Dear Mr. XXX:

I enjoyed talking with you at last week's meeting and am writing to follow up on the advertising opportunity I mentioned.

Attached is XYZ Company, as well as the "one sheet" for the back-to-Organizational promotion. This special section in the Aug. 10 edition of Supercool Weekly will highlight local rental properties and property management firms.

Besides being distributed in newspaper racks around campus and all over the greater Anytown community, you will truly be reaching a captive audience. Also, as you can see from the enclosed rate card, Supercool is offering a 10-percent discount for clients who opt to advertise in the special section and at least 25 issues over the course of the semester.

Please let me know if you have any questions about this promotion. I can be reached anytime via cell phone at (555) 123123123

Sincerely,