

RESULTS!

Dave Doetsch

From: ROY A MASON [mason5410@sbcglobal.net]
Sent: Thursday, January 10, 2008 11:36 PM
To: ddoetsch@wnns.com
Subject: Thank you

Dave Doetsch and Mid-West Family Staff:

Thank you for the last four years! Your advice and direction has impacted my business greatly. I was well aware of how advertising worked but I was still surprised at the impact radio advertising had on my business in a relatively short time. It is not easy to make the investment, but like any good investment, it does return well. My business increased 29% in 2007 and 21% in 2006. 40% of my new customers in 2007 have come directly from radio advertising. The rate of increase in my business also reflects the credibility that I gain with my current clients from the advertising.

My advertising on WMAY has been specifically targeted to reach the people who are interested in my message. I believe many businesses could benefit from your services and would recommend your team at Mid-West Family Broadcasting every time.

Looking forward to the next four years!

Sincerely,

Roy A. Mason
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