



October 30, 2015

Roger Keys
President
Marketing Keys
150 N. Michigan Avenue, 28th Floor
Chicago, IL 60601

Dear Roger,

I am writing to thank you for the great work you and your team have done for the Newberry Library these past few years. You have guided us from advertising campaigns dominated by traditional media to more balanced strategies that make greater use of digital platforms. In the process, our presence in the media landscape has expanded, and we've seen larger turnouts for our public events and increased enrollment in our continuing education seminars. These results can be attributed in no small part to Marketing Keys.

I look forward to continuing to work together to advance the Newberry's mission to inspire learning in the humanities through our exhibitions, seminars, and other public programming.

Sincerely,

Alex Teller
Manager of Communications and
Editorial Services