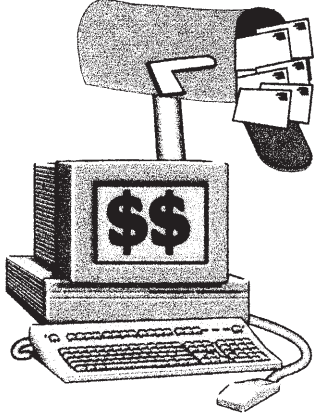
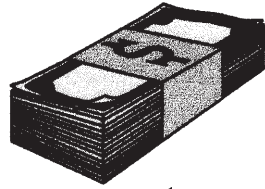


Russ von Hoelscher's



DIRECT RESPONSE



RICHE\$

& Insider's Money-Making Report

Introducing
Russ's Red-Hot
New Money-Maker...
The Mailing List
Money-Machine
&
Advertising Riches

See Page 7

VOL. 8 NO. 4

FALL 2007

"HOW TO TURN THEM BIZ OPP BLUES INTO MOVING-ON-UP SUCCESS!"

For more than 30 years I've carved out a very successful living in what is loosely known as "business opportunity marketing."

Until recently, I've done most of my marketing by mail order. Now it's called "direct response marketing," because it includes radio, TV, the fast-growing Internet and more.

My books, audio tapes, home-study programs, seminars, and personal consulting, have helped so many sincere women and men achieve the success they deeply desired, and so richly deserved. I must confess I love to teach. This is always a major source of 'feeling good' for me. But I'm smart enough to know, while my help was valuable, I give most of the credit to those who climbed the success ladder, and refused to lose!

It's wonderful to help others discover true success. Those that give are as rewarded, or more so, than those who receive. However, the hard, cold, cruel fact is (gulp!) . . .

MORE FAIL THAN SUCCEED.

Yes, it's true dear reader, for every smashing

success there are several that don't achieve their money-making goals. This is not just the case with business opportunities, but with startups in all different business endeavors.

Among the worst track records are eating establishments. The failure rate of restaurants, diners, cafés, etc. . . is said to be 89.7%, in four years or less. If ten restaurants open today, nine will no longer be in business after four years. You can add yours truly to those dismal statistics. With a partner, I entered into this biz over 20 years ago. We purchased an upscale bar and restaurant in San Diego. Forget about four years. We were out of business in less than two! Don't you hate it when stuff like that happens?

With business opportunities, my success record is better than good. I can only recall three times I've lost money with opportunities that I created or co-created. This covers nearly 100 startups, over 30 years. No wonder Russ von Hoelscher is aka "the master of direct response!" No brag – just facts!

With products and services that I did not have a hand in creating, where I was marketing stuff for some

other company, my success rate is somewhat less spectacular, but still quite profitable.

For every homerun, I've struck out at least twice. But I've been smart enough to let the winners run, and cut the losses as quickly as possible.

One major secret of success with business opportunities is to never fall in love with what you're trying to market. I love this business, but when it comes to information products, hard products, services, etc. . . . it's show me the money! If after a reasonable trial period results stink, I'm looking for the nearest exit. I don't play the blame game. I just try to learn something from a busted opportunity.

My biggest ongoing regret with business opportunities is, while I've helped many reach their success and money goals, so many others do not achieve the success they want. There are reasons for this that you need to know.

I've racked my brain for meaningful answers to why some people hit the jackpot, while others don't even come close. Here are powerful questions that relate to success or non-success with business opportunities . . .

(1) How bad do you want money-making success?

I've asked this question at several of my seminars and most people raise their hand, or say "darn right I want to make a pile of money."

But that's not the right answer. Of course you would like to have more money. Almost everyone would like to have more money and more freedom. But how deep down goes your desire? Are you rock-solid determined to accept nothing less than the ultimate money-success you say you want? Have you convinced your powerful subconscious mind that you expect it?

I believe before you can achieve, you must believe.

Many say, "I will believe it when I see it." When it comes to great achievement, far better to be a believer. *When you believe it, you will see it.*

(2) Do you think before you invest in a business opportunity?

What should you think about? Here's five quick answers to that question . . .

- (A) Is this a product or service that many people are likely to want?*
- (B) Do I fully understand how I can make sales?*
- (C) Will I be nicely rewarded for the sales I do make?*
- (D) Are the ad copy and sales materials that will be used to make sales, truly outstanding?*
- (E) Is the cost to buy into this opportunity reasonable?*

There are many other questions to ask yourself, but these give you a head-start. You should invest with your head, not just your heart.

