



Lisbon Community Federal Credit Union

325 Lisbon Street
PO Box 878
Lisbon, ME 04250-0878
(207) 353-4144

To Whom It May Concern:

We are a local credit union that is located in what many call 'a bedroom community'. We are situated between the Topsham/Brunswick and the Lewiston/Auburn areas.

Advertising has been quite challenging for our location. Whether it is the daily news or local cable company, there simply is no media that focuses on our area. For years we were advertising in the Sun Journal and Times Record with hopes of reaching our field of membership. This became very expensive.

For the past 6 years I have dedicated a considerable amount of our Marketing budget to the Lisbon Ledger published by Turner Publishing. This is 'our' local paper. Although it doesn't come out daily, rather monthly, we have seen great results with this medium. With The Lisbon Ledger, being a free community based paper, we are able to reach our entire market in one shot. It appears that the paper has a longer shelf life than a daily paper with people saving them for on-going community news and events.

Beginning in January 06 we are now advertising in three papers published by Turner Publishing. I am hopeful that these will produce positive results as well.

Should you have any further questions about my experience with Turner Publishing, please don't hesitate to contact me at 353-4144.

Sincerely,

Christine Meham
Marketing Officer