Testimonial

"We own a heating, air conditioning, and refrigeration company in Suffern, New York. In June, 2009, we started advertising with SuperMedia in their **Verizon® Yellow Pages** and with a **SuperpagesDirect® Card Pack** program.

Based upon the fall and winter mailing of our SuperpagesDirect postcard, we have seen a significant number of new customers. We hope that our spring and summer mailings will bring in similar results. Because we're a small operation and all our calls are automatically forwarded to my cell phone, it's not always possible to keep accurate office tracking records, but I'd estimate a **20% increase in new sales related to our SuperpagesDirect mailers**. Since the postcards are directed to more affluent neighborhoods, we not only saw an increase in service calls, but an overall increase in dollar sales amounts as well as a result of requests for higher efficiency equipment.

SuperMedia has been easier to deal with and more accommodating than many of the other companies I have worked with. It has been a pleasure to work with our Media Consultant. He and the entire SuperMedia team are professional and easy to communicate with whenever we need to make design or offer changes for our seasonal mailings. I would definitely recommend SuperMedia to other business owners."

Joe Laquaglia
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