com (\$180 Value) with any contract OR **FREE** 12-month Basic Online Directory Listing at www.fayac.com (\$360 Value) with any contract plus autodraft payment selection
- Choice of 3 customizable FAC-provided advertisement templates
- One courtesy artwork replacement for 6-month contract and two courtesy artwork replacements for a 1-year contract
- 50% discount on upgrade to a 6-month Premium Online Directory Listing at www.fayac.com
- 60% discount on upgrade to 1-year Premium Online Directory Listing at www.fayac.com
- Automatic coverage upgrade at no charge as additional screens are installed

**Fayetteville Athletic Club Was Voted
Best Fitness Club of
Northwest Arkansas
in CitiScapes Metro Monthly's Best of
NWA Reader Poll for 4 Years in a Row!**

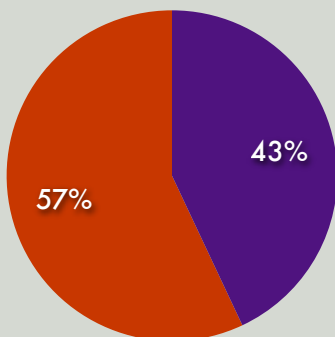
WHO WILL BE VIEWING YOUR AD?

U.S. Club Membership by Annual Household Income
(Source: IHRSA/American Sports Data Health Club Trend Report)



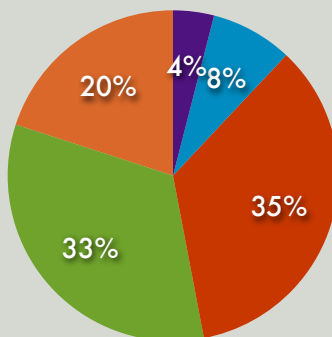
- ≤\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- ≥\$75,000

U.S. Club Membership by Gender
(Source: IHRSA/American Sports Data Health Club Trend Report)



- Male
- Female

U.S. Club Membership by Age
(Source: IHRSA/American Sports Data Health Club Trend Report)



- 6-11 years
- 12-17 years
- 18-34 years
- 35-54 years
- 55+ years

U.S. Club QuickFacts
(Source: IHRSA/American Sports Data Health Club Trend Report)

- The average health club member in 2005 had a household income of \$82,900, up insignificantly from \$81,300 in 2004.
- People with household incomes in excess of \$100,000 account for 33% of all health club members.
- In 2005, the projected number of frequent health club attendees (100+ days per year) climbed to 17.6 million members.

**An Active, Educated, Health-Conscious Audience
Chock-Full of
Decision Makers
Who Are Likely to Be Responsive to
Clear, Targeted Advertising**

**HURRY! ONLY 150 ADVERTISERS WILL
BENEFIT FROM THIS PROGRAM
6-MO. & 1-YR. CONTRACTS AVAILABLE
ACT NOW, AND RECEIVE LIMITED-TIME
INTRODUCTORY PRICING
USUALLY \$300/MONTH
CALL JEANNETTE FOR DETAILS: 479.200.3089**