



Mr. Jim Tollar  
WTVH-TV 5  
980 James Street  
Syracuse, NY 13203

Dear Jim:

I am writing to thank you for giving ATS the opportunity to be included in The Marketeer. Our article and advertisement in the magazine looked very professional and well-done, and WORKS—we've received many phone calls because of the article and our campaign with WTVH-5!

In the past, we had utilized television advertising only during the Christmas season. The combination of the Marketeer article and the success we had with last year's campaign convinced me to advertise on TV-5 year-round, and our sales have never been better! We can see a noticeable increase in store traffic and sales during the weeks our commercials are on the air, and believe our image and recognition in the community has been greatly enhanced because of television.

I would recommend The Marketeer to any business looking to grow in Central New York, and look forward to continuing our mutually beneficial relationship in the future!

Sincerely,

Richard Newman  
President