(3) After you buy into one or more business opportunities, do you have money left for advertising and promotion?

Many opportunity seekers drop the ball on this one. Even if you buy into business opportunities with real potential, without some money to promote your opportunities, you're in deep do-do.

You've got to tell'em to sell'em. That means you need some money to promote, advertise or mail to potential customers.

(4) Do you really think your biz opportunity seller is going to make you rich?

Look, if you're dealing with a solid, honorable company, the opportunity provider can do much to help you make money. In addition to providing a honest-to-goodness opportunity, the company can give you a road map to success. Then can provide outstanding ads, sales letters, etc. . . . but, and it's a BIG BUT . . . no one can or will guarantee you riches. Oh sure, you'll hear or read about fantastic wealth-building possibilities with the super duper program, but no wealth-creation guarantee. True success starts with deep personal conviction. *If it is to be, it is up to me.*

Speaking for myself, I've given many a strong push in the direction of money-making success, and acted as a guide. However, those that made it big deserve the credit. They caught the ball and ran it into the end zone. The center, guards and tackles deserve honorable mention, but the glory goes to those who score.

We live at a time when there are thousands of excuses why so many fail at every aspect of life. Personal responsibility is lacking with most, but when it comes to wealth-building success, you can have your excuses, or you can have the money.

(5) Can you stay focused and motivated, even when "shit happens?"

I've worked with some of the most successful men

and women in direct response marketing. Marketers who have made many millions of dollars. However, many started on a hard road to success. Most of them got knocked-around by several set backs, bad luck, and just plain crap before they discovered the opportunity that took them to the promise land.

Some of today's most successful lost almost everything they owned, but still refused to give up. Their ultimate success is so much sweeter now, because of the mountain they had to climb.

It is my prayer that you never have to hit bottom before you begin moving on up, but one thing I know is true . . . your road to success will not always be straight. There will be twists and turns, some detours, back tracking, and some roadblocks.



**STAY ON THE PATH.
YOU CAN OVERCOME.
YOU CAN BE SUCCESSFUL!**

THE DIRECT RESPONSE NETWORK

Here is a suspender-popping new MLM/Network Marketing opportunity that deserves your full consideration. My friend, T.J. Rohleder, has just launched the new Direct Response Network (DRN). I'm proud to tell you, I was among the first to jump on this runaway Kansas money-train. **I believe we are going to make MLM history, make a pile of money, and break some records.**

The new DRN has nothing to do with tired, old MLM selling. We market by direct mail, and also use other proven direct response strategies. No bothering, friends, and rejections! **Our products are "information products" that can help any retailer, service business, professional practice, as well as mail order dealers and Internet marketers, make more money quickly!**

I believe I can help you. I've just started to promote this outstanding opportunity. You could be among the first to be in my coveted downline. We can even mail for you.

All I ask is that you look over what we have to offer. I think you'll be amazed at the profit-producing power of our new Direct Response Network, and what it can do for you.

**To receive a very special free report,
no cost, no obligation**

Call 619-588-2155 or Fax 619-588-9103

News, Views, Reviews . . .

SUPER PRICED COMICS

If you think you have any old comics in the attic, start hunting. The prices for rare comics, and the graphic art on their covers has been going through the roof in recent years.



The 1939 Detective Comics No. 27 (where Batman first appeared) sold for \$30,000.00 in 1997, and then resold in late 2006 for \$120,000.00.

Even a somewhat less famous super hero, like The Flash, has scored the big bucks. Flash

Comics No. 1 recently sold for a whopping \$273,000.00 at Heritage Auctions in Dallas, Texas.

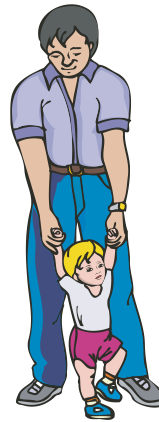
My dear mother (God rest her soul) made few mistakes in her wonderful life. However, she did throw out lots of my old comics. Oh well, who would have think some of them could someday be worth a small fortune.

THE MOST UNUSUAL MAIL ORDER MAGAZINE

Hats off to the talented and very creative E.M. Kelly, publisher of Ben Franklin's Almanac.

In addition to a boatload of ads, large and small, Mr. Kelly fills his unique publications with interesting articles. No, not the usual business articles (although there are a few of these), but with articles on the predictions of Criswell. The man who filmed the John Kennedy Assassination, The Men Who Own America, Lana Turner's Gangster Boyfriend, and How Nice A Man Elvis Presley Was. (Several photos of Elvis in the latest issue.)

