

# HMS

Hickory Management Services

A Special Services Real Estate Company

## MEASURED ADVERTISING VECTORS

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*Below are the some of the various ways we measure our web traffic. If you want a manager to spend your advertising dollar effectively, ask what they know!*

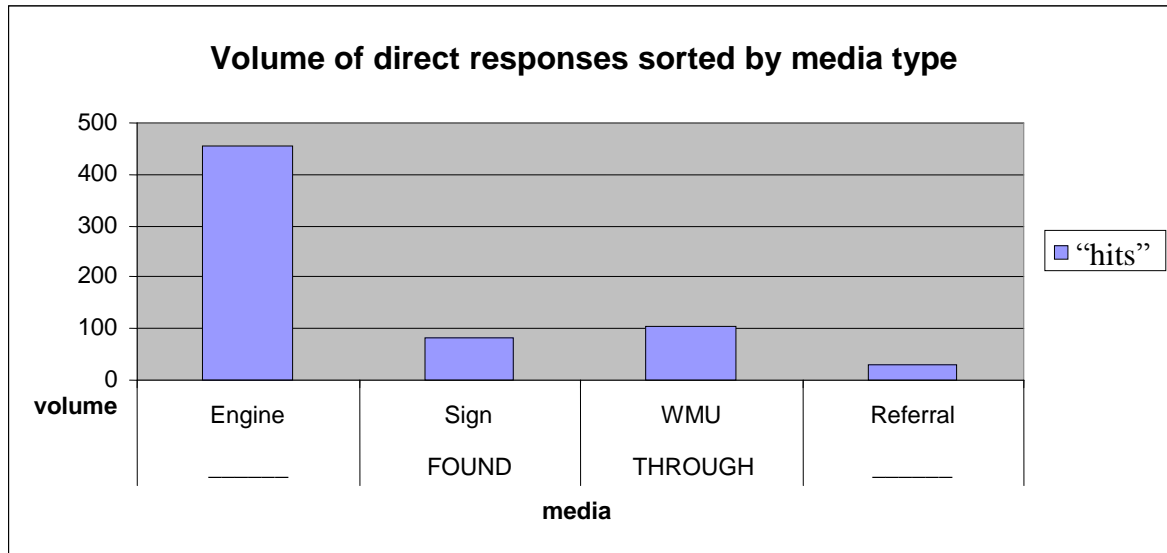


Fig. 1 – Using proprietary data collection methods we can easily and accurately make a comparison of different types of advertising media. “Volume of direct responses sorted by media type”

wmuoffcampuslife.com HITS Recording Since: 02/01/08	wmuoffcampushousing.com HITS Recording Since: 02/01/08	offcampuslifenearwmu.com HITS Recording Since: 02/01/08
offcampuslifenearkcollege.com HITS Recording Since: 02/01/08	westernoffcampuslife.com HITS Recording Since: 02/01/08	westernoffcampushousing.com HITS Recording Since: 02/01/08

Fig. 2 – Proprietary real time webpage visit counter for tracking success rates of “multi-media” advertisement efforts.