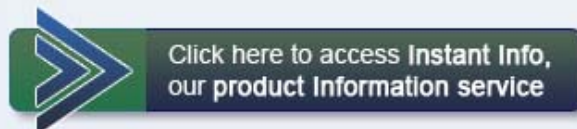


Every two months, this style of e-mail is sent to all subscribers of *FOH* for whom we have an e-mail address. If they are interested in learning more about the products they have seen in *FOH*, then they click the link below.



**Welcome to Instant Info:**  
**FREE Product Information** from the  
March & April 2010 issues of *FRONT of HOUSE*

As a *FRONT of HOUSE* reader, we know you're interested in the latest SERVICES AND EQUIPMENT as advertised in *FRONT of HOUSE*. Here is an easy way to find out more about the latest gear and services you have seen in the past two issues.



By using our product and information service and requesting information on an advertiser, you will be entered to win an iPod Shuffle.



This email makes it easier for you to request information from our advertisers. Simply click on the link above to access Instant Info, our product information service!

For customer service, email us at [rs@fohonline.com](mailto:rs@fohonline.com). To unsubscribe from *FRONT of HOUSE* Online Product Information Service, [click here](#).

Using the *FRONT of HOUSE* Product Information Service, you agree that *FRONT of HOUSE* may send inquiry information to only those companies you visit or request more information on. If you do not wish to receive future *FRONT of HOUSE* Online Product Information Service mailings you may opt-out of and we will not share your contact information with marketers.

**Once everyone has requested information an e-mail is returned to the advertiser. Attached to this e-mail is a spreadsheet of the subscribers' contact information including the company they work for as well as e-mail, mailing address and phone number.**



**FREE PRODUCT INFO FROM Front of House**

As a valued subscriber to Front of House magazine, we would like to welcome you to Front of House Product Information Service.

**By simply selecting one or more categories of interest, you can view and request more information about products and services with a few clicks of your mouse.**

Categories	
<input type="button" value="Check All"/>	
<input type="checkbox"/> Amplifiers	<input type="checkbox"/> Audio Effects
<input type="checkbox"/> Audio Networking	<input type="checkbox"/> Audio Sales, Rentals & Installations
<input type="checkbox"/> Cable Products & Connectors	<input type="checkbox"/> Cases
<input type="checkbox"/> Charities	<input type="checkbox"/> Controllers
<input type="checkbox"/> Digital Audio Mixing Consoles	<input type="checkbox"/> Digital Signal Processors
<input type="checkbox"/> Digital Snakes	<input type="checkbox"/> Education & Conferences
<input type="checkbox"/> LEDs	<input type="checkbox"/> Line Array Speakers & Powered Line Array
<input type="checkbox"/> Microphones / Wireless Microphones	<input type="checkbox"/> Monitor Mixing
<input type="checkbox"/> Motors & Controls	<input type="checkbox"/> Personal Monitors
<input type="checkbox"/> Power Distro	<input type="checkbox"/> Powered Loudspeakers
<input type="checkbox"/> Software - Miscellaneous	

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**FREE PRODUCT INFO FROM Front of House**









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**You will find product and service information from our April 2008 & May 2008 issues is just a click away.**



**Simply click on the companies you are interested in to go directly to their websites or check the box and click continue to have them send you detailed information. To learn more about a specific company's product, click on the Image Icon to view the magazine ad for each.**

Front of House is proud to offer this product information at your fingertips.

Amplifiers

<b>Company</b>	<b>Product Description</b>		<b>Request Info</b> from all <input type="checkbox"/>
<a href="#"><u>Crown Audio</u></a>	I-Tech Series		<input type="checkbox"/>
<a href="#"><u>d&amp;b audiotechnik</u></a>	D6: Dual Channel Amplifier		<input type="checkbox"/>
<a href="#"><u>Dynacord/ Bosch</u></a>	Power H Series Amps		<input type="checkbox"/>
<a href="#"><u>KSC Industries</u></a>	<a href="#"><u>D-Pro Series Amplification System</u></a>		<input type="checkbox"/>
<a href="#"><u>QSC Audio Products, Inc.</u></a>	PL380 Amp		<input type="checkbox"/>
<a href="#"><u>Radial Engineering</u></a>	The Phazer & The JDX Reactor		<input type="checkbox"/>
<a href="#"><u>Yamaha Commercial Audio Systems, Inc</u></a>	Tn Series Amplifiers		<input type="checkbox"/>

Audio Effects

<b>Company</b>	<b>Product Description</b>		<b>Request Info</b> from all <input type="checkbox"/>
<a href="#"><u>Radial Engineering</u></a>	The Phazer & The JDX Reactor		<input type="checkbox"/>

# Effective Advertising is Measurable Advertising



## Best Practices for *Instant Info* Leads...

1. Responding to *Instant Info* leads is extremely easy, quick and cost-effective. Since you receive the respondents e-mail address, thank them via e-mail for their interest in your product or service.
2. In the same e-mail, direct the respondent to the link for your rep directory or the product they are inquiring about or do both in the same e-mail.
3. Send respondents an e-mail inviting them to come and meet you at an upcoming tradeshow.
4. Mail them a catalog.
5. Add them to your company's newsletter distribution list. (Start one if you don't have one.)
6. Send the leads directly to your rep in the respondent's area.
7. Add them to your permanent database.
8. You can call them. However, it is better to try and communicate with them electronically to further qualify them.

## What *Instant Info* leads are not...

1. Instant Sales – these leads are not lay-down sales. They are customers that still need to be sold. If you don't follow up with these leads, they will mean nothing. Treat them exactly like you would leads from a tradeshow. The difference between these leads and a cold call is *Instant Info* responders have shown an interest in your product.

## Additional Benefits of *Instant Info* leads...

1. *Instant Info* leads are a great indicator of the strength of your creative. If you run them over a period of several months, you can see what got the market's attention and what didn't.
2. Your *Instant Info* leads will allow you to see the quality of the responders (i.e. venues, engineers, rental and install companies, etc.)

**Results Count!**  
**Advertise where you receive**  
**QUANTIFIABLE results.**

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