

# We received overwhelming local response with a major increase in sales



**BRAD GENA AND ELI HYMAN**  
of Hyman's Seafood

At Hyman's Seafood, we like to have measurable benchmarks in which to determine if something works or not. The Post and Courier targets local customers more than other advertising mediums in this market.

We've received overwhelming local response and noticed a major increase in sales since starting our offer. The number of coupons turned in along with the number of pleased customers has been outstanding.

We ran our ads in a fixed location on the back-page of Thursday's Preview section for a period of five weeks.

Our recommendation to other local businesses would be to do exactly what we did – run an unbelievable offer to a local audience that will encourage both existing and new customers to shop or eat at your business.

At Hymans we don't always advertise just to try and increase our profits. In these economic times it's just as important to show appreciation to your customers and to try and create a "buzz" in the restaurant. The response from our ad in The Post and Courier created this buzz and proved that our customers will still come out for a great value. This effective advertising along with our belief in using the highest quality products as to "WOW" our customers allows us to show off what Hyman's is all about: Great seafood at a great price.

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