Want to see the current issue of Ben Franklin's Almanac? I'll rush it to you, along with discount ad rates. (Note: My ads are doing well here.) Send just two dollars (cash or stamps) to: Publishers Media, Dept. BFA, P.O. Box 1295, EL CAJON, CA 92022-1295.



FIGHT CHILD ABDUCTION & RAPE AND BE A HERO!

"The Kid Protectors Program" protects kids and can make you substantial sums of money as a dealer. For a free report, call 1-619-588-2155 or fax 1-619-588-9103.

LET'S JUST SAY "NO!" . . .

– to plans to unite Mexico, Canada, and the United States into the North American Union!

My hat is off to Texas Congressman, Ron Paul. He's currently running for president (but doesn't have a snowballs chance in hell of getting the Republican nomination). Like many other, I don't like his call for the U.S. to get out of Iraq immediately. (I believe this would lead to chaos in Iraq, and have the radical jihadists follow us to our homeland.)

So why do I tip my hat to Mr. Paul? Because he loves America, and because he wants America to remain a sovereign nation – the United States of America – not the North American Union!

Ron Paul believes the NAFTA superhighway is another step in the wrong direction. I agree with him. I love America. I don't want to join Mexico and Canada in some unholy union!

On the following page is a special article from Rep. Ron Paul. Please heed this warning.

If you agree that the NAFTA superhighway and the North American Union are a bad idea, tell your senators and congressperson.



The NAFTA Superhighway

BY RON PAUL

By now many Texans have heard about the proposed “NAFTA Superhighway,” which is also referred to as the trans-Texas corridor. What you may not know is the extent to which plans for such a superhighway are moving forward without congressional oversight or media attention.

This superhighway would connect Mexico, the United States, and Canada, cutting a wide swath through the middle of Texas and up through Kansas City. Offshoots would connect the main artery to the west coast, Florida, and the northeast. Proponents envision a ten-lane colossus the width of several football fields, with freight and rail lines, fiber-optic cable lines, and oil and natural gas pipelines running alongside.

This will require coordinated federal and state eminent domain actions on an unprecedented scale, as literally millions of people and businesses could be displaced. The loss of whole communities is almost certain, as planners cannot wind the highway around every quaint town, historic building, or senior citizen apartment, for thousands of miles.

Texas Governor Perry is a supporter of the superhighway project, and Congress has provided small amounts of

money to study the proposal. Since this money was just one item in an enormous transportation appropriations bill, however, most members of Congress were not aware of it.

The proposed highway is part of a broader plan advanced by a quasi-government organization called the “Security and Prosperity Partnership of North America,” or SPP.

The SPP was first launched in 2005 by the heads of state of Canada, Mexico, and the United States at a summit in Waco, Texas.

The SPP was not created by a treaty between the nations involved, nor was Congress involved in any way. Instead, the SPP is an unholy alliance of foreign consortiums and officials from several governments. One principal player is a Spanish construction company, which plans to build the highway and operate it as a toll road. But don't be fooled: the superhighway proposal is not the result of free market demand, but rather an extension of government-managed trade schemes like NAFTA that benefit politically-connected interests.

The real issue is national sovereignty. Once again, decisions that affect millions of Americans are not being made by those Americans themselves,

or even by their elected representatives in Congress. Instead, a handful of elites use their national legislatures and ignore our Constitution – which expressly grants Congress the sole authority to regulate international trade!

The ultimate goal is not simply a superhighway, but an integrated North American Union – complete with currency, a cross-national bureaucracy, and virtually borderless travel within the Union. Like the European Union, a North American Union would represent another step toward the abolition of national sovereignty altogether.

A new resolution, introduced by Representative Virgil Goode of Virginia, expresses the sense of Congress that the United States should not engage in the construction of a NAFTA superhighway, or enter into any agreement that advances the concept of a North American Union. I wholeheartedly support this legislation, and predict that the superhighway will become a sleeper issue in the 2008 election.

Any movement toward a North American Union diminishes the ability of average Americans to influence the laws under which they must live.

COPY-CAT MARKETING SUCCESS ***With a Great Swipe File***

If you want to learn how to write great copy (ads, sales letters, etc.), that sell products and services, you need to learn from the top copywriters. Start building your swipe file!

Even if you have no desire to write copy for anything you want to sell, a swipe file will be of value to you. By reviewing copy from the best marketing writers, you'll be able to see if the copy that someone wrote for you is strong enough to ***tell and sell*** for you.

