



CLASSICAL COINS

DEALERS IN ALL COINS U.S. & FOREIGN

November 18, 1997

To Whom It May Concern:

In the past nine years of business I can attribute a lot of my success to phone book advertising. In the past, I had 5 or 6 different phone books (GTE, ALLTEL, AMERITECH, Etc...) that I chose to place advertisement in. This past July, I decided I had enough of this spending into multiple directories to cover the same area. Research was now necessary.

I made several calls into this area to inquire as to which directory they were using. Primarily from the Carmi, Grayville, Fairfield, Mt. Carmel and Albion area.

Almost everybody I called did not know the GTE directory even existed. **They all knew of and were using the Impact Directories 5 County Area Wide.**

I called hospitals that stated Impact's book was in all the rooms, I called motels and hotels and heard the same response. As a matter of fact the only business that I talked to that knew of GTE's directory, exploded when he found out it took 5 separate phone books to cover the same area that the Impact Directories' 5 County covers for substantially less. I also learned that Impact distributes over 30,000 phone books compared to the 5,000 that GTE delivers.

If you're in a GTE phone book, or books, make some calls and see for yourself which book people are using. You may go Impact like I did and save a heck of a lot of money not to mention having your ad in a book that's used.

Bryan Manzi
Owner



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