

440-946-3333



7272 Lake Shore Blvd #Mentor

April 12, 2011

To Whom It May Concern:

The Lakeshore Eatery recently started advertising with the Town Planner for this year's 2011 Mentor editions. Having used a number of advertising venues I thought that I would give it a try to see what kind of response we would receive. In late February when "Siggy" asked me what the return was for the coupons, I literally told him that " It was so overwhelming that I had to rethink my advertising placement with other sources to compensate for the barrage of coupons." In January I stopped counting after 400 and in the months after I have been receiving a steady flow of coupons every day.

The Town planner has definitely worked for me. It is truly a part of our community with local information, student art for each month, and brings a value that goes beyond the advertising. With that said I have already signed for this coming year and I am looking forward to seeing the same great response.

I would recommend the Town Planner to any business that has a need to have their message seen.

Sincerely;

John McGlaughlin, Owner

The Lakeshore Eatery

