

“It’s the Best Short Term Exposure a Business Can Use”

PRIME TIME

lead time required in placing ads. Direct mail is somewhat effective but requires too much (4 to 6 weeks) lead for printing, stuffing and distributing. The attention given by our in house rep. Amy along with Dave following up on the road allows us to stay as current as possible on what’s going on around us.

- Response to our advertising varies on a week to week basis but is also effected by the time of year, short term weather conditions, and how much of a sacrifice we take for the promotion in the paper.
- **Overall, it’s the best short term exposure a business can use.** It requires follow-up on the programs so that the word and ideas will spread.”

**James Zabkar, Prime Time
25 Year C&G Advertiser**



*In Your Mail
Every Week!*

For advertising information call
586.218.5011

candgews.com