



Lambert's Custom Framing

May 30, 2006

Steve Nelson
Town Planner Community Calendar

Dear Steve:

Just a short note to let you know how pleased we are with the results from our participation in the Bedford County edition of the Town Planner. Having never tried coupons successfully before, I was not sure how they would work for our shop. At your suggestion, we tried several different coupons throughout the year. We have already seen a 300% return on our advertising investment, and it is only May!

In addition to getting a return on our investment, we are also seeing many new customers, as well as our regular customers redeeming our coupons.

It is wonderful to participate in advertising that really works, and we are looking forward to doing it again!

Sincerely:

Donna Lambert

Donna Lambert
Lambert's
Custom Framing
117 S. Juliana St.
Bedford, PA 15522