If you build a large swipe file, loaded with large and small ads, sales letters, lift-letters, order forms, and other marketing documents, you'll soon have a million dollars worth of direct marketing expertise at your beck and call.

It's important that you only save the work of the best copywriters. Some of the current top-gun writers include: Jay Abraham, T.J. Rohleder, Dan Kennedy, Jeff Gardner, Bob Bly, Joseph Sugarman, Milt Pierce, and of course, yours truly Russ von Hoelscher.

You can also do well to study the books of past masters, such as John Caples, Robert Collier, Claude Hopkins, and the late, great, Gary Halbert.

Milt Pierce, a world-class copywriter of direct mail, space ads, and TV commercials, has said, "***A good swipe file is better than a college education***" (for marketers).

Best of all, most sales letters, etc., that you'll put in your swipe file (you'll soon need a big file cabinet for this) come to your mailbox at no cost to you!

WHAT TO PUT IN YOUR SWIPE FILE

If you're already familiar with many of the top copy pros, you've got a head start on what to save. If you're new to direct response marketing, here's what you can do . . . save marketing materials from companies that are mailing to you on a regular basis, and from those that you are actually buying stuff from.

It's easy to tell what are the best direct response ads in print publications. They are the ones that appear again and again and again. Only a madman would continue to pay for and run ads that are not producing results. It does happen, but not very often.

SWIPE BUT DON'T STEAL!

The purpose of a swipe file is to greatly help you write ads, letters, etc., or to evaluate copy others have written for your use. It must be understood that while you can cherry-pick words and concepts for your own advertising, you do not have the right to use blocks of copy from other copywriters. Use your swipe file to produce better copy, but don't steal on a wholesale basis. This can lead to legal hassles.

Marketing pro, Bob Bly has assembled a strong collection of Milt Pierce's outstanding work and published it as an e-book. The title is "Milt Pierce's Marketing Success Secrets," the cost is \$39.00 for a PDF version. I highly recommend you get a copy. Available at www.miltmarketingsecrets.com.

NEW!

**FINALLY – YOUR BEST EVER
OPPORTUNITY TO MAKE MONEY**

Introducing the Best, Easy to Do, Low-Risk, High-Profit Twin Money-Makers!

For sometime now, many people have been telling me that they are sick and tired of losing money with opportunities that were supposed to make them money. *“No more hype and flim-flam. I want something that really works!”*

They want a simple, easy, honest, and very profitable opportunity that will produce real profits at home, in their sparetime. *Is this what you want too?*

Like others, maybe you have lost money with mail order schemes that enriched only the company that sells programs that don't work. Perhaps you've tried to make money in multi-level marketing with exotic juices, glop-in-a-jar, weight loss products, or any one of hundreds of other hard to sell, overpriced products or services. It's not easy is it? How about the Internet? It's easy to get websites, but much harder to make any money with them.

Now let's be honest . . . there are some mail order, MLM, and Internet opportunities that really can make money. I know some people don't want to hear this, but here the truth (gulp!) . . . *some people fail because they refuse to do anything that could help them succeed! Nobody is going to make you rich, if you refuse to do anything to help make it happen.*

If you're willing to follow simple directions, and do just a few simple things for yourself, I have created the very best new opportunity for you. Just a few hours per week could bring you the money you want and deserve.

INTRODUCING . . .

“OWN YOUR OWN MAILING-LIST MONEY-MACHINE” and “THE ADVERTISING RICHES PROGRAM”

Ads and lists really are the dynamic duo - the twin money-makers! Listen. I've made money with many mail order, MLM, and Internet programs. However, it often took lots of effort, and plenty of money to make them pay off. The easiest money I've ever made (the absolute truth) has come from selling ads and mailing lists.

Think about this . . . there are countless millions of companies and individuals operating full-time or part-time businesses. They all have one thing in common. They must get their message out to potential customers. That means they must advertise, or use lists (mail order or e-mail lists) or do both, use lists and advertise to build their businesses.

My new program can quickly put you in the mailing list and ad business. It's easy to do, and if you follow my guidelines, it can be the most profitable thing you have ever done! Honest!

OVER A BILLION NAMES!

In the list business, there are over 40,000 different lists available today in all categories. Well over a billion names (keep in mind several folks are on multiple lists).

List managers are begging anyone who wants to act as a “broker” to make sales of their lists. They gladly pay you a handsome commission (this can be anywhere from 20% to 50% of all money involved) for making sales.

The little known fact is anyone can broker mailing lists. You don't need any special education, degrees, or certification, to do business. It's open to everyone. The key to making lots of money is to know how to get customers.

