



1773 West Trindle Road
Carlisle, PA 17015

Heather Donlevy
Cumulus Media – Harrisburg
2300 Vartan Way
Harrisburg PA 17110

April 19, 2011

Heather:

I wanted to write and thank you for your dedication to growing my practice through radio advertising since we started working together in Fall of 2009.

I recently did some statistical review and have seen an increase in business of nearly 60% since September of 2009. In this economy, growth of this nature is quite exceptional, and I attribute it to my use of radio advertising with WINK104.

The live spots with Hollywood combined with the 30 second prerecorded messages playing weekly have generated much enthusiasm for my practice. I ask new patients where they heard about the practice at their first visit and over 80% of the time the answer is "I heard you on the radio."

Additionally, your willingness to work with my limited budget proves that you do not have to spend thousands of dollars a month, but that you just have to be consistent with your message. I am enjoying increasing success thanks to you, Hollywood, and WINK104.

Sincerely,

Lorraine W. Bock, MSN, CRNP, CEN
Owner and Family Nurse Practitioner

*Please share
this with
Hollywood!*