

# See the sales lift BEFORE you advertise?

## Introducing the Pre-Buy Cross Purchase

The Pre-Buy Cross Purchase takes the traditional barter process and adapts it to meet the demanding economic climate businesses face today.

The Cross Purchase has always delivered a guaranteed return on investment for our clients. The Pre-Buy Cross Purchase allows you to make the sale BEFORE you advertise.

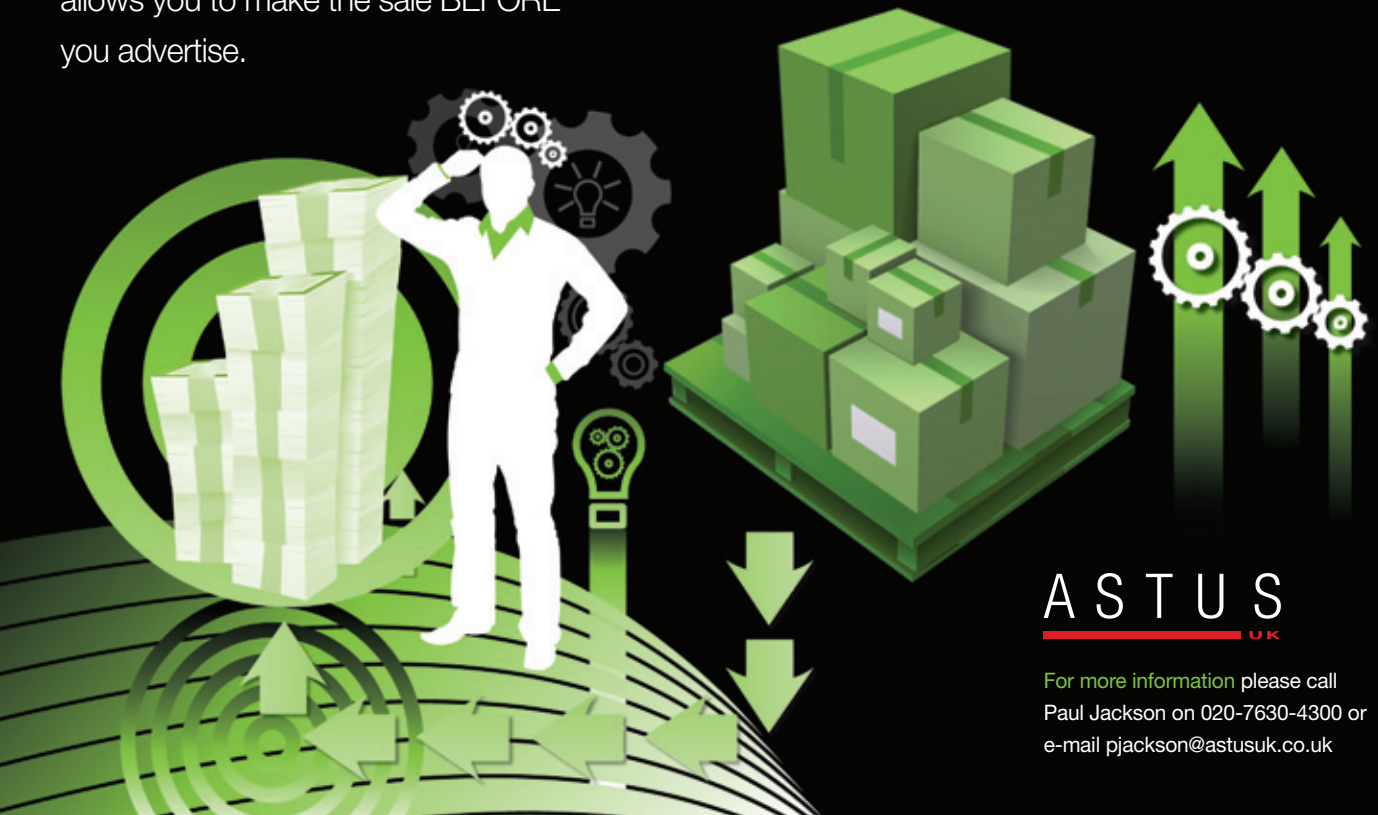
### How does it work for the client?

It works in the same way as a cross purchase except Astus buys the product before the advertising has run.

### Step by Step example

- Astus buys £200k worth of product from the client for cash
- The client barter a £1m net media campaign through Astus\*
- The client's agency still plan and buy the media campaign which ensures the quality and cost is not compromised
- The client still pays the £1m to the agency in the normal way

\* The amount of media you barter will depend on your media mix and the amount of product we purchase.



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