I know how this is done, and I'll share my most closely-guarded secrets with you. I'll show you the easy way to get a huge slice of all the money out there (and this is a billion dollar industry).

THE TRILLION DOLLAR ADVERTISING BUSINESS

The list business brings in billions yearly. That's big, but advertising revenue – it's off the chart. It's a trillion dollar business! You just need a tiny slice of this wealth-generator to get rich. Just like with lists, no special certification or education is required. You can get started quickly.

I'll show you where the money is and how to get your share of it. My course covers all print publications, newspapers, the Internet, and even radio and TV. However, when just getting started, print publications, papers, and the Internet are the fastest, easiest, and most profitable ways to start.

GET STARTED IN THE BIG OPPORTUNITY MARKET PLACE

As many of you already know, I make most of my money in the opportunity field. It's my specialty. However, I also made super profits selling ads to many different kinds of businesses, and from real estate and hair salon lists.

Once you're in the advertising and mailing list business, clients come to you from many specialties.

To give you a head-start to making substantial sums of money, I'm going to furnish you with sales materials to sell ads in our network of opportunity magazines, tabloids and ad publications. This includes also print and mail inserts. You'll pocket 40% on all sales, and I'll tell you exactly how to start making money quickly.

I'm also putting you in the opportunity mailing list business, along with our special e-mail service business. **You will receive a full 50% on all of these sales.** That means you can earn as much as **\$750.00 from just one sale!**

Please listen up. Although I've made some great money with many different programs, nothing, absolutely nothing else, has brought in the steady day-by-day, weekly, monthly and year after year profits I've enjoyed from selling ads and mail lists. As an added bonus, when you sell ads and lists, you can save big on any ads you want to run, or lists you wish to mail your offer to.

You too can enjoy this steady profit boom. Just think, you don't have to run the ads, you don't have to generate, or even see the lists. Your money comes to you just by acting as a list broker or an ad rep. How sweet it is! A spare bedroom, or even the kitchen table, is the only "office" you need.

The new, complete **OWN YOUR OWN MAILING LIST MONEY-MACHINE AND ADVERTISING RICHES** program, with the fast-start business in a box mailing list and advertising distributorship, costs only \$497.00. However, as a reader of my newsletter, you can have my dynamic duo – the twin money-makers for **only \$397.00** if you act now.

If you're looking for a sure-fire way to start making lots of money from home, take it from Russ von Hoelscher. **THIS IS IT!**



Use the enclosed form to get started immediately!!



Own Your Own "MAILING-LIST MONEY-MACHINE" and "THE ADVERTISING RICHES" PROGRAM

—FAST START APPLICATION—



Yes Russ! I'm very sincere about making money at home. Rush me your new program that will show me exactly how to make the most money with mailing lists and advertising.

* I will immediately also receive the **GRAND-SLAM OPPORTUNITY AND MAILING LIST DISTRIBUTORSHIP** that pays me up to 50% on every sale I make.

* I also receive an **ADVERTISING LIST WEBSITE** at no added cost and no maintenance fee ever!

I GET EVERYTHING FOR THE ONE-TIME PAYMENT OF \$497.00

NON-DISCLOSURE & TERMS AGREEMENT: I understand that the Mailing List Money-Machine and Advertising Riches Program is a proprietary system legally protected by International law. I agree not to reveal details regarding this opportunity, its inner-workings, my profits/income, or any details regarding the opportunity or the marketing materials to any competing companies, institutions, or agencies. I agree to keep all details about this system confidential. I understand that my one-time cost is non-refundable, due to the fact Russ von Hoelscher is sharing expert insights on how to prosper operating a mail list brokerage and ad agency. I also understand that there have been no guarantees regarding money to be made. I understand that it will be my responsibility to pay taxes on all earnings.

Please Sign Here _____ Date _____

Your Name _____

Address _____

City/State/Zip _____

Phone _____ email (if you have) _____

I'm paying \$497.00 by () Check () Money Order () VISA () MasterCard () American Express

Credit Card Number _____ Exp. Date _____

Check/Money Orders Payable to: PUBLISHERS MEDIA

Phone Orders: 1-619-588-2155 Fax Orders: 1-619-588-9103

or Mail to: PUBLISHERS MEDIA

P.O. BOX 1295

EL CAJON, CA 92022-1295

THE HONEST-TO-GOODNESS, BUSINESS BUILDING P&M SERVICE

PRINT AND MAIL ADVERTISING

- Your Full Page 8½X11" ad or circular printed and mailed to 25,000, 50,000 or 75,000 Opportunity Seekers at the lowest possible cost!
- Our Co-Op Print & Mail Service saves you a boatload of money on the printing and mailing of your full page ad. The lowest price for honest, reliable service.



