



*Advertising that  
Connects You  
with Your Community!*

**Grocery Store:** Lowes

**Date:**  
01/19/2016

**Customer:** Eric Callahan

**Business:** **Callahan's Of Calabash**

**Address:** 9973 Beach Drive Southwest, Calabash, NC 28467 US

**Phone:** (910) 579-2611

**Number of Coupons Redeemed:**      **Per Week:** 38      **Per Month:** 150

**Comments:**

Year after year, the register tape program continues to provide a great return on investment. We receive approximately one hundred fifty coupons per month. We've participated in the RTUI program for more than five years. We would renew this advertising program! We recommend this program to other businesses.

**Signature:**

Eric Callahan

The advertisement is a vertical rectangular graphic. At the top, it features two logos side-by-side. The left logo is for 'CALLAHAN'S NAUTICAL GIFTS OF CALABASH' with a sailboat illustration. The right logo is for 'ST. NICK NACKS CHRISTMAS SHOP' with a train illustration. Below the logos, the text reads 'Best Gift Shop on the Grand Strand', '35,000 Sq. Ft. of Nautical & Souvenir', and 'Gifts of Every Kind'. A red banner contains the address '9973 Beach Dr • Calabash, NC • (910) 579-2611' and the website 'callahansgifts.com'. The bottom section contains two coupon boxes. The left box is for '\$5 OFF Any Purchase of \$50 or More' and the right box is for '\$10 OFF Any Purchase of \$100 or More'. Both coupons include the text 'Must be presented at time of purchase. Limit 1 coupon. Not valid with any other offers or discounts.' and 'LR' in the bottom corners.

**CALLAHAN'S NAUTICAL GIFTS OF CALABASH**

**ST. NICK NACKS CHRISTMAS SHOP**  
Halloween & Easter Shops  
Hand-picked Products • DEPARTMENT 56

*Best Gift Shop on the Grand Strand*  
*35,000 Sq. Ft. of Nautical & Souvenir*  
*Gifts of Every Kind*

**9973 Beach Dr • Calabash, NC • (910) 579-2611**  
**callahansgifts.com**

**\$5 OFF**  
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**\$10 OFF**  
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