Benefits Summary

Through this campaign Relay Missouri will achieve it's goal of reaching small, medium and large business owners with the opportunity to educate this group on communicating with the deaf and hard of hearing community.

Benefits of this campaign:

- Achieves Relay Missouri's marketing and education goals.
- Allows Relay Missouri to use one sole media source for all of it's marketing. No need to use the statewide network of radio stations, other television entities or even print and outdoor media.
- By working with Emmis Marketing Group, you will save money because we are able to get reduced rates on advertising as we are serving you as an agency.
- Emmis Marketing Group is not charging a fee for placing the media, which in turn, leaves more money to put back into the campaign itself.
- This campaign runs for four months instead of just *one evening on a single market* television program.
- By the end of this campaign, we anticipate you will have a database of more than 1,000 businesses across the state who will register their business to always accept Relay calls.

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