



Monthly Newsletter

September

Vol I Series II

Hello to our partners involved in our digital marketing company. We want to thank you for assisting us in growing this digital marketing company. Our advertising revenue continues to increase which we all hope is a sign that this recession is coming to an end and everyone can get back to prosperous times.

#### Company News

BBHW partners with City Mind to develop a back end software suite to assist our healthy family partners communicate and up sell their products.

#### Venue News

BBHW signs management contract with Center for Sight to install digital displays to up sell their internal product as well as educate the patients prior to their visit with the physician. The plan is to install 50 displays in Manatee, Sarasota, and Charlotte Counties. If you are interested in advertising on these displays contact Dan at [dan@bbhwmediagroup.com](mailto:dan@bbhwmediagroup.com)

#### Benefits of a flash ad or a Static ad

Ads could be of dynamic nature or static. Just as the names suggest, dynamic ads are those that are dynamic and action seeking in nature, while static are those that are still in nature. But both have their advantages and disadvantages.

Talking of advantages, Dynamic advertising is a means of grabbing instant attention through eye catchy colorful dynamic ads created in Flash or GIF formats. Dynamic advertising and design is based on images and content in flash form. It enhances the look of your ad.

With regards to static ads they are ads that have no movement and are less likely to attract the same amount attention that a dynamic would.

The advertisers are sure to benefit more from a dynamic ad. Either way, both have the opportunity of enhancing their market image through brand building.

As you can see we are a growing network. If you know of anyone who might want to be a venue for the network, please email to [dan@bbhwmediagroup.com](mailto:dan@bbhwmediagroup.com) the contact person and name. Top Dog Car Wash in St. Pete and Philty Phils in Downtown St. Pete will be up and running by mid October.

If you know of anyone who would like to advertise on the network please forward to [dan@bbhwmediagroup](mailto:dan@bbhwmediagroup), if that person signs up we will extend your ad for free for a month. Also, if you have any comments or concerns please let us know. We are always looking for ways to improve.