



This issue contains fun facts on some often overlooked business areas like credit cards and parcel delivery...in addition to media and color topics. There's also some terminology and visual branding identification. Enjoy! And if you haven't already, make sure to check out our new PMG website at www.pmgstrategic.com.

PMG has recently begun to accept payment via credit card, which required much discussion and research. What do you know about credit cards?

1. The first true national credit card was: (Hint: 1950)

- a. American Express
- b. Diner's Club
- c. MasterCard
- d. Visa

2. Visa was launched in 1976. Before then it was called:

- a. American Express
- b. BankAmericard
- c. Discover
- d. MasterCard

3. The first credit card to feature no annual fee was:

- a. American Express
- b. Discover
- c. MasterCard
- d. Visa

4. American Express began in 1850 as:

- a. A shipping company
- b. A division of Cunard Lines
- c. The Pony Express
- d. Railroad Express

5. Credit card transactions are handled through payment processors. One of the largest, located on Long Island is:

- a. Able Commerce
- b. Advance Card Processing
- c. IRN Payment Systems
- d. PayNet



DID YOU KNOW...

THAT YOU CAN DONATE TO YOUR FAVORITE CHARITY WITHOUT IT COSTING YOU A PENNY?

If you accept credit cards for your business, you are entitled to a rebate which will be forwarded to the charity of your choice and you'll receive a tax deduction.

Find Out How:

www.TheHopeProcess.com



Shipping and delivering products and parcels is a huge industry (over \$93 billion annually). Look and learn below.

6. The oldest continually operating US delivery service was founded in 1907. It is:

- a. DHL
- b. Federal Express (FEDEX)
- c. UPS
- d. USPack

7. The Pony Express delivered mail and braved the rigors of the Wild West. It operated from Missouri to California for a total of:

- a. 18 months
- b. 8 years
- c. 11 years
- d. 18 years

8. Auditing parcel deliveries can save companies thousands, even millions of dollars.

A national leader is Long Island's own:

- a. BBSB (Big Box Small Box)
- b. PAC (Parcel Analysis Corp)
- c. PMAC (Parcel Management Auditing & Consulting)
- d. SAI (Shipping Audits International)

Media, Media, Media! How well do you know the media? Some answers may surprise you.

9. Who visits whom online? The USA's top broadcast media website (by visits) is:

- a. ABCnews.com
- b. Bloomberg
- c. CNN.com
- d. MSNBC



10. Who watches what? The USA's most watched broadcast series as of 10/04/09 is:

- a. Big Bang Theory
- b. Grey's Anatomy
- c. House
- d. Two And A Half Men



11. The US radio program with the largest audience (14.75 million) is:

- a. The Sean Hannity Show
- b. The Dr. Laura Program
- c. The Mark Levin Show
- d. The Rush Limbaugh Show

12. The first commercial radio station in the USA (1920) was:

- a. KDKA Pittsburgh
- b. KFI Los Angeles
- c. WABC New York
- d. WPGC Washington DC



Color management is vital in almost all industries but especially in marketing. Look and learn below.

13. The color most fatiguing to the eye due to the amount of reflected light is:

- a. Blue
- b. Orange
- c. Red
- d. Yellow

14. RGB is a term that expresses colors in electronic systems from TVs to computers to PDAs: The acronym stands for:

- a. Red Green Blue
- b. Russet Gray Black
- c. Red Gray Black
- d. Red Green Black



15. CMYK is a print-based color term that stands for:

- a. Cyan Magenta Yellow Black
- b. Crimson Mustard Yellow Black
- c. Chartreuse Magenta Yellow Blue
- d. Crimson Mahogany Yellow Black

16. Can you match the logo with the brand?

- Hallmark Ocean Spray Adobe Breitling Qantas
 Audi Firefox Xbox 360 Bentley



ANSWER KEY

- | | | |
|-----|------|------|
| 1.b | 6.c | 11.d |
| 2.b | 7.a | 12.a |
| 3.b | 8.c | 13.d |
| 4.a | 9.c | 14.a |
| 5.c | 10.b | 15.a |

16. a-Firefox, b-Adobe, c-Bentley, d-Qantas, e-Breitling, f-Hallmark, g-Xbox, h-Audi, i-Ocean Spray



We use many Internet terms every day. But do we actually know what they mean? Here are some definitions to help.



- **Blogsphere:** Sum total of all information available on blogs.
- **CAPTCHA:** (Completely Automated Public Turing test to tell Computers and Humans Apart). Are you human? This web test is intended to identify and prevent form submissions by spambots.
- **Cyberspace:** The complete universe of computer network-based information and resources.
- **HTML:** (HyperText Markup Language). Coding language that creates Hypertext documents.
- **Hypertext:** User-selectable words or phrases within a document that enable another document to be retrieved/displayed.
- **JavaScript:** Web programming language that adds features and interactivity.
- **Megabyte:** Technically speaking, a million bytes. Curiously enough, the term also means 1024 kilobytes, which is more than a million.
- **PDF:** (Portable Document Format). Adobe cross-platform file format. It enables printing and viewing of documents with all formatting (typefaces, images, layout, etc.).
- **SQL:** (Structured Query Language). Specialized language for sending queries to databases.
- **T-3:** A leased line that carries data at 44,736,000 bps, enough to show full-screen, full-motion video.
- **Wiki:** A website where content can be readily edited/alterd from the web browser.



Strategic marketing can make a difference in your business.
 Call us (631-756-7160) to discuss which strategies will work best for your organization.



Email us (news@pmgstrategic.com) for a complimentary copy of the PMG Branding and Positioning Booklet.



▶ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing and branding.

▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.