

April 15, 2007

Brad Lubinger  
Town Planner  
P.O. Box 1012  
Hudson, Ohio 44236

Dear Brad,

I want to make sure that I can keep my spots in your calendar for my third straight year. I usually don't believe in advertising because it doesn't work! But Town Planner has really paid off. I've offered my "free roses" certificate before, but it has never worked as good as it did with your program.

We received over 30 of the early delivery coupons at an average of about \$50. The \$5 off coupon averages about \$35 and so far about 15 have come back.. That one usually comes in steady throughout the year since it doesn't expire until the end of the year. Good suggestion.

I originally tried you because it was affordable and seemed like a unique way to reach customers. It was worth a shot and it couldn't hurt to try. I'm glad I did!

Sincerely,

Linda Boardman  
Owner  
Dietz Falls Florist



**\$5 OFF**  
**Any Purchase**



Dietz Falls Florist

**330-923-9747**

1024 Portage Trail  
[www.dietzfallsflorist.com](http://www.dietzfallsflorist.com)

Offer valid through 12-31-07



**FREE ROSES!**  
Receive a gift certificate for  
12 free roses wrapped  
w/greenery, just for allowing  
us to deliver your Valentine's  
flowers early  
(between February 10-13)



Dietz Falls Florist

**330-923-9747**

1024 Portage Trail  
[www.dietzfallsflorist.com](http://www.dietzfallsflorist.com)

Minimum order \$35  
Gift certificate valid through  
12-31-07