According to Brandweek Online, a typical 40MB CD-ROM has the capacity to store an entire Web site's worth of information. It can display as many as 100 minutes of interactive communication, depending on the media format you use.

- Display pages from your Web site.

- Show off items from your catalog, samples of services you've performed, and customer testimonials.

- Introduce company staff to your clients and take a virtual tour through your headquarters.

- Provide annual reports.

- Boast about award-winning products or services.

- Educate potential customers about your products or services, and their benefits.

The list is limited only by what your creative genius can come up with.

By using visual and audio elements, you can deliver a high-impact presentation. Think of it as a palm-sized sales pitch that can cover anything and everything you want your customers to know about you.

You can combine your existing brochures, presentations, images, other informational materials about your company, and links to your Web site on the CD-ROM cards. They can cut the cards to make them about the size of a standard paper business card, and they can customize them with a unique design.

If you have the means and the know-how, you can burn your own CD-ROM business cards from your own materials, including photo files, Word documents, and Adobe files.

One major benefit is shipping. The cards don't cost any more than a standard letter to send through the mail. You might consider putting company reports, catalogs, manuals or educational materials sent frequently or to large numbers of customers onto your cards to reduce shipping costs. You'll cut down on printing costs, too.

If your company participates frequently in trade shows, it is well worth investing in CD-ROM cards. Potential customers are likely to be interested in looking at your CD-ROM and even more likely to remember your company's name and products after viewing a presentation at the comfort of their computer.

By displaying links to your e-mail address and company Web site, you've created instant access to your cyberhome. You can establish a separate URL for your Web site's home page to track how many visitors link to the site through your business card.

CD-ROM business cards can increase traffic to your Web site, and if you've done your job right, they will help increase your sales.