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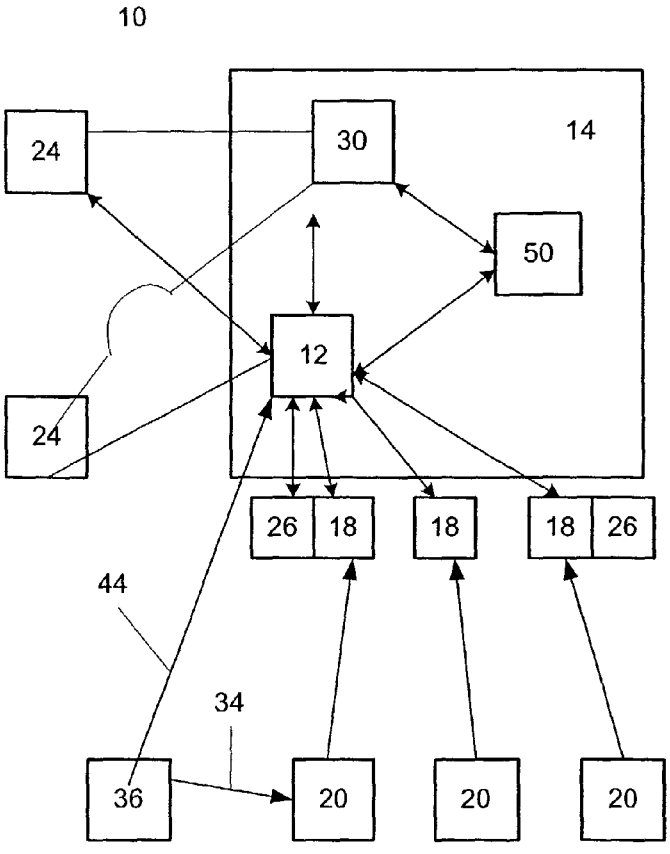
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(54) Title: METHOD AND APPARATUS FOR TARGETED MARKETING



(57) Abstract: A method of distributing advertisements to at least two potential respondents, and a system for providing an advertising program, are disclosed. The method includes recruiting at least one retailer to provide a plurality of advertisements, recording at least one profile of two potential respondents, providing at least one saver card to each potential respondent, targeting advertisements to a targeted at least one of the at least two potential respondents, and providing at least one transaction to the at least one targeted potential respondent upon response of the at least one targeted potential respondent to the targeted at least one advertisement. The system includes a program administrator in communication with at least one retailer, wherein the program administrator receives a recorded profile from at least one potential respondent to the advertising program, a message generator communicatively connected to the program administrator and to at least one of the at least one potential respondents, and a plurality of saver cards, wherein at least one of the saver cards is distributed to each of the at least one potential respondents.

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