Submit your ready-to-print circulars flat and well secured, with proper fees.

LOOK AT THESE GREAT RATES!

25,000 Printed and Mailed—\$597.00

50,000 Printed and Mailed—\$997.00

75,000 Printed and Mailed—\$1,397.00

(Add 75% for a two-side circular)

Printing and mailing begins within days and continues for several weeks until the circulation you paid for is reached.

• We require four (4) clean, unfolded, ready-for-printing copies of your circular or ad.

• If you don't have ready-to-print copies, you can submit up to 375 words (neatly hand printed or typed) and we will design your ad or circular. The fee for this service is only \$50, plus the cost for printing and mailing.

If you need your ad both written and designed for you, send us information about what you want printed and mailed and we'll get back to you with a quote for our copywriting and design service. You can write, e-mail or fax us.

PLEASE COMPLETE
AND RETURN THIS
ENTIRE CIRCULAR

PUBLISHERS MEDIA
P. O. BOX 1295
EL CAJON, CA 92022-1295

PHONE: 1-619-588-2155
FAX: 1-619-588-9103
E-MAIL: rvhmedia@aol.com

Enclosed find \$_____ for _____ copies of my ad, letter or circular to be printed and mailed. I have enclosed four (4) copies of the ad you will print and mail.

I need my ad designed. I have enclosed \$50.00 extra plus the ad copy (375 words or less). Send me a few copies in addition to the copies you will use for printing and mailing.

I require complete copywrite and design service for the enclosed program. Please send a quote. I have enclosed a #10 self addressed, stamped envelope for your reply.

I am paying by check money order VISA MasterCard AMEX
Card Number: _____ Expires: _____ Sig: _____

YOUR CONTACT INFORMATION:

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

No pornographic advertising, please. We reserve the right to refuse any ad by returning payment.



The Ultimate eMail Advertising Blitz

**WITH OUR AMAZING GUARANTEE*

Your advertising message (100 words or less), emailed to 1,000,000, 2,000,000 or 3,000,000 opportunity seekers for **the lowest price possible for fast, powerful opted-in email mailing!**

TEST E-MAIL TO ONE MILLION **ONLY \$125.00**

BIG E-MAIL TO TWO MILLION **ONLY \$225.00**

SUPER E-MAIL TO THREE MILLION **ONLY \$299.00**

FREE \$75.00 BONUS

Your ad written for you by a copywriting expert free! If you want to submit your ad, already written, that's great, but if you don't, we'll do it for you.

***The Incredible 100% Satisfaction Guarantee**

Although no one ever guarantees advertising, we are so confident that the Ultimate eMail and Online Advertising Blitz will please you, that we are offering this unheard of guarantee: You must be 100% satisfied with the results of your advertising, we will email a second time (same quantity as you first ordered) ABSOLUTELY FREE!

Enclosed find \$ _____ to email my ad to 1,000,000 2,000,000
 3,000,000 business opportunity seekers.

Ad copy enclosed information enclosed for your copywriter.

I'm paying by Check Money Order VISA MasterCard American Express

Name _____

Address _____

City, State, ZIP _____

Credit Card #: _____ Exp. Date _____

Signature _____

Send Order To:

PUBLISHERS MEDIA

P.O. BOX 1295 • EL CAJON, CA 92022-1295

FOR FASTER SERVICE

Call 619-588-2155 or Fax 619-588-9103

BIG TIME ADVERTISING AT DIRT CHEAP RATES!!

SMALL DISPLAY ADS EXPLODE IN HUGE 300,000 CIRCULATION . . . FOR AS LITTLE AS \$249.00!

If you've got anything you want to advertise (a money-making program, books, MLM, or almost anything else), **don't miss this sensational 300,000 national circulation special low cost super offer.** 300,000+ coast-to-coast circulation in ad magazines, tabloids, and ad sheets, at the best rates ever for 1" and 2" display ads to qualified prospects with cash to spend!

1 Col. x 1" Ad...Only \$249.00
1 Col. x 2" Ad...Only \$399.00

Don't miss this incredible display ad deal. If you have a camera-ready 1" or 2" ad, send us 10 copies of your ad, with payment. **If you don't have a good 1" or 2" ad, we will design one for you. Enclose an extra \$15.00 for a 1" ad or \$30.00 for a 2" ad. (Submit up to 30 words for 1" or up to 55 for 2" ad.)**

"WHOLESALE ADVERTISING FOR YOU!"

