



The WAM Broadcast

Weber Advertising & Marketing Quarterly Newsletter

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The Secret to Successful Agency-Client Relationships

In an industry where loyalty is rare, and agency-client relationships have dwindled to an average of only 2 years, Weber Advertising is happy to say we're different. The vast majority of our business is with clients that we've worked with for up to 10 years.

At WAM, service is our guiding principle and the cornerstone on which our agency and our client relationships are built. That's why we don't believe in client contracts. We prefer to earn your business with every task we perform. And if you're not satisfied, we'll redo it

We are not above or below anything, we roll up our sleeves and do what our clients need us to do.

until you are. That's what we've been doing since the first day we opened our doors, and now with an experienced team of 25 advertising professionals on staff, our commitment to service continues to grow.

While offering a wide variety of traditional advertising and marketing solutions at a fair price is the core of our business, what really sets us apart is our willingness to do whatever it takes to help our clients succeed. We don't have all the answers, but when presented with a challenge we will find a way to get things done. Whether that means dressing up in chicken suits for some classic Buzz Marketing or pulling all-nighters in the Large Format Printing (LFP) department to print 3,000 signs for a big promotional push, we are not above or below anything. We work hard to deliver

what you want, when you want it, and that only comes with a dedicated service culture. To us, building a successful agency-client relationship means more than delivering quality work, it also means providing good old-fashioned service the way it's supposed to be. We hope that you agree.



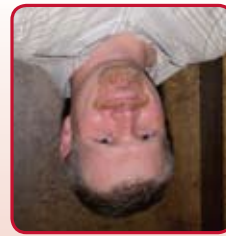
Did You Know? Weber Advertising handles a variety of specialty and seasonal projects for clients including Calendars, Christmas Cards, Gift Cards and Holiday Catalogs to name a few.

After spending 8 years as a Mechanical Engineer with Lockheed Martin and another 5 years in Computer Science, Joe will help to greatly expand our digital marketing capabilities.



Joe Strosser - IT Specialist

With more than 5 years of agency experience and his own successful photography business, Eric will now be channeling his business skills into the planning and implementation of marketing and communications programs for a number of WAM clients.



Eric Sollenberger - Account Executive

New Hires
WAM IS PLEASED TO ANNOUNCE TWO NEW ADDITIONS TO OUR GROWING SERVICE TEAM.



Cookie Sale...Bigger & Better Than Ever!

Cookie Sale to Combat Hunger is a WAM pet project that celebrated 10th anniversary this year over the decade we have had the privilege of partnering with dozens of individuals, churches, and businesses who buy and sell the cookies through our sale. The cookies are then used as holiday gifts for family, friends, co-workers, employees, vendors, and the like. All of the proceeds go to support Cross International's relief efforts in Haiti

and Jamaica. More than 1.5 million meals have been provided for hungry and hurting people during The Cookie Sale's tenure.

At press time orders were still coming in and initial numbers for 2007 look good. It appears that The Cookie Sale has grown once again. We anticipate a 5-10% increase over last year and the ability to provide another 525,000 plus meals to those less fortunate. We want to send out a special thanks to all who have played a key role in making this effort a success once more. For more information on how you, your place of worship, or your business may participate

next year, please visit our website at www.TheCookieSale.com.



**IF YOU DISPLAY IT
THEY WILL COME**

Outdoor Signage Helps Customers Find You!

As a business owner the last thing you want to hear is, "I've been driving by this place for years and never noticed you were here" or "I couldn't find you so I went someplace else." If you have, than perhaps it's time to take a closer look at what Weber Advertising's LFP department can do for you. Nothing grabs attention and helps bring customers into your store better than our professionally produced outdoor signage. We offer signage solutions in a wide variety of sizes and materials to match your style and budget. And because we print everything in house, we're able to provide fast turnaround at amazingly affordable prices. Give us a call today and be sure to ask about our custom design services!

