



Pocket Media Expands Nationwide Travel Center Program

Pocket-Media, LLC completes its distribution in 254 Pilot Travel Centers this month. Accross the USA our "InfoTo Go" media centers are distributed in high traffic Pilot and Petro travel centers that provide travelers much needed information to a hard to target market. Pocket-Media LLC specializes in pocket sized media that is lasting, concise, and referenced time and time again. If it fits in your pocket we print it. That's our real value to our customers! More centers will probably be added in the upcoming year.

Ponte Vedra Beach, FL (PRWEB) July 29, 2004 -- Pocket-Media LLC has expanded once again, by adding 257 Pilot Travel Center locations to their already successful Petro Stopping Center advertising program. The success of Pocket-Media's miniature brochure program has been their "lasting media that travels the roads", which reaches over 130 million truckers and travelers each year providing the retention and recall advertisers seek.

After a 2003 rollout in the industry leading Petro Stopping Centers, Pocket-Media has achieved an impressive renewal rate of 92% among its advertisers, many of whom desire to target the difficult to reach truck and traveler demographic. Advertisers include an array of trucking and travel related clients that target driver recruitment, driver related products, travel and tourist attractions, including restaurants and casinos.

Pocket-Media's targeted media is simple, concise and portable, attracting advertisers that want to cut through the clutter of newspapers and magazines while improving the retention and recall necessary to be successful in today's competitive advertising market. As managing partner Jann Parker notes, "we sell Pocket Media as part of a balanced and complete advertising program. Our customers tell us that Pocket Media is the only element that their targeted customers can take with them and keep indefinitely."

As the featured advertiser inside the Petro and Pilot Travel Plazas locations, Pocket-Media's high visibility locations offer a unique opportunity for savvy advertisers to reach a large yet to date untapped consumer market. The goal is to drive the consumer to an 800 number, web site, provide a map with directions, complete a loyalty program or provide incentives such as coupons and free gifts.

As Parker notes, "You might say we are the anti Tivo. All ads, all the time. We find that consumers still want to learn about new products and opportunities, but they want it on their terms. They pick up the cards they are interested in and save them for use later. This is what is unique about Pocket-Media. Unlike larger format brochures the Pocket-Media mini brochures easily fit into any pocket or wallet."

In addition Pocket-Media is a complete program that includes design, manufacture and monthly distribution. It offers the flexibility of national, regional and local or zone advertising which allows the advertiser to concentrate their ad dollars where they will have the greatest impact. It also allows the advertiser to tailor a national program to regional taste.

For more information call Jann Parker at 800-960-1959 or you can reach us on the web at pocketmediallc.com

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