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Lisa Marks
The Radio Center
4040 Simon Rd.
Youngstown, Ohio 44512

Dear Lisa;

You were right! As a conservative skeptical business person, I must admit I was uncertain about how well the Marketeer Magazine would work in my advertising mix. The uncertainty has gone away the last 3 days.

Since the magazine has hit the streets at least 20 people have mentioned they saw it, we have had six call in leads and one sale. The sale came as a direct result of the publication, the decision maker hadn't even been considering a new telephone system until he saw the article. He called, I went to see him, and made the sale the same day

In conjunction with the radio spots we have gotten; I feel this is an excellent means to reach our target market.

I look forward to continuing our mutually beneficial relationship.

Sincerely,

Nik Amstutz
President