



**Last Update April 22, 2009**

### **Contact:**

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### **ADDITIONAL INFORMATION:**

[Adventures in Advertising 'BAI Affiliate – 1 page Overview' \(Effective: March 2009\)](#)

[Adventures in Advertising - April 22, 2009 - Conference Call slide presentation](#) (Effective: April 22, 2009 / click on the link to view or download)

### **DESCRIPTION:**

Adventures in Advertising Franchise, LLC is a network of 316 franchised executive level sales offices. AIA is one of the largest franchises in its category, has been ranked Number 1 by Entrepreneur Magazine, the Number 4 Large Franchise by Franchise Business Review and is one of the Top 10 distributors in the nation since 1998.

AIA offers a low-overhead, home based franchise selling promotional products to business owners, VP of Advertising / Marketing, Advertising and Public relations agencies and more. The promotional products industry is \$19B annually and growing. Adventures in Advertising makes the client's marketing budget work harder. We offer 1,000's of new and unique products from 100's of national brand name manufacturers to meet the client's repeated needs throughout the year. The company publishes a strong item 19 with exceptionally positive validation by its franchisees. Average office sales for 2007 were \$397K, top 100 offices average \$823K, average gross margin 35%. The franchise system includes an initial training and office launch program during the first 180 days of operation, quarterly updates highlighting the best practices of its high performing franchisees and provides working capital enabling franchisees to serve any size client or order. No geographic limitations. **Single Unit Sales Only**

### **BACKGROUND**

Year Established: 1981

Year First Franchised: 1994

Franchised Units: 316

Company Owned Units: 0

Projected New Units (12 months): 20

States/Countries Registered In: All states, US only.

## **FINANCIAL/TERMS**

Cash Investment: \$70K

Total Investment: \$70K

Minimum Net Worth: \$200K

Franchise Fee: \$35K Effective July 1, 2008

Royalty: 8% to 6% declines on monthly sales

Ad: N/A

Average # of Employees: Owner operated, grow with success

Passive Ownership: N/A

Earnings Claim: Yes, very strong.

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Franchisor supplies working capital

Site Selection Assistance: NA, home based

Lease Negotiation Assistance: NA

Co-operative Advertising: NA, not at this time

### **Training:**

Extensive training and office launch during first 180 days of operation including one week primary training, advanced training, strategic sales plan development, office set-up, initial local marketing campaign, personal visits, assigned to Regional Sales Director and Customer Service Rep., Teleconference assistance, web based seminars, etc.

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