



Wholesalers • Importers • Diamonds • Jewelry

3100 Monroe Avenue
Rochester, NY 14618
(716) 264-0100
Fax (716) 264-1981

Anita Chazen
WHAM-AM
207 Midtown Plaza
Rochester, NY 14604

Dear Anita:

I wanted you to know how excited I am about our recent cover article in THE MARKETEEER. The response has been very positive, bringing new customers in the door and even enticing other featured companies to come in and get to know our business.

I am impressed with the high quality of the publication. The photos and layout are eye-catching, and the public relations angle carried new information about Cornell Jewelers to the public. As a result, I can say THE MARKETEEER is one of the two most successful print programs we have done.

More importantly, I have learned that radio is a powerful, effective tool. Two years of on-air success have convinced me to discontinue local newspaper advertising and devote a larger budget to radio.

Until we started working with you, I was getting mixed results with print advertising, and did not truly understand radio enough to try it. Now, after being involved with WHAM and THE MARKETEEER, I now know that both media can bring extremely positive results.

Thank you for your work on our campaign.

Sincerely,

David Cornell, President