

# The Register Tape Network

**RTN is local:** Roughly 80% of US disposable income is spent within 10 to 20 miles of the consumer's home. RTN allows you to offer your customers the chance to advertise in a participating merchant closest to them. \*

**Coupons Work:** 80% of shoppers say that using coupons makes them feel smarter, and 60% of shoppers use coupons for more than half of their purchases. \*\*

**RTN provides proven exposure:** RTN offers highly localized exposure at a fraction of the cost of any other form of coupon distribution.

**RTN generates name recognition:** The RTN format creates repeat exposure, which in turn creates name recognition for businesses. The longer a business uses RTN, the more exposure they will gain with their local shoppers.

**RTN is redemption based:** RTN gives businesses the advantage of tracking their redemption rates, which in turn helps them track their ROI.

\*From StreetFightMag.com

\*\*Research conducted by Inmar Analytics.

Contact us for more information at:  
Register Tape Network  
Call us: (877) 251-4592  
Mail us: [marketing@rtn.net](mailto:marketing@rtn.net)  
Visit us: [www.rtn.net](http://www.rtn.net)

