



NEW BRIGHTON

The Difference is the MINAR DETAILS!

GEORGI ANDERSON
KSTP-AM 1500
3415 UNIVERSITY AVENUE
ST. PAUL, MN 55114

DEAR GEORGI:

AS AN AUTOMOBILE DEALER AND LONGTIME RADIO ADVERTISER, I KNOW THE VALUE OF RADIO FOR BRANDING AND POSITIONING. BUT UNLIKE MOST AUTOMOBILE DEALERSHIPS, I DO NOT USE NEWSPAPER AS PART OF MY MARKETING STRATEGY.

I SEE GREATER VALUE IN PRINT VEHICLES LIKE *THE MARKETEEER* BUSINESS JOURNAL. THE ARTICLE ABOUT MINAR FORD ALLOWED US TO TALK ABOUT WHO WE ARE IN GREATER DETAIL. THE HUMAN INTEREST ANGLE DREW IN ATTENTIVE READERS WHO WANTED A STORY AND WEREN'T JUST LOOKING FOR A "DEAL", AS THEY WOULD WITH A NEWSPAPER AD. FOR THESE REASONS, AND BECAUSE OF THE MAGAZINE'S STAYING POWER, I BELIEVE *THE MARKETEEER* MAKES GOOD SENSE AS A WAY TO SUPPORT RADIO ADVERTISING.

SINCERELY,



BOB LEWIS
GENERAL MANAGER

1100 Silver Lake Road · New Brighton, Minnesota 55112

(612) 633-9010 · Fax (612) 633-6521