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**G Advertising: Think It... Create It... Distribute It...**

LOS ANGELES, CA--(Marketwire - August 19, 2008) - There are three parts to any [advertising](#) strategy. Pre-production (think it), production (create it), and distribution (distribute it). This tri-pod of elements works only if all three legs are developed properly. Without any of these three items an advertising strategy will fail. Normally the most expensive part of the three legs is the distribution, because of its repetitive nature. G Advertising uses its new offset commercial [printing](#) company, G Printing, to maintain cost effective distribution and oversee quality control of the final product. G Printing ([www.printwithg.com](http://www.printwithg.com)) allows any company to quickly and simply order corporate collateral materials online that have been developed.

Once the first two phases of a campaign are complete (pre-production and production) there are only two words that can explain the effective cost of an advertising campaign: reach and frequency. How many people can we reach and how many times can we repeat it will bring the true cost of distribution. In the modern world of advertising consumers are inundated with ads and most companies can ill afford non-targeted distribution. In order to keep down cost and increase ROI repeated distribution to a specific target is crucial. This target can make or break a campaign.

There is also a multi-faceted section of distribution. A company should always have multiple ways to reach the same consumer. For example, direct mail, SEO ([search engine optimization](#)), and television spots containing a combined message to a distinct target insures a higher degree of saturation than any one of the three items running individually.

As a [Los Angeles advertising agency](#), G Advertising understands the value of a multifaceted advertising approach. Any advertising agency competing in the [Los Angeles advertising](#) or [Las Vegas advertising](#) markets must be technically diverse as well as creatively diverse. G Advertising has developed aggressive [direct mail](#) advertising campaigns and [online advertising](#) campaigns that incorporate target market research and lead tracking in order to demonstrate the viability of a solid advertising strategy. Through strategic planning with the quality and quick production of G Printing, G Advertising has developed an accurate and cost effective way to produce and deliver collateral materials in order to saturate a target market.

G Advertising concentrates and thrives in that evolving space where their client's message meets the consumer.

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