Our massive buying power, in mail order and opportunity tabloids, magazines, and ad-sheets, lets you advertise in a huge 300,000+ total circulation at the lowest, rock-bottom rates!

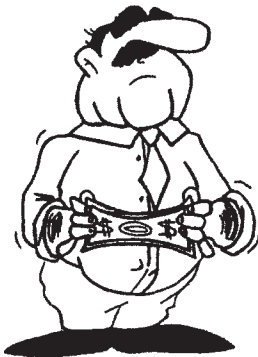
Let us help build your business! Place your ad order today!!

To advertise in all the publications that we use, would cost you almost twice as much as our low rates. Our massive advertising buying power saves you money!

Important: Your ad will begin to circulate in just a few weeks, but will take at least 10-12 weeks to reach full circulation. This will give you at least three months of continuous advertising.

Note: Submit your copy for a 1" or 2" ad that you want us to design on a separate piece of paper. Please type or neatly hand print. We will design and submit your ad to various publishers, and also mail you several copies for your own use.

Please, no porno. (We reserve the right to reject any ad by refunding payment.)



Examples of 1" and 2" Ads
That We Design . . .

PROFESSIONAL GHOST-WRITER
 If you need a book, report, newsletter, etc. written, I can do the job. Excellent service at very reasonable rates. Let's talk.
 Steve Lockman - Phone: (218) 762-1341
 Web: www.thebookwriter.com

"MIRACLE RELIEF!"
MIRACLE RELIEF FORMULA (MRF)
 Creme makes pain go away and it can make you lots of \$\$\$ as a dealer. Millions suffer from arthritis, injury, leg, arm and back pain...they all need fast-results from MRF.

FREE REPORT Call: **1-619-491-1915**
 (24 hour message)

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YES! I want to take advantage of your super low-cost advertising deal!

- \$249.00 enclosed to run my **1" ad** in 300,000 circulations (10 copies of ad enclosed)
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- I'm paying \$249.00 enclosed to run my 1" ad in 300,000 circulations plus \$15.00 to design my ad (\$264.00 enclosed plus your written copy for ad)
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For Faster Service Fax Order To (619) 588-9103

LET US HELP BUILD YOUR BUSINESS

CLASSIFIED ADVERTISING BONANZA!

B-I-G 300,000 CIRCULATION!

NOW YOU CAN GET LARGE RESULTS FROM A LITTLE AD!!

Your classified ad (25 words or less) in 300,000 copies of mail order publications, tabloids, and ad-sheets for the low, low cost of only \$197.00.

Our massive buying power in scads of mail order publications lets you save big money on big impact classified advertising. This super offer will save you 50% off regular ad rates!

Neatly hand print or type your ad in the spaces below . . .

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

NOTE: If you use your street address (or P.O. Box) in your ad it counts as two words. Your city, state, and zip code also count as two words. A telephone number or web address count as just one word. We reserve the right to reject any ad and return payment. No pornographic ads please.

Although your ad will begin to appear in just 3 to 4 weeks, it can take at least 12 weeks to reach full circulation. This gives you several months of continuous advertising. If your ad is more than 25 words, use a separate sheet of paper. Extra words over 25, cost \$5.50 for each additional word.

**YES! I WANT BIG CLASSIFIED AD RESULTS.
HERE'S \$197.00 FOR MY AD OF 25 WORDS OR LESS.**

Your Name _____

Address _____

City, State, Zip _____ Phone _____

NOTE: If you want master copywriter Russ von Hoelscher to write your ad for you, send us info on your offer and enclose only \$30.00 more. Total: \$227.00 for BIG 300,000 CIRCULATION!

For faster service, using your VISA, MasterCard or AMEX, fax your order to (619) 588-9103.

Credit Card # _____ Exp. Date _____

Signature _____

**MAIL TO:
PUBLISHERS MEDIA
DEPT. CLASS ADS, PO BOX 1295, EL CAJON, CA 92022-1295
OR FAX TO (619) 588-9103**

HOTLINE MAILING LIST INCOME OPPORTUNITY BUYERS FRESH, EAGER, AND RESPONSIVE!



If you use the mail to reach Opportunity Seekers, this powerful computerized mailing list of OPPORTUNITY BUYERS is "money in the bank" for you! The list you use is vital to your direct mail success, and the HOTLINE MAILING LIST is fresh (no names over 90 days old, many only a few days old!), very responsive (these people are buyers, not mere curiosity seekers!)

