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MARQUIS JET'S PRIME-TIME INFOMERCIAL

THE APPRENTICE, Donald Trump's new reality show, is a ratings hit—and a marketing boon for **Marquis Jet**. The show gives two teams various challenges. Someone gets cut each week, and the winner gets a real-life job with Trump. In the second episode, each team had to deliver an ad campaign for Marquis Jet, which sells time on chartered planes.

TRUMP
His show
is a hit



Marquis passed on the winning entry, saying it was too suggestive.

But it gladly accepts all the attention the show has brought. Visitors to Marquis' Web site jumped from 1,500 on an average Thursday to 20,000 on Jan. 15, when the show aired. Now there are about 3,000 visitors a day. Marquis received 500 unsolicited ad campaigns, including one it's considering.

The exposure also doubled the company's sales leads.

Trump congratulated CEO William Allard on his good fortune: "It was the greatest infomercial of all time." So great Marquis will return for another episode. Stay tuned.

—Brian Hindo