

# WHY ADVERTISE?

“...we got the most results for each dollar spent.

**Keep up the good work!!”**

**Rhonda Rhyne / Owner of Scorpion Equipment Services**



**Are you ready for the most results?**

*Call Todd today:*

**THE PARTS BOOK**

**PH: 800-588-1915  
FAX: 515-386-2502**

# WHY ADVERTISE?

**“.....I do not know what I would do without it  
[The Parts Book]....”**

**Gary Staub of Floyd I. Staub, Inc.**

**FLOYD I. STAUB, INC.**  
*Excavating and Grading Contractor*  
800 Bayse Street • Evansville, Indiana 47713-2902  
PHONE (812) 424-7996 • FAX (812) 424-8096



TRAXCAVATOR • BULLDOZER • GRADER • DUMP TRUCK • EMERGENCY WORK

I WANTED TO WRITE YOU GUYS AND LET YOU KNOW HOW  
MUCH YOUR PARTS BOOK MAGAZINE HELPS ME ALMOST  
EVERY DAY TO FIND USED + AFTERMARKET PARTS  
AT GOOD PRICES I HAVE TO FIND PARTS FOR A  
FLEET OF CONSTRUCTION EQUIPMENT ABOUT 100 PAGES  
OF EQUIPMENT ALL TOGETHER AND I DONOT  
KNOW WHAT I WOULD DO WITH OUT IT KEEP  
UP THE GOOD WORK

THANKS  
Gary Staub

**Actual Letter  
Received From  
Floyd I. Staub,  
Inc.**

An equal opportunity employer

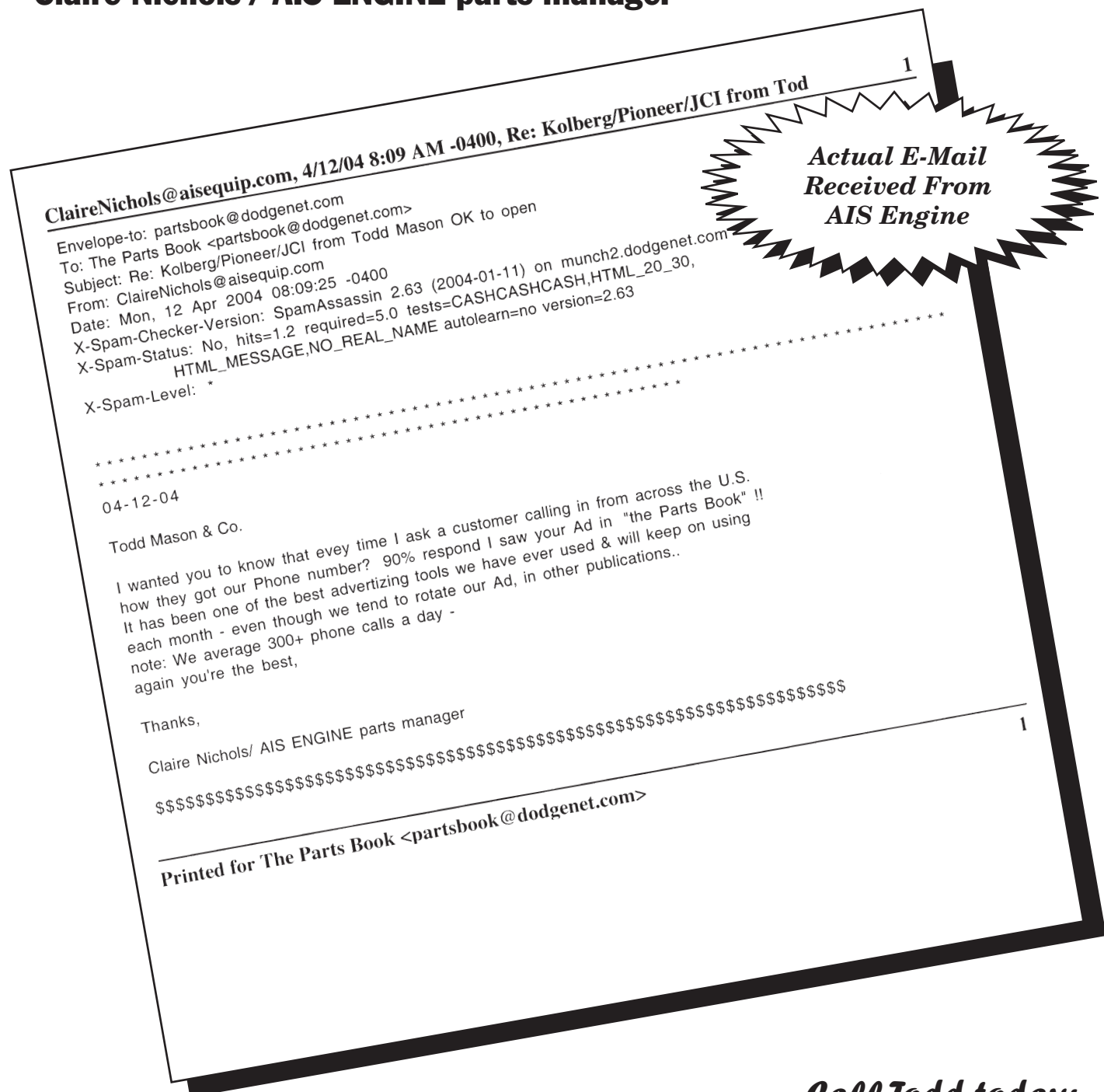
**THE PARTS BOOK**

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# WHY ADVERTISE?