We're serious about getting results for our clients. Use these names to quickly increase your mail order business. A test of 500, 1,000, 2,500 or more names will convince you, and you'll be back for more. We can supply you with up to 30,000 buyer's names over any 90-day period.

DON'T WASTE YOUR TIME AND MONEY ON "CHEAP LISTS"

Sure, you can obtain names for less. But "Cheap names" almost always do not pull. They are usually old and overworked. Our names are buyer's names! Fresh, responsive, and eager to take advantage of all types of good money-making offers! A test will prove it to you! These names attract orders just like steel is attracted to a magnet!

CHECK HOW MANY NAMES YOU WANT AND FIGURE TOTAL

- 500 names on peel and stick labels \$50.00
- 1,000 names on peel and stick labels \$100.00
- 2,500 names on peel and stick labels \$250.00
- 2,500 names on 3.5" Computer Disk (save 15%) \$212.50
- 2,500 names-Unlimited Personal Use (disk only) \$425.00
- 5,000 names on peel and stick labels \$500.00
- 5,000 names on 3.5" Computer Disk (save 15%) \$425.00
- 5,000 names-Unlimited Personal Use (disk only) \$850.00
- 10,000 names on 3.5" Computer Disk (save 20%) \$795.00
- 10,000 names-Unlimited Personal Use (disk only) ... \$1,500.00

Add \$5.00 for Shipping & Handling



3 Free Bonus Reports

With any order of 2,000 or more HOTLINE names you will be sent 3 FREE bonus reports to help make your direct mail efforts successful:

1. How to write copy that tells and sells.
2. Copy: The vital ingredient in mail order marketing.
3. The three key "Get Rich Factors" of direct mail

PUBLISHERS MEDIA, P.O. BOX 1295, EL CAJON, CA 92022-1295

Yes! I want more orders! Enclosed find \$_____ Plus \$5.00 S&H, Rush me by fast, First

Class Mail _____HOTLINE names on Peel & Stick labels 3.5" Disk

Check/Money Order enclosed Bill my Visa/MasterCard

Card # _____ Exp. Date _____ Signature _____

Name: _____

Address: _____

City/State/Zip: _____

Your Phone Number: _____

FOR FASTER SERVICE
Phone 619-588-2155
Fax 619-588-9103



THE HOTLINE MAILING LIST

QUESTIONS AND ANSWERS

Here are some often-asked questions and answers concerning our business-building Hotline "Mailing Lists"

- Q. Why do you call these names "Opportunity Buyers?"**
- A.** We feel there is an important money-making difference between a 'seeker' and a 'buyer'. Every name on the Hotline List is a person who has recently sent money by mail for a money-making plan, book, etc., proving they are mail order responsive. These people are not idle curiosity seekers who request free details. These people quickly spend money on any offer that appeals to them.
- Q. I have seen mailing lists advertised less than your fees. Why are your names better?**
- A.** This list is tops because these names are (A) all buyers' names, and (B) they all are very recent. Almost all cheap lists are old, overworked, or non-buyers. There is a difference. Test our names, you'll be back for more. Nearly 80% of our list customers repeat again and again! In other words . . . our names get results!!
- Q. Am I renting these names for one time use?**
- A.** We give you the option of one-time use, or if you wish to pay more you can get names for unlimited personal use. The choice is yours.
- Q. If I test 500, 1,000, 2,500 or more names and my results are as good as you predict, can I reorder without getting duplicates?**
- A.** Yes! Any time you order less than 30,000, we keep track of the names we send, so that you can reorder and get new names. You can order up to 30,000 names during any 90-day period, up to 100,000 names in a year. We actually have much greater numbers of names available, but we rotate names between our list customers so that they never become overworked.
- Q. How can I be sure no other dealer will be sending the same offers to the names I will be receiving and mailing to?**
- A.** Since we rotate our fresh names, it's unlikely this would happen. However, if you choose to, you may send us a sample of your offer at the same time you place your order.
- Q. What is the source of the Hotline Mailing List?**
- A.** These fresh opportunity buyer names come from our own money-making offers and original order letters that we purchase from other mail order concerns. We do acquire names from other concerns, but only original orders, less than ten weeks old, for which we will pay a premium price, up to \$300.00 per 1,000 names, the best of the best.
- Q. What type of offers will these names work best for?**
- A.** All types of business opportunities, opportunity books and plans, good multi-level offers, and any offer that can help a person earn more money.