



16530 Manchester Rd., Wildwood, MO 63040
636-458-3700 • 1-800-342-TOYS
Fax: 636-458-5777

February 6, 2007

As a small retail business, it is imperative that we use our advertising dollars wisely. Advertising is important in that it gives the business identity and keeps us in the mind of the buying public.

In 2006, we chose to advertise in the 2007 Town Planner Calendar. The dollars we spent were well worth it. As soon as the Town Planner was delivered to area homes, customers were coming into the store with coupons in hand. Both current and new customers were using the coupons and it was obvious that many would be back during the coming months because of the coupons.

Direct mail is still one of the best values in advertising and one of the best methods of reaching the buying public. The Town Planner has proved to be a great advertising tool driving customers to the store from day one. We will be signing up again for the 2008 Town Planner Calendar.

Gayle Grabish
Owner
Unique Toy & Game