**“90% respond “I saw your ad in The Parts Book.”  
.....Again you’re the best.  
Claire Nichols / AIS ENGINE parts manager**

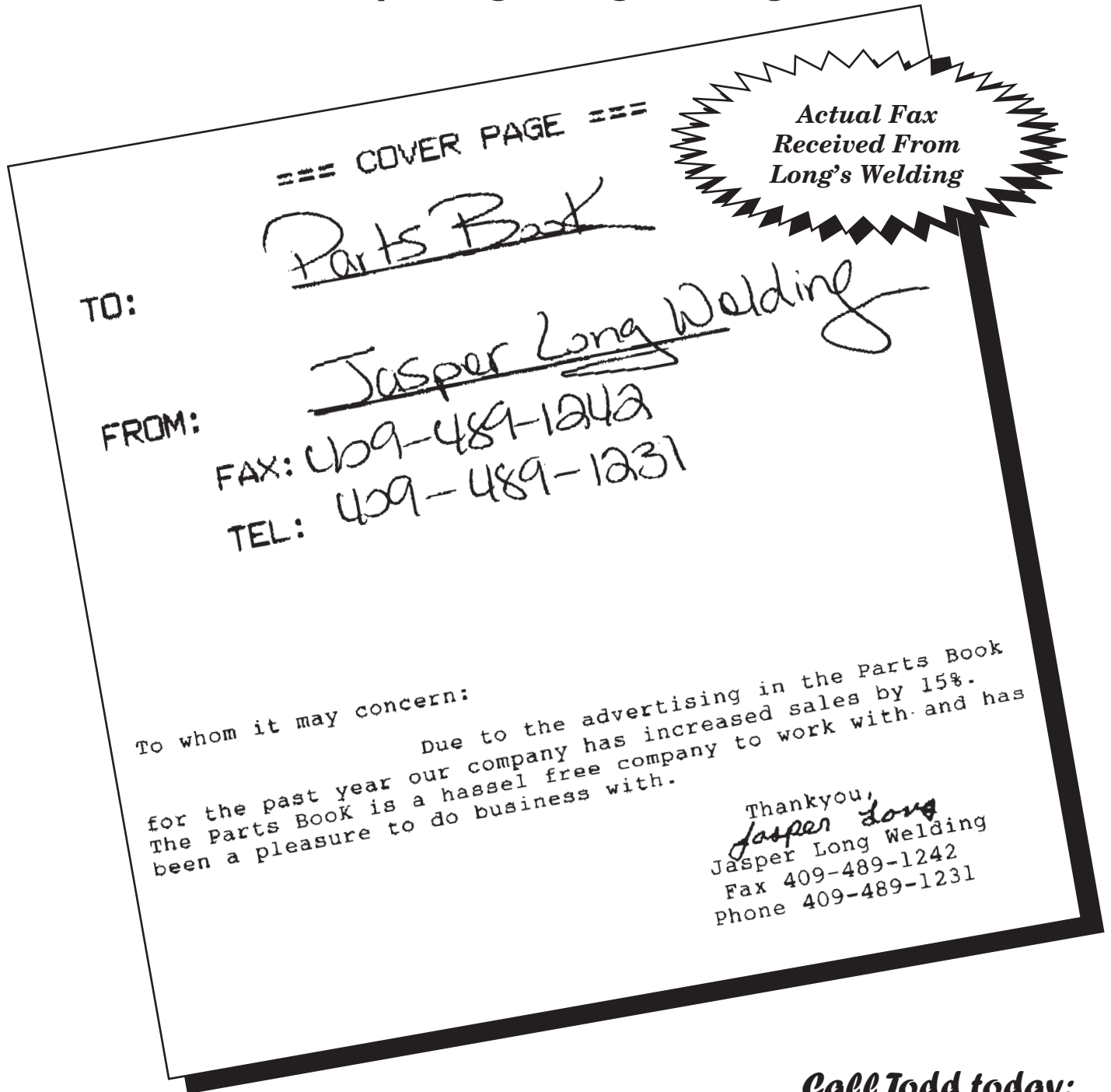


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# WHY ADVERTISE?

**“Due to the advertising in The Parts Book.....  
.....our company has increased sales by 15%.”  
Jasper Long of Long’s Welding**



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# WHY ADVERTISE?

**“.....Definitely the most bang for the buck.....  
.....bar none.”**

**Rich Viggiano of Southern Tractor Service & Salvage**

**FAX COVER SHEET**

Southern Tractor Service & Salvage  
1305 US Hwy 17-92 South  
Davenport, FL 33837  
Phone number 863-419-0191  
Fax number 863-422-9598

**Actual Fax Received From Southern Tractor Service & Salvage**

Send to: <i>Vivian Berger</i>	From: <i>Rich</i>
Attention:	Date: <i>10/2</i>
Office location:	Office location:
Fax number:	Phone number:

Urgent    Reply ASAP    Please comment    Please review    For your information

Total pages, including cover:

Comments:  
*We always ask customers where they got our number and The Parts Book is their usual response - Definitely the most bang for the buck - bar none.*  
*Rich*

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# **WHY ADVERTISE?**

## **PROVEN SUCCESS**

*We Invite you to contact any of our advertisers regarding the response they receive from their ad. Most of our advertisers have been with us a long time. The reason is their proven success. Ask them. They will tell you.*

## **AFFORDABLE, COST-EFFECTIVE AD RATES**

*Compare our advertising rates to any other marketing publication in the heavy equipment industry. We think you will find what our advertisers already know; we ARE the most cost-effective marketing you can do.*

## **RELIABILITY**

*Since 1995 we have been publishing The Parts Book the first week of every month. We fully stand behind the quality of our accuracy, distribution and timeliness.*

## **PROMPT, FRIENDLY SERVICE**

*When you advertise in The Parts Book, we will do our best to make sure that your every need is met. Our goal is to provide you with the best service possible to make your company more successful.*