

Scott,

I would like to express to you how happy we are with the response we have received with Town Planner. When you first approached us to advertise, I was skeptical to say the least.

Your idea to add coupons in conjunction with the standard display ads was great. **We started receiving coupons immediately after the calendar “hit the street”.** This has been a great way for us to track the response of your calendar.

Lastly, I enjoyed seeing the reply cards. This is a great way for us to gage what people think about us in the local community.

I look forward to advertising in all of your editions in 2008.

Regards,  
Rex Grizzle  
North Side Chapel