Post Campaign Marketing USE THIS DOCUMENT TO MONITOR YOUR CLIENT'S ADVERTISING RESULTS AND IMPROVE RESULTS ON ADVERTISING.

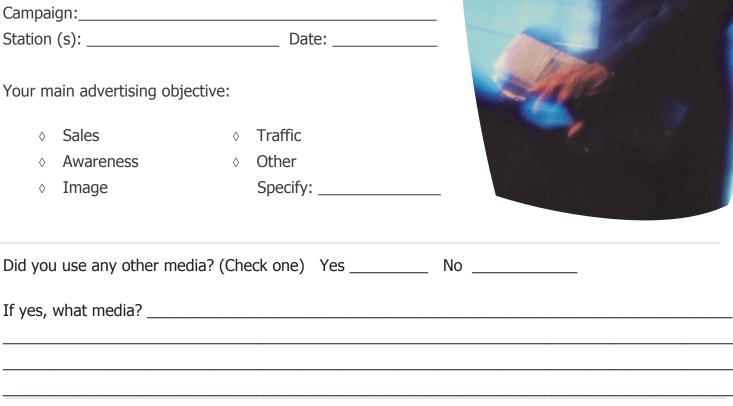
THEIR NEXT CAMPAIGN.

We at (CALL LETTERS) will work with you to constantly monitor your advertising results, with a view to improving our performance.

After each campaign, we will ask you to conduct the following Post Campaign Analysis.

This information will be held in the strictest confidence and only used to improve the results in your next campaign.

Client:	
Campaign:	
Station (s):	Date:



Do you monitor the following	r the following	you monitor
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Competitor's Advertising?	YES	NO	Closing Ratios?	YES	NO
Weather Conditions?	YES	NO	Average Sale Per Customer	YES	NO
Sales Results?	YES	NO	Number of Repeat Customers	YES	NO
Store Traffic?	YES	NO			

Please rate the following with respect to your advertising (radio) campaign:

	Excellent	Good	Fair	Poor
Station follow-up				
Creative/ production				
Our credit terms				
Your commercial schedule				
Your rep's knowledge				
Our billing procedures				
Our promises kept				
Return on invest- ment				
Campaign results				
Overall service				

Goals and Expectations fo	r most recent campaign:		
Agreed upon measuremer	nt of campaign's success:		
With customer, work out is successful and document		nent techniques to what de y specific.	gree the campaign was
Now that we have measure you are with this campaig		greed upon manner, how s	atisfied would you say
Extremely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Extremely Dissatisfied
If client is dissatisfied, det	ermine what we can do N	OW to increase the level o	f satisfaction.
If client is satisfied, determ	mine what we can do NEX	T Time to further increase	the level of satisfaction.