

Without An Internet Web Presence... Your Marketing Strategy Is Weakened!



Smaller businesses need no longer be bullied by bigger competition.

Internet Publishing Services can help you use the power and potential of a Web site to muscle in on markets you never thought it possible to reach.

Bulk Up Your Small Business By Working the Web For All Its Worth!

It's an all too familiar story. A small business is successful in its own small way until a bigger business moves into their market and kicks sand in their sales. Now there's a quick and easy way to get even – with a Web site on the Internet. The Internet is leveling the playing field between small business and large corporations, enabling small businesses to be big league players on a small business budget. With a dynamic Web presence, your image will be enhanced, your existing customer base will be protected and new markets (even global ones) will quickly be within your grasp.

Over 40 million potential customers (Internet users) can't be ignored! If they don't find you on the Web, they'll find your competitors.



A Dynamic Web Presence Works Tirelessly To Attract Attention!

Imagine having the most knowledgeable member of your sales department on duty 24 hours a day every day, providing product information, answering customer questions, and gathering information about your customers. That's what a dynamic presence on the World Wide Web can do for you. A Web presence is a versatile and vital component in any forward-looking marketing plan. Popular Web sites get thousands of visitors a day. If your site attracts interest, fulfills your information functions and saves you money through administrative efficiency, you can justify its cost within weeks!

\$518 million worth of goods and services were sold over the Internet in 1996, expected to grow to \$6.5 billion by 2000. (Forrester)



Witness The Many Ways Web Marketing Works To Your Advantage!

The strength of Web site marketing lies in its accessibility, versatility and efficiency. Compared to traditional promotional media (newspaper ads, etc.) it's also highly economical. Used in conjunction with traditional media it adds impact. In addition, a well-designed Web site can beneficially link you with other organizations (suppliers, sources of information, related products, etc.) and they can link their site to yours. You also get vital feedback and demographic information, plus the convenience of electronic mail.

23% of all Canadians have used the Internet. 11% have made purchases over the Net. 37% say they expect to do so in the future. (A.C. Neilsen)



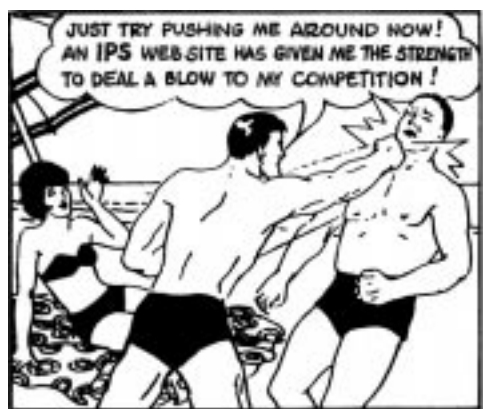
Using *Internet Publishing Services* Can Make a Dramatic Difference!



Simply having a Web site isn't good enough. You need one that's right for you. One created by people who understand what your organization requires and can deliver all the technology and design components at a competitive cost. **IPS** is a full-service Internet Presence Provider. Web sites we create feature outstanding graphic design, they load smoothly and rapidly, and users never get lost or confused. We are the only company you'll need to work with to design, construct, host, promote and maintain your Internet Web site.

Compare Costs!
For less than the cost of a single magazine ad, you could have a complete Web site created to suit your specific information and promotional needs.

IPS Can Announce Your Company's Web Site... With Impact!



Even the most effective Web site is worthless if nobody knows it's there. At **IPS**, promotion is part of the package. With over 10 years of experience in Internet use, we know how the Net works and how to make it work for you. Once we've created a pleasing and practical Web site for you, we'll help you make sure that the people you want to reach know about it and take full advantage of it. **IPS** also provides on-going maintenance to ensure that your site never gets stale and out of date, that it's always up to technical standards and that it's giving you the best results possible.

Compare versatility!
Unlike other media, a Web site is virtually unlimited in what it can do. Vast amounts of information, rich colour photography, sound, video, convenient customer response mechanisms and much more.

It Costs You Nothing To Find Out How *IPS* Can Make You Look Good On The Web!



How does a Web presence happen? It starts with a call to **IPS** to arrange for a **FREE consultation**. We'll come to your office with a notebook computer, show you examples of Web sites that really work, discuss your Web presence requirements and make recommendations. Then we'll quote you a competitive price for a complete package of design and technology services.

Allow us to show you how a Web site can bring about a dramatic improvement in your image and boost your ability to compete in bigger, better markets. The power of the Web is within your grasp! **Call today to arrange a meeting. You have nothing to lose!**