

# "C&G Newspapers have been instrumental in our success."



"Advertising in C&G Newspapers has helped grow my business and has brought repeat customers."

"My advertising consultant has helped to understand what I need and come up with creative copy for me. She has been a big help in building my business."

**"If you're looking to build your business, C&G has helped more than the large papers and radio and T.V. combined."**

**- John Ingham, Foot Solutions, Birmingham**



"Out of all the media I place ads in, the Farmington Press and West Bloomfield Beacon are by far the most beneficial to my business. To me, it

seems to be the best way to reach out to the community. My customers appreciate having the resource of the Farmington Press and West Bloomfield Beacon to find an elusive local business."

**-Bill Griffin, Griffin Neighborhood Auto Clinic**



**"Dollar for dollar, we have not found a better value to reach our core customer.** With C&G we can pick which zip codes we want to target, while not having to spend money blanketing the entire region."

**-Jeff Selik, Hillside Furniture, Bloomfield Hills**



"I have found my advertising in the C&G papers to be the most effective advertising on a weekly basis in my three years in business. My advertising goal is to target women within a 5

mile radius of my location and by advertising in 3 of the C&G papers **I can accomplish my goal.**

...I would highly recommend that any small business use the local C&G paper in their community for a primary source of advertising."

**-Ann Naubert, Fit Zone For Women, Troy**



"I have been advertising with C&G for many years and have been very successful with it.

**The cost of advertising is significantly lower with the C&G papers than with any other direct mail or newspaper advertising** and I have found that the response is greater. I normally experience about a 5% increase in sales on the weeks that we advertise."

**-Philip Sobeck, Chicken Shack**



**FATHER & SON CONSTRUCTION**

"We truly enjoy the partnership that our company has with your publication...our money has been well spent with your publication.

**C&G is a great fit for us.** Your publication is well read by educated consumers that have an interest in staying informed within their own communities. Our return on invest-

ment continues to prove this.

...it is a good feeling to know where we can place our advertising dollars to see the best possible return."

**-Mat Vivona, President, Father & Son Construction**

## MATTRESS TO GO

"C & G Newspapers have been instrumental in the success of Mattress To Go. Our innovative no sales commission / rock bottom pricing structure is unique in Michigan and we need a way to let the public know that there are ways for them to achieve true savings of hundreds of dollars on name-brand mattresses. Our advertising representative, and the C & G art department have assisted us in creating different ad designs and the editorial department has been very helpful in spreading the word about our strong community involvement and donations to local charities. We're very happy with our relationship with C & G Newspapers.

**- Jeff Scheuer, owner**



"Once again, your publications were very instrumental in a successful month of promotions for our Company. **The response we get from placing ads or coupons in your many papers is instantaneous and compelling.** ...I want to thank you for the value you place on the relationship with your clients as well - it's refreshing when we deal with someone who understands the importance of fostering reciprocal and long-lasting bonds with other local businesses."

**-Tom Giftos, President, National Coney Island Restaurants**

Locally Owned & Operated



*In Your Mail Every Week!*

For advertising information call

**586.218.5011**

**candgnews.com**

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