

Jack Mohr  
KSTP-AM 1500  
3415 University Ave.  
St. Paul, MN 55114

Dear Jack:

I am happy to report the results I have experienced from radio and *The Marketeer*.

As you know, I had not advertised on radio before—and didn't want to—but the professional quality of *The Marketeer* led me to try promoting Payroll Control Systems on your station. I had seen *The Marketeer* many times before and had asked myself "How do I get in that magazine?" You gave me the solution, which was advertising on KSTP-AM.

The magazine article made us look "bigger than life"! Furthermore, I was extremely pleased with the radio advertising. It gave us a very positive image that I know will result in improved visibility and increased sales, as there is a strong correlation between the listeners of the Jason Lewis Show and my target customers. Also, I had many encouraging comments from colleagues, customers and friends.

I have already recommended both KSTP-AM and *The Marketeer* to at least a dozen people who have asked me about the results. I am now a firm believer in both media, and am considering a series of once a week advertisements until the Fall, when I will probably do a daily campaign similar to what I've done in the past.

Thanks, Jack, for providing my business with a marketing solution that produces results!

Sincerely,



Joe Reilly  
Founder and President