

Example #1

No compelling headline

**Change Only The FRONTS of Your Outdated Cabinets!  
Reface...Don't Replace!**

Installed in 3 to 5 Days!

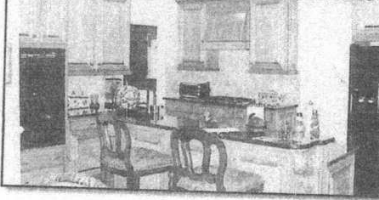
Could use this as part of your guarantee

Yes, Your New Updated Kitchen in 3 to 5 Days Installed

Old & Outdated



New & Updated  
Increase The Value Of Your Home



FREE In-Home Estimates

**YES! YOU CAN BEAT THE HIGH COST OF REMODELING!**

Expos this claim

A new beautiful kitchen without tearing out your existing cabinets. We remove old doors and drawer fronts. You keep the existing framework! This saves you money and eliminates the mess. Nothing is torn apart.

This is compelling use as part of the headline

**SAVE 50% TO 75% OFF**  
New Cabinets Or Remodeling

Not really compelling

- New Doors • New Drawer Fronts • Repair Drawers • New Hinges
- New Hardware • Many Finishes Available
- Reface All Framework to Match • Glass Doors
- Custom Made Solid Wood, Painted & Laminated Doors

SERVING ATLANTA FOR 30 YEARS

**Kitchen Fronts of GA**

**770-455-3139**

[www.kitchenfrontsofga.com](http://www.kitchenfrontsofga.com)

**15% OFF**

**PRESENT COUPON AFTER ESTIMATE**

EXTRA SENIOR CITIZEN DISCOUNT

**Kitchen Fronts of GA**  
770-455-3139

Not Valid With Any Other Offer.  
Exp. 11/15/07 CS

Good use of coupon

PCS# 44-76

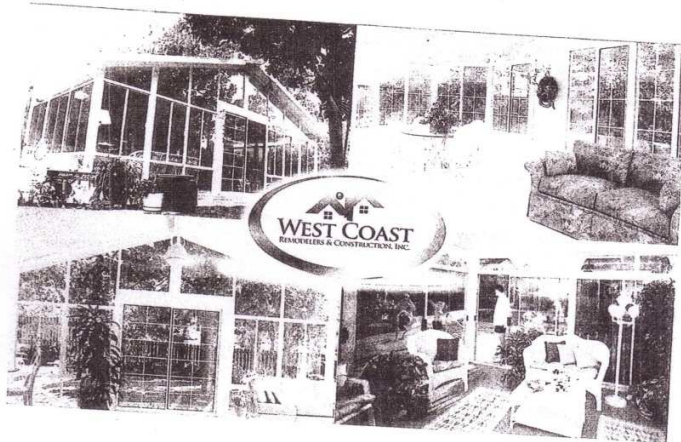
For Advertising Information visit [www.choicesavings.net](http://www.choicesavings.net) or call 770-640-6550

No guarantee

No testimonials

Eliminate tire kickers by putting reverse price for a completed job

Example 2A



- No Headline or offer
- In this housing market you could give numbers on increase home value, etc.

Example 2B



West Coast Sunrooms - a West Coast Remodelers & Construction Inc. Company

**CUSTOM SUNROOMS**  
MANUFACTURED RIGHT HERE IN FLORIDA  
TO MEET ALL HURRICANE CODES.

We are the only full-service  
custom sunroom dealer in  
central Florida.

We perform all the work to  
offer a turn-key room.

**\$1500 OFF**  
with this RSVP card

CGC 059581

**813-244-5400**

14502 N. Dale Mabry Hwy. Ste 200 • Tampa, FL 33618

[www.westcoastremodelers.net](http://www.westcoastremodelers.net)

100% Financing Available  
Lifetime Transferrable  
Warranty

©2007 Westcoast. All rights reserved. Tampa, Florida 2002. Ph: 813-244-5400

- No real offer
- Lack of positioning
- Great warranty!
- Could expand on hurricane codes + use a free report.

Example #3

No Headline

Good Testimonial

CALL FOR A FREE, NO OBLIGATION ROOF ANALYSIS & CONSULTATION



**FINDLAY ROOFING**  
NORTH GEORGIA'S MOST TRUSTED & RECOMMENDED ROOFING SPECIALIST  
**770-516-5806**  
Numerous References Available on Our Web Site  
[www.findlayroofing.com](http://www.findlayroofing.com)



*"Thank you for the excellent roof you put on our home... we would recommend Findlay Roofing to anyone!"*  
— Joe O'Weger, Marietta, GA

<p><b>\$300 OFF</b> NEW ROOF PURCHASE when you mention this advertisement... <small>Cannot Be Combined With Any Other Offers Or Discounts</small></p> <p><b>SuperCoups</b></p>	<p><b>PROVEN PROFESSIONALS</b></p> <ul style="list-style-type: none"> <li>Fully Licensed, Bonded and Insured</li> <li>Honest and Knowledgeable Salespeople and Crews</li> <li>Over 100 Years Combined Roofing Experience</li> </ul>	<p><b>90 Days Same As Cash</b> <small>(With Approval)</small></p>	<p><b>SUPERIOR WORK</b></p> <ul style="list-style-type: none"> <li>FREE Roof Analysis and Consultation</li> <li>Thorough Roof Removal and Decking Preparation</li> <li>Spotless Clean-up</li> <li>Certified Owens Corning Roof Installation</li> </ul>	<p><b>= MOST TRUSTED AND RECOMMENDED</b></p> <ul style="list-style-type: none"> <li>Fair Price for Superior Work</li> <li>Highest Customer Satisfaction Ratings</li> <li>No Payment Until You're Satisfied</li> <li>More Business From Referrals Than Any Other Source</li> </ul>
--	---	---	--	---

ADVERTISE WITH SUPERCUPS [www.supercups.com](http://www.supercups.com) (770) 989-7299

(24543) B242/43/07/15 2007 © COPYRIGHT

This is good support

No offer

No guarantee

Says the same thing as the four other roofing ads.

Example #2 1/4

No Headline

**THE Painting Co.**  
A Branchise Company™  
Expect More... Get More

**Specializing in**

- Interior & Exterior Painting
- Faux Finishes
- Popcorn Ceiling Removal
- Deck Revitalization

**FREE ESTIMATES**  
Bonded • Insured • 3 Year Warranty

**\$200 OFF**  
Any paint project over \$2000

**THE Painting Co.**  
A Branchise Company

**770-551-0101**

With This Supercoups Coupon, Not Valid With Any Other Discount Or Prior Service. Expires 12/31/07

**770-551-0101**      **www.AtlantaPaintingCompany.com**

ADVERTISE WITH SUPERCUPS www.supercups.com (770) 558-7299      (24437) B24243071S 2007 © COPYRIGHT

No offer  
No guarantee  
Lots of wasted space  
Lack of testimonials