Made from 1/4-inch aluminite, a composite aluminum material, this 28" x 80" sign features digitally printed exterior grade vinyl with an additional UV coating. ▼



▲ 24-inch Formed Plastic Architectural Lettering installed on siding.



This 4' x 8', .040 thick aluminum billboard is mounted over an existing wooden frame. ▼

Congratulations to Michelle Martin on her marriage to Calvin!



Special Project Report:

Weber Advertising Launches Two New Client Websites

The Snack Food Association (SFA) is the international trade association of the snack food industry representing over 400 snack manufacturers and suppliers worldwide. When SFA asked for our help in developing a new website to promote SNAXPO (the world's largest annual tradeshow dedicated exclusively to the snack food industry) we jumped at the opportunity. In less than a month we were able to design, write, program and launch www.snaxpo.com with great reviews from the client and SFA



member companies.

Meadow Ridge is a new assisted living community managed by the caring people of Willow Valley (Lancaster County's foremost authority of Senior Living). As part of a new promotional campaign, WAM launched a brand new website designed to build awareness and generate interest in the exceptional lifestyle that Meadow Ridge offers. The new site,



DiscoverMeadowRidge.com, provides a quick glimpse

Cast & Crew

WAM CHARACTERS



Responsibilities: Here at WAM I am an Insurance Marketing Specialist and Special Projects Coordinator. I always brag that my title has "special" in it twice. Basically I coordinate advertising campaigns for Donegal agents through the Donegal Co-op Advertising Program. I also handle any "special" projects that come my way.

Funny Fact: I'm not usually the assertive type but it actually worked out pretty well for me one time. There was this guy that I had my eye on but he had no idea who I was. One day I got his phone number from a friend and gave him a call. We talked for 20 minutes and he asked me out. The rest is history...

WAM Employment Began: January 2007

Prior Relevant Experience: In college I worked for Donegal Insurance in the filing department. I also did an internship with Donovan Advertising & Marketing.

Education: Bloomsburg University, BS in Business Administration

Pets: My husband and I are thinking about getting a black lab—but we're not quite ready for the responsibility yet.



IT'S A GIRL!
Congrats to Leah-Nicole Nagle and husband Scott who recently welcomed baby Abbey into the world.



Brad's Footnotes¹

those bits of business that make you feel at home with WAM.

I can't believe another year is coming to a close! Everyone at WAM appreciates your business and we thank you for the opportunity to serve your marketing needs. We look forward to playing an integral part of your business plan as the years move forward and we hope to continue to adapt our services and capabilities to help you achieve your goals.

This business has been about people and relationships ever since Weber opened the doors in 1996. In addition to having great clients, we are also blessed to have a fantastic, hard-working staff that really does care about the clients' needs. Unfortunately in business today many companies are losing sight of that important goal. If for any reason

you don't feel that WAM is "delivering the goods" as Jim Weber would say, please allow me the opportunity to make it right.

I hope everyone enjoys some time off over the holidays with friends and family and I wish you all the best for 2008! Please contact me with any feedback - I would love to hear from you.

Sincerely,

B.B.
Brad Backenstose
Director Of Operations
bbackenstose@weberadvertising.com

Advice

Advertising & Marketing Tips

GETTING HOOKED ON HOLD

The last thing any company wants to do is place a on hold. But try, it's bound to happen. It's estimated that the average hold time in America is 43 seconds—that's a long time even for the most patient caller. Thank of the most affordable message at your disposal. Done right, a message is a chance to entertain, inform and educate customers.

A USA Today study found that 85% of callers hang up while on hold. When there's silence, 60% of callers won't call back. A professional, well-produced on-hold message will help reduce hang-ups while giving callers the information you want them to have.

WHAT CAN YOUR ON-HOLD MESSAGE DO?

- Entertain and reduce hang-ups
- Promote your brand
- Sell products and services
- Answer frequently asked questions
- Give callers important information

Little Known Fact:
All on-hold music (even a radio station) must be licensed.

