

NEXTMEDIA

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A DIVISION OF NEXTMEDIA GROUP

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I just wanted to take this opportunity to tell you how much I have enjoyed our poster board advertising experience with NextMedia. I have found this to be an excellent venue for our health oriented event announcements and many of our service line ads.

One of my most challenging responsibilities is to determine where to place advertising and receive maximum visibility. As a not-for-profit organization, it is critical to know that we have achieved the maximum return on our marketing dollars.

I believe I have accomplished this with the poster boards. As the director of marketing for a healthcare organization, I have found that I receive significantly more feedback to the ads placed on your poster boards than most other advertising venues. I am extremely confident that our presence in the market place has significantly improved by the visibility gained with the NextMedia poster boards.

The flexibility the boards give by allowing us to send a different message each month is the greatest advantage of the poster boards. The billboards we have placed along Hwy. 17 and Hwy. 9 provide a constant presence along the major thoroughfares of our service area. The poster boards allow us to send a new message each month and create that "extra buzz" that marketers are always seeking.

This all adds up to what is most important to someone in my position: awareness.

Thank you for helping make my job easier.

A handwritten signature in black ink that reads "Celeste Bondurant-Bell".

Celeste Bondurant-Bell
Director of Marketing and Business Development
Loris Healthcare System

