



*Advertising that  
Connects You  
with Your Community!*

**Grocery Store:** Fry's

**Date:**  
12/26/2014

**Customer:** Bake Shaffer

**Business:** **Shaffer DRY CLEANING & LAUNDRY**

**Address:** 9565 E. 22nd St., Tucson, AZ 85748 US

**Phone:** (520) 296-3777

**Comments:**

This will be the third consecutive year I have advertised with RTUI. It has provided my drycleaning business with a consistent and steady flow of customers. It gives me exposure to all of the grocery store customers whom may not know I am across the street. It has worked very well for us.

**Signature:**

Bake Shaffer

The advertisement for Shaffer Dry Cleaning & Laundry features a green and blue color scheme. At the top left is a logo with a stylized 'S' inside a green square. To its right, the name 'Shaffer' is written in large white letters on a blue background, with 'DRY CLEANING & LAUNDRY' in smaller white letters below it. The main text of the ad reads: 'WE'VE MOVED ACROSS THE STREET! 9565 E. 22nd St. • 296-3777'. Below this, there is a section with a dashed border containing the offer '25% OFF DRY CLEANING' in large green letters, followed by 'Healthier For You, Your Family & Our Community. NO TOXIC CHEMICALS!'. A smaller note states: 'Garments only. Not valid on households, formals, leathers, wedding gowns. Offer good for 30 Days. FRY42NDJ'. To the left of this offer, there is an image of a hand holding a pink flower, with the text 'We Fix \$2.00 Cleaner Problems!' overlaid. At the bottom, the website 'www.shafferdrycleaning.com' is displayed in white text on a green background.

