



## Media Pack

### TESTIMONIALS

#### **RETAIL; Catherine Tannahill, Smile Rooms, 2008**

"Dear Claire, Thank you very much for your help with the recent advert in the Gazette. We've had a wonderful response and already generated enough interest to pay for the advert several times over! Thank you once again."

#### **RETAIL; Vanessa Wilcox, Vanessa Wilcox Photography, 2009**

"I haven't seen the Gazette & Herald yet but Gemma says it's great. We will be happy to have another ad in next week at size 5x3 as you quoted. Thanks very much for promoting us all, Vanessa."

#### **RETAIL; Joanna Taylor Hypnotherapist & NLP Practitioner, 2007**

"The Gazette & Herald is the only publication from which I have had consistently good results with my advertising and it is always a pleasure to talk with their friendly, helpful and professional staff"

#### **HOME SERVICES; Gary Smith, JORD, 2008**

"As an established and successful plumbing and heating company based in York, it is vital to our business reputation that the service we offer is first class so that our customers can rely on the quality of work we provide. Likewise our advertising needs to reflect our standards. We have advertised with the York Press for over 10 years and have consistently received the highest standards of professionalism and more importantly great results. We have used the Classified section which gives us the flexibility of reaching potential customers every night and is very effective in both results and costs. We look forward to maintaining this relationship and growing our business with new and repeat customers"

#### **SALES, Sarah Davis, Acorn, 2007**

"I have been placing advertisements with your company now for over 12 months and the service has been excellent. I also have passed this message onto many of my clients who have also placed advertisements and have said they have been happy with the excellent customer service you provide."

"I'm happy also to say that most of the adverts we have placed have resulted in a sale which has kept my clients very happy indeed, May I take this opportunity to thank you all and will keep up the good work and Acorn will continue to place adverts with yourselves. Thank you again Claire"

#### **ENTERTAINMENT; Phillipa Waters, Black Bull, 2007**

"Since advertising within the 'On the town' guide, I have noticed a considerable amount of new faces within the business and have seen an increase in sales across the whole week, but my entertainment nights have had a substantial increase in sales"

#### **BUSINESS; John Fox, Business Link, 2007**

"Business Link enjoys a close working relationship with The Press and our representative and will continue to support the Business Awards along with working together to develop start up and growing business"

#### **MOTORS; Rob & Pat Hutchinson, Ren-O-Man, 2007**

"We had a wonderful response from customers far a field from the recent advert which Justin placed for us in the York and Selby Star"

#### **PROPERTY; Halifax, 2007**

"As one of the Countries most well known estate agents, we at the Halifax find the property press an invaluable selling tool. Our full colour advertising in particular regularly achieves a high response attracting both local buyers and those from further afield"

The service we get from the press reflects our own high standards this is backed up by our colleague's recent achievements in gaining the NAEA technical award.

We will of course continue to use the Property Press to advertise our properties and continue to grow"

#### **RECRUITMENT; Nigel Upson, About Food, 2007**

"Our recruitment advert enabled us to fill all our vacancies. We received over 50 applications which gave us a good spread of skills to select from"