



*Advertising that
Connects You
with Your Community!*

Grocery Store: Giant

Date:
02/11/2013

Customer: John H.Griffith

Business: **Bechtelsville Car Wash**

Address: 802 Pennsylvania 100, Bechtelsville, PA 19505 US

Phone:

Comments:

Let our clients tell you themselves... "WHAT I THINK OF THE COOPERATIVE BUSINESS PROMOTIONS PROGRAM" \$5 OFF Our BEST Wash Reg. \$13.00. NOW \$8.00. Price subject to change with this coupon. Not to be used with any other offer. One coupon per customer 610.369.0328 // 802 Rte. 100 North GNT6463MJJ 19505 Hours: M-Sat 7-6 Sun - 8-3
Comments: Once again in 2011, the Register Tapes coupon usage has continued to increase in return. In comparison to 2010 numbers The Register Tapes coupons have surpassed my returns of the other coupons which I put there. I advertise in several direct mailers, placemats, newspapers, event brochures, local sports program brochures and other advertising. Register Tapes coupon usage has grown approximately fifteen percent over the last year and I expect to see this continue as it is my newest form of advertising compared to my direct mailers and newspaper advertising. Cost effectiveness of the Register Tapes ad is excellent as it is less than my direct mailers and to do the same coverage in newspaper advertising it would probably be double the cost. Some of my advertising is less expensive but my return is far less. In 2010, my return of my coupons was about 1,500 per month which has increased to about 1,800 per month with the largest increase being the



Register Tapes coupon. Once again, I will continue to use the register tape program as long as it is available.

Signature:

John H.Griffith

