

The Philadelphia Inquirer

Philadelphia Business

Wednesday, September 10, 2003

Business News in Brief

In the Region

Neff & Associates gets \$1.5 million pact for boat show

■ Neff & Associates, a Philadelphia advertising agency, landed a contract worth \$1.5 million over the next two years to promote the National Marine Manufacturers Association Atlantic City International Power Boat Show. The agency also won business including a public-relations assignment for the New Jersey-based discount chain Forman Mills and a national radio campaign for Charming Shoppes Inc., the Bensalem company that operates hundreds of Fashion Bug stores around the nation.

Tuesday, April 15, 2003

Business News in Brief

In the Region

Neff wins VW ad contract worth \$1.5 million a year

■ Neff + Associates, Philadelphia, will handle creative advertising, including branding, and media buying and account services for VW + Volvo of Langhorne and Volvo of Fort Washington. The account will yield \$1.5 million in annual billings for Neff.

Wednesday, November 13, 2002

Business News in Brief

In the Region

Neff + Associates in \$2 million ad pact with Potamkin

■ Neff + Associates will handle the creative, media and public relations account services for the Springfield Automotive Group of Potamkin's Planet Automotive Group, Springfield, Delaware County. The assignment will yield \$2 million in annual billings for the Philadelphia advertising agency.