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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **Gaul Advertising Delivers Webinars for Under \$12,000**

**Wayne, PA USA- October 15, 2007** - Gaul Advertising takes webinars from planning to execution; providing webinar content, graphics, live hosting, marketing, event evaluation and archiving on your website all for \$10-12,000. Larger agencies charge from \$20-50,000 to produce a webinar, which puts the technology out of reach for many small and medium sized companies.

Webinars can reach thousands of people at a time. GoToMeeting and Webex, two nationally recognized webinar software companies, provide stable webinar platforms for educational and commerce related presentations, at affordable prices. The size of the audience will determine which hosting software to use. GoToMeeting supports up to 1000 separate computer locations, and Webex, while more costly, can accommodate even more users.

The subject of the webinar is the most important decision in the process. Outside experts can be brought in as guest speakers creating a more compelling, credible reason for attendees to come to the event. People want to benefit from spending their time at your event, not just listen to a sales pitch.

Webinars are great forums for introduction of new products, services and updates. Get real time feedback through on-line polling and chat rooms. Keep attendees attention with engaging graphics and sharing information with the audience on your computer screen. This allows for explaining complex content with files, graphics, and the benefit of multiple points of view.

Webinars and on-line meetings provide tremendous time and travel savings. Companies can connect, meet and collaborate with many people that could become clients. This atmosphere is a great way to establish communication with people and gauge their interest in your company. Questions that would normally require a sales call can be answered en masse, eliminating wasted time and meetings.

Gaul Advertising has webinar hosting software, microphones, and recording equipment to help small and medium size companies harness this wide reaching technology without purchasing the equipment themselves; by applying communications expertise to planning and executing webinars, customizing topics beneficial to attendees and clients alike. The staff, acting as the webinar moderator, has experience speaking in television, radio, and to large live audiences.

Webinars are an Interactive product from Gaul Advertising, Inc. also offering InstaClip™, a streaming video email, and BUZZmakers™, which is an offline, low-tech, high-touch concept that Gaul has applied to the tradeshow floor.

Founded in 1988, Gaul Advertising has been developing and implementing B to B integrated marketing communications programs (advertising, public relations, direct mail, sales promotion, research, interactive, and now word-of-mouth) for small to mid-sized organizations. Currently, the company roster includes regional, national and international industries and categories representing business, financial and professional services, manufacturing, distribution, trade associations, non-profits, retail, and technology services.

For more information on webinars and Gaul Advertising, Inc., log on to [www.gauladvertising.com](http://www.gauladvertising.com) or call 610-225-0761.

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