



Twins... they can look alike, but still be as different as day and night. Newspapers are the same way and with special respect to classified advertising, the Bee Newspapers are fortunate to be different from others as well.

The Bee strives to present our best in every aspect, for the advertiser and the reader alike. We are proud of our product and our accomplishments, taking particular pride in that the classified advertising section has been presented once again the Suburban Newspapers of America's (SNA), as well as The New York Press Association's, First Place recognition for Best Graphically Designed Classified section in 2012.

Pride in product is part of the recipe, but a large ingredient is Vision Data's Total Advertising software and the capabilities it presents. The ease by which to create graphically appealing bold and display ads, to colorize an ad, to paginate, and to maintain record-keeping, has helped our classified department grow its product and produce an award-winning section. Record-keeping and note-taking capabilities on each account help our representatives be more personal and therefore more effective with each account.

Thank you, Vision Data. We've done a lot of growing together, and the journey has been good.

- Holly Schiferle
Classified Advertising Manager, Bee Newspapers



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**Amherst Bee • Cheektowaga Bee • Clarence Bee • Depew Bee
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