

# CVM

Captive Visual Marketing LLC

[www.cvmads.com](http://www.cvmads.com)

Here are some of the locations where your ad will be seen:

## Port Huron

Great Lakes Maritime Center, Cavis Grill, Quay Street Brewery, Daybreak Cafe, Cheap Charlies, Blue Water Area Convention & Visitors Bureau, YMCA

## St. Clair

St. Clair Inn, Pine Shores Golf Club

## Algonac/Clay

Club Capri

## Marine City

Riviera Restaurant

## Lexington

Lakeside A&W, Visitor Center, Cadillac House Restaurant

## Port Sanilac

Visitor Center/Harbor

## Harbor Beach

Smalley's Bar & Grill

## Port Austin

Joe's Pizzeria, Port Austin Visitor Center

# Discover the BLUE

... shores of eastern michigan



The Discover the Blue initiative ([www.bluewater.org](http://www.bluewater.org)), in affiliation with the state's Pure Michigan travel & tourism campaign, seeks to promote 140 miles of shoreline that unite the nine waterfront towns of Algonac, Clay, Marine City, St. Clair, Port Huron, Lexington, Port Sanilac, Harbor Beach and Port Austin. These charming communities form what is called the Blue Water Area.

Each summer, these communities offer their very own calendar of events and activities. The goal for each community then is to promote these events and bring families from all across the Blue Water Area to stay and attend.

That is why Discover the Blue called us: We are CVM – Captive Visual Marketing – and our mission is to aid local businesses in reaching potential customers using an entertaining format with visually pleasing and inviting ads.

We have been commissioned by Discover the Blue to install large flat-screen HDTVs in local high-traffic establishments, and secure advertisements from businesses like yours that can benefit from the Blue Water Area's travel and tourism.

PURE MICHIGAN



### Through CVM and the Discover the Blue network, you can:

- Display your digital ad in a wide market using strategic business locations up and down the Blue Water Area
- Reach potential clients and customers in both regional and local markets
- Target captive audiences—displays are located in areas where potential customers are waiting in line at the checkout, sitting in restaurants, or passing by in high foot-traffic areas
- Increase visibility—and sales potential—outside of your community
- Spotlight lesser-known areas of your business

**140 Miles - 25,900 Impressions Per Month**

Call us today to reserve your advertisement on the CVM-Discover the Blue Network. Reserve your ad spot today! Call our sales staff to discuss pricing and options.

Phone: 810.334.3445

email: [info@cvmads.com](mailto:info@cvmads.com)