



## MY PERSONAL COMMITMENT

I will focus on your needs and listen to your company challenges. I will recommend an honest program with realistic expectations that will focus on producing a return on your advertising investment. Your success is important and I will conduct myself as your business partner. I will follow through with the best possible service to make your ideas work.

**Lon Messmore**  
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**Federated Media**  
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## How to get Your Money's Worth Out of Me...

- Let me get involved in your business.
- Answer my questions openly.
- Share your frustrations and problems.
- Call me early in the planning.
- Give feedback, tell me what's working.

## What do you get in return?

- Any and every resource available, including exclusive research and ideas.
- Marketing ideas, not just spots.
- Detailed follow through and service.
- Confidentiality.
- My commitment to your success.
- **Results!**

## Lon Messmore's Client Needs Services

Problem Solving Ideas  
Marketing Research  
Campaign Planning  
Copywriting  
Event Sponsorship  
Cross Promotions & Contests



**Loyal Listeners**  
**Qualified Audience**  
**Credible Station**  
**Highly Recognized**

***“Be Different...  
Be Better!”***  
**Call Lon Messmore**  
**Account Manager**  
**260-447-5511**