

HobbyTown USA

3317 N. Cole Rd., Boise, ID 83704

Phone: (208) 376-1942 Fax: (208) 376-1969

7/18/08

Ladies and Gentlemen,

HobbyTown USA, Boise doesn't do print advertising. I have tried many things over the 16 years that we have been open and it just doesn't get the return that I need. Of course my clientele is generally males eighteen and up and they want to see moving pictures or get their hands on something. Despite this I do run coupons in the Town Planner Calendar. This is the only print media that I have ever run in that has ever had a solid return. We see the coupons from the calendar come in all the time. This means we are getting noticed. Every week we get coupons from the calendar. This is great to me because we are only on four months of the year. What it means is people look through and notice you. They remember you. This is invaluable, especially if you have a seasonal component to your business. If they remember you they'll be back when planting season rolls around or for the great holiday gift or whatever suits you. I would highly recommend giving the Town Planner Calendar a try if you haven't already. Besides Marlene is just fun to work with and how many of those advertising folks that you see each week can you say that about!

Give it a try, I think you'll be surprised!

Sincerely,

Geoffrey Ewart
Owner

\$3 OFF

Any ESTES
Rocket Purchase
of \$10 or more!

**HobbyTown
USA**

Idaho's Largest Hobby Shop

Cole Village Shopping Center
3317 N. Cole Rd.

376-1942

• Radio Controlled Cars, Boats
& Planes • Games • Pinewood Derby
• Rockets • Models
• Die Cast Collectibles
• Model Railroad • Puzzles

Limit one coupon per purchase • Valid 2008

\$2 OFF

Any Purchase
of \$10 or more!

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