



Precision Arts Advertising Inc.

Professional Business-to-Business Full-Service Advertising

October 14, 2011

Precision Arts Advertising Inc. has provided Google AdWords Pay-Per-Click Program management services since 2003. In 2011, Precision Arts became a qualified member of Google Engage for Agencies.

Google™ AdWords™ \$100 Promotional Coupons

As a qualified Google partner, Precision Arts Advertising Inc. now offers new client accounts a \$100 Coupon, good for 1-to-1 dollars worth of FREE Google AdWords advertising! The coupon is good for new AdWords clients only, in U.S. or Canada. One coupon per client, subject to Google terms and conditions. Contact Precision Arts to sign you up.

How AdWords Works

Using the Google AdWords Pay-Per-Click online advertising program, your relevant text ads appear alongside natural search results in a clearly defined advertising section on the page. As a Google AdWords Advertiser, you can use Google's online tools to:



1. Create ads - you can test new ads, add keywords, revise your bids
2. Decide which keywords/search terms you would like your ads to show against - your ads will only show when a user types in a related search
3. Decide how much you are willing to pay for each ad - you only pay when someone clicks on your ad.
4. Select the areas you would like your ads to show - countries, regions, cities.
5. Set daily spending budgets - pause, change, or end your campaign at anytime.

How to Redeem Your \$100 Coupon

1. Contact Precision Arts and we'll send along your personal voucher code.
2. We'll set up your account for you, or you can visit: www.google.com/ads to set up a new Google AdWords account.
3. Under the "Billing Preferences" tab, enter the coupon code under the Promotional Codes section. You'll see the coupon credit appear on your next bill.



Why Use Pay-Per-Click

1. According to a consumer report, 89% of consumers research products and services online before investing in them.¹
2. Google is the most popular search engine in the world², with over a billion searches every day.³
3. By adding Pay-Per-Click advertising, you have more control over where your business appears after someone searches for something related to what you offer.
4. Advertising with Google AdWords allows you to reach new customers at the precise moment they're searching for your products and services.
5. In addition to Google search, you can also run ads on Google's network of partner sites, such as YouTube, and you can take advantage of other ad formats, like as image ads and video ads.

¹ *Clicks to Bricks: The Impact of Online Pre-Shopping on Consumer Shopping Behavior, Yahoo! and comScore, 2007*

² *comScore Media Metrix and qSearch, April 2008*

³ *Website Magazine, "Improving AdWords ROI," June 2010*

Google's Terms of Service

The Terms are what you are agreeing to when you sign up or use a Google Service. [Click Here to Read the Google Terms of Service](#). You can terminate your agreement at any time by closing your account for the services you use, and you can also come back anytime. [Click Here to Read Google's Privacy Policy](#).