424: Local Advertising

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Section: Accounting
Subject: Local Advertising
Approved by: Bud Brewer
Effective Date: 28 September 1999
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Policy Owner:

Policy

Each year, Massey Services plans, develops and implements a comprehensive marketing program for all of our services in all of the communities where we do business. Massey ♦ Persons ♦ Brinati Communications, Inc., the advertising agency, places all advertising for Massey Services, Inc.

From time to time, representatives of local media outlets (radio, television, outdoor, direct mail, print, etc.) will solicit Service Center managers to purchase advertising for local markets. All of these solicitations should be directed to our advertising agency at Massey ♦ Persons ♦ Brinati Communications, Inc., 620 Wymore Road, Suite 230, Maitland, Fl. 32751 (407) 622-4700, fax (407) 622-4705.

Any questions regarding this policy should be directed to the Vice President of Marketing & Public Relations at Massey's corporate headquarters.

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