

BIG O TIRES

A Reputation You Can Ride On

November 14, 2007

Since becoming a Town Planner sponsor, I started getting response the day the calendar came out.

To date, my new customer base has increased by 50%!

My percentage of upgrades from the oil change coupons is closet to 70%!!

I have tried newspapers, discount cards, other direct mail, and every local and corporate advertising venue. Town Planner Calendars have been by far my most successful.

To my surprise, in my 18 years in business, I have never seen men with coupons in their wallets till the Town Planner. I have seen them open the wallet to give me our coupon, and they had several other coupons in there!

Town Planner works! It really does reach everyone in the house. Not a day goes by that we don't get a response, even on the months we are not in.

Numbers don't lie. I have attached my comparisons of car intake for the past 2 years using other forms of advertising to the Town Planner Calendar this year.

Becoming a sponsor in this calendar is by far the best business decision I have made.

Frank Castro

Big O Tires

9720 Elk Grove-Florin Rd

Elk Grove, CA 95624

916-686-4627

FREE OIL CHANGE Sweetheart of a Deal Quality Chevron Lubricants  BIG O TIRES 9720 Elk Grove-Florin Rd. 686-4627 <small>Not good with other discounts. Valid 11/1/07 - 11/30/07</small>	\$9.95 Oil Change Quality Chevron Lubricants  BIG O TIRES 9720 Elk Grove-Florin Rd. 686-4627 <small>Not good with other discounts. Valid 11/1/07 - 11/30/07</small>	\$17.95 Oil Change Quality Chevron Lubricants  BIG O TIRES 9720 Elk Grove-Florin Rd. 686-4627 <small>Not good with other discounts. Valid 11/1/07 - 11/30/07</small>	\$9.95 Oil Change Quality Chevron Lubricants  BIG O TIRES 9720 Elk Grove-Florin Rd. 686-4627 <small>Not good with other discounts. Valid 11/1/07 - 11/30/07</small>	FREE OIL CHANGE Happy Holidays Quality Chevron Lubricants  BIG O TIRES 9720 Elk Grove-Florin Rd. 686-4627 <small>Not good with other discounts. Valid 11/1/07 - 11/30/07</small>
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OIL CHANGES

2005	2006	2007-(WITH CALENDER AD)
JAN—264	241	329 *
FEB—279	246	470—FREE-\$2.50 DISPOSAL
MAR—305	248	382 *
APR—223	209	364 *
MAY—256	204	344*
JUN—316	288	399*
JUL—253	227	358*
AUG—224	249	425*
SEPT—226	221	325*
OCT—271	199	428*
NOV—253	254	TO DATE-177*
DEC—249	280	FREE-\$2.50 DISPOSAL

*—— \$9.95 PLUS DISPOSAL