

September 25, 2019

To whom it may concern:

We have been advertising in the paper for many years. Most of our advertising had been done in black and white and with smaller ads promoting our sales and the lines we carry. So we were looking for an idea to promote our sale events more and after meeting with my sales representative, she came up with a program to run our ads in a combination of larger full color quarter page ads and smaller black and white image ads. The new look on the larger ads have helped our sales by increasing the visibility in the paper. The ads look great and really draw attention to them. We are very pleased with the new program that was set up for us. We are now staying consistent with our marketing and our messages. We appreciate the effort and insight our sales representative spent on designing a program that worked for our business.

Sincerely,



Lonnie Hanson, Manager  
Bon Jos Womens Apparel and Tanning