

ANTENNAS
DIRECT®

BUS TOUR 2010

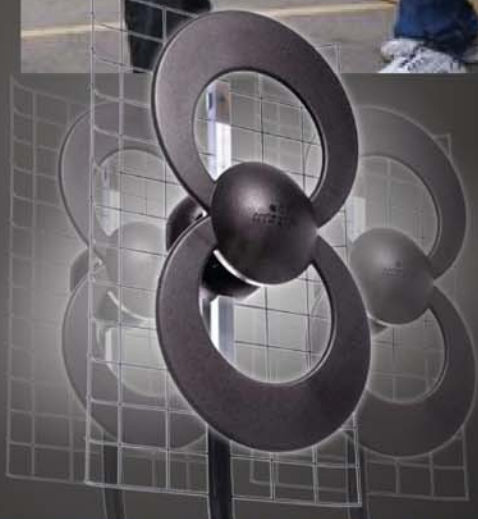
Don't miss the bus...

ABOUT THE TOUR



The Antennas Direct Bus Tour is designed to:

- ✓ Educate viewers of the advantages of OTA Television.
- ✓ Help viewers facing financial difficulty due to job loss, bankruptcy and/or foreclosure.
- ✓ **Antenna Giveaway:** Antennas Direct generally provides \$10K - \$20K per event *(at no cost to the station or its viewers)*.



WHY HOST?

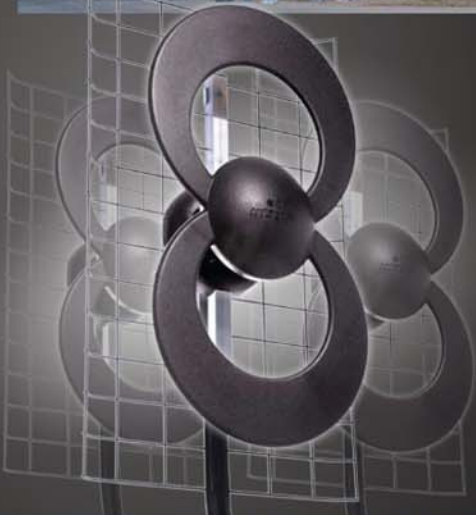


- **Expand your coverage area, increase viewership, and build awareness of your station's investment in digital broadcasting.**
- **The economy is hurting household budgets.**
- **800,000 viewers "cut the cable cord" in 2009 and the trend grows in 2010 illustrating a nationwide shift to OTA.**
- **Believe it or not, most viewers are not aware that HDTV is available *for free*.**
- **Help people who are struggling with Pay TV bills.**

HOW TO PREPARE



- **Schedule your date for the tour to come to your city.**
- **Promote the event prior.**
- **Choose a location to host the event (we can help with this).**
- **Request an antenna shipment prior to event.**
- **Be prepared to provide crowd control for the day of the event.**



DAY OF EVENT



- **Setup area for people to line up.**
- **Host event for 1.5 - 3* hours.**
**Note: Event could go longer depending upon crowd.*
- **Help manage crowds and answer questions for viewers.**



ABOUT US



- **Antennas Direct was founded in 2003.**
- **Antennas Direct was in the list of *INC 500 Fastest Growing Companies*.**
- **Antennas Direct leads the way in research and development of OTA antennas.**
- **Antennas Direct antennas are sold in Best Buy, CostCo, Fry's, Target, Sears *and more*.**





SCHEDULE A TOUR

Contact us *today* to schedule a tour!

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for Antennas Direct*

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