

# CONTACT CARD



## DEALING WITH THE MEDIA

1. Be polite.
2. The camera is always on and there is no such thing as "off the record."
3. Ask how you can help.  
Listen only. Gather information. Excuse yourself. Explain that you must finish a task in your office.
4. Call for help.  
Call IHOP Corporate Communications or your regional office.

S&J 48-175 Front

Call us about designing a custom contact card for your store!

## 'Dealing With The Media' Card

### IHOP CORPORATE COMMUNICATIONS

Give reporters this number: 818-543-4129

If you require assistance call (in order):

Patrick Lenow

Office: 818-543-4129 Mobile: 714-396-2206

Gregg Nettleton

818-240-6055 Ext. 2145

Terry Wills, Wills Communications

310-524-0200

3 3/8" x 2 1/8", 2-color,  
1-side, Brite White  
Cover Stock,  
Laminated

S&J 48-175

### 'DEALING WITH THE MEDIA' CARD

Qty	Total
Pkg of 10	12.00

S&J 48-175 Back

# VALUE

## Value Coupons

When distributed in store, coupons can be used as "bounce backs" to entice customers to visit when your restaurant needs a boost in sales. Do a big breakfast business? Hand out coupons to those customers to bring them back at dinner. Do a great weekend business? Hand out coupons to bring those people back on Monday or Tuesday. Coupons can also be used as bagstuffers, inserted in carry-out menus and distributed outside your restaurant in any number of ways to help build traffic. Here are some sample offers or come up with some of your own!

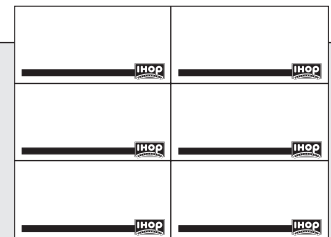


Finished Coupon Size:  
2 3/4 x 5 1/2

S&J 48-124

### 3-COLOR BASE SHEETS

Pre-printed base sheets are printed in three colors. Your custom copy imprinted in black gives you a great color piece for pennies. Helps safeguard someone from photocopying your coupons.



Prices include typesetting and imprinting.

S&J 48-124 FORMAT 6 COUPONS	
Qty	Total
500	39.00
1000	47.00
Add'l 1000's	7.95 PER 1000

**\$2.00 OFF**  
any purchase of \$12 or more

Good at the following locations:  
7694 Richmond Hwy. • Alexandria, VA  
(703) 660-6659

Valid: Monday - Friday 4pm - 11pm

Not valid with any other offer, special or discount. One coupon per customer. One at only. Please present coupon when ordering. Offer has no cash value and is not redeemable for cash.



48-124 Smith&Jones 888-588-6004

SAMPLE OFFERS

**10% OFF**

Breakfast • Lunch • Dinner  
Present this coupon and receive **10% OFF**  
your entire guest check.

Good at the following location:  
3912 Airport Blvd.  
Mobile, AL

Not valid with any other offer, special or discount. One coupon per customer. One at only. Please present coupon when ordering. Excluding holidays.



48-124 Smith&Jones 888-588-6004

### EARLY BIRD BREAKFAST SPECIALS

**#1 \$2.99**

2 Eggs, any style, choice of bacon or sausage, hashbrowns and toast

**#2 \$3.99**

2 Eggs, any style, choice of bacon or sausage, and 2 bite-sized pancakes

Comments of \_\_\_\_\_

Good Mon-Fri, 7:00 am - 11:00 am only at this IHOP, 2323 McRay Rd. (in front of Boys Inc.)

Good for unlimited parties. Not good with any combined specials, discounts or coupons. Expires 12-31-03



48-124 Smith&Jones 888-588-6004

REV 8/04

SMITH & JONES™

Toll Free: 888-588-6004 ♦ Tel: 828-454-0392 ♦ Fax: 888-869-0563



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