

Survey of Major Yellow Pages Advertisers *

Bail Bonds

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Bail Bonds (Headline, Often) Immediate Release 24/7 Service Any Size Bond Areas Served Attorney Referrals Federal/State Bonds County/Local Bonds City Bonds Statewide/Nationwide Service Appearance Bonds Peace Bonds Free Bail Advice Fianzas "No Bond Too Small" Local and Worldwide	Immigration Bonds Serving All Jails/All Courts "The Best Way Out" Traffic Bonds Fidelity & Surety Bonds - Performance, Bids, etc. (for Contractors, Developers, Attorneys, etc.) All Offenses/Felonies Commercial Insurance Attorney Available for Bail Bond Hearings Signature Releases OAC FOREIGN PHRASES IN AD Domestic Violence Specialists EMPHASIS ON "FAST"	Felony/Misdemeanor/Traffic Non-Arrest Bonds Guardianship Bonds "Creative Collateral" Key Foreign Phrases - e.g., "Hable Por Cobrar" (Call Collect), "Llame Gratis" (Toll Free), etc. Specific Charges Listed - e.g., Murder, Drunk Driving, Domestic Violence, Assault, Burglary, Drugs, Weapons, Sex Crimes, Robbery, etc. "Simple Creative Collateral" Arrangements by Phone EMPHASIS ON "LOWEST RATES"
Confidence Factors:	PHOTO OF BONDSMAN Names of Bondsmen/Owner Years of Experience Confidentiality/Discretion Professional Service Licensed (Lic. #) Fee Percent Rate Stated Proximity to Jail	Agent of...(Insurance Co.) Collateral Negotiable Discretion Assured "Any Court, Any Jail, Any Time" No. of Bonds Posted Annually Female Bondsman / BBB Property/Collateral Not Needed "Million Dollar Bail Bonds"	Bonds by Fax or Telephone "Beware the 5% Bail – Call for Info" "Call Toll Free 24 Hours" Specialty - Large Bonds, Domestic Violence, Immigration, etc. "Employees Educated & Licensed by Department of Insurance" Free Confidential Bail Advice
Convenience Factors:	Large Phone Number Fast Service/All 50 States Bonds Accepted by Phone Credit Cards/ATM Credit Terms Available Counties Served Web Site/E-Mail Address	More Than One Agent For Faster Service Location (If Near Jail or Courthouse) Radio-Dispatched "We Make House Calls" Easy Payment Plan	Toll-Free/Fax/Pager Number Free Bond Information Commercial Checks Accepted Western Union Car Titles / "Most" Checks Accepted Collect Calls Accepted Invitation to Visit Website
Special Services or Extras:	Free Bond Advice Foreign Language(s) Spoken "If I Can't Bail You Out, Nobody Can" No Travel Charge	"Let Me Help You Out" (Red Headline) Courteous Service Home Refinancing Assistance Union Discount	Notary Public / Children's Play Area "No Collateral on 90% of Bonds" "We're Never Closed" / Union Discount Free Consultation / Children's Play Area "Call and Compare Rates"
Typical Related Headings:	Bonds - Surety & Fidelity		

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