



**2810 West Elder St.  
Boise, ID 83705  
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June 17, 2009

Marlene,

Thank you for the opportunity to advertise in the Town Planner community calendar. This year is the first year we have participated. After the outstanding results we have seen, we will not miss another year.

I was given full control of our ads and coupons, and ample time to view and edit our material prior to the calendar publishing. Everything from the placement of the ads and coupons to the billing process was exactly as promised at our initial meeting.

In order for a marketing strategy to be considered successful, I would expect the cost of a program to be a maximum of 40% of any incremental sales. From my estimates year to date, we will likely finish the year with our costs being well under 20%. This is an undeniably excellent return on our investment.

The options offered to target specific areas of the city also allow us to reap the benefit of returns to our restaurant due to increased awareness of our location.

I would give my recommendation to any business, and look forward to continuing our advertising partnership.

Thank you,  
Debi Blair

General Manager

**\$3.00 OFF**  
Carside To Go



You call it in, We bring it out!

OR **FREE**  
DESSERT SHOOTER  
WITH PURCHASE OF  
ANY ENTREE



Valid only at our newest Boise Applebee's  
2810 W. Elder (at Vista Ave, North of I-84)

**344-5630**  
Not valid with any other offer  
Offer valid 2009

**\$5.00 OFF**  
the purchase  
of \$25 or more



Valid only at our newest Boise Applebee's  
2810 W. Elder (at Vista Ave, North of I-84)

**344-5630**

**HAPPY HOUR**  
1/2 price drafts & most appetizers  
Daily 3pm to 6pm & 9 pm to Close



Excludes alcohol, tax and gratuity.  
Not to be combined with any other offer  
Must present coupon. Expires 12/31/09

**FREE**  
APPETIZER  
With Purchase of  
2 Adult Entrees  
(Excluding Appetizer Sample)

or \$3.00 off  
Carside To Go order



Valid only at our newest Boise Applebee's  
2810 W. Elder (at Vista Ave, North of I-84)

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