



Jeff Heiniger



# CELEBRATING

Ad Lab Advertising & Marketing is excited to announce Jeff Heiniger as sole proprietor. Jeff became a partner in July 2015, serving as president and overseeing the day-to-day operations, before becoming the owner in April 2018.

Ad Lab is a full service advertising agency, specializing in the negotiation and placement of electronic, digital, print and outdoor media, as well as social media management. Ad Lab's award winning creative team specializes in in-house copywriting, producing and editing of television and radio commercials, as well as graphic design for digital and print, and any point of sale needs.


Ad Lab is a market leader in media placement and works with all business categories, specializing in automotive, financial, legal, health care and local retail.

## COMPANY HISTORY...

Ad Lab was established in 1976 as a full service advertising agency. While the core foundation of its services are provided in the local Fort Wayne community, Ad Lab predominantly serves clients in the states of Indiana, Ohio, Michigan, Kentucky, Virginia, West Virginia and Maryland, with the capability to buy media in any market in the country.

## MISSION STATEMENT...

To develop marketing campaigns that are memorable and relevant.

The Ad Lab team prides themselves on producing quality work in a timely fashion. The agency turns things around quickly, so our clients can concentrate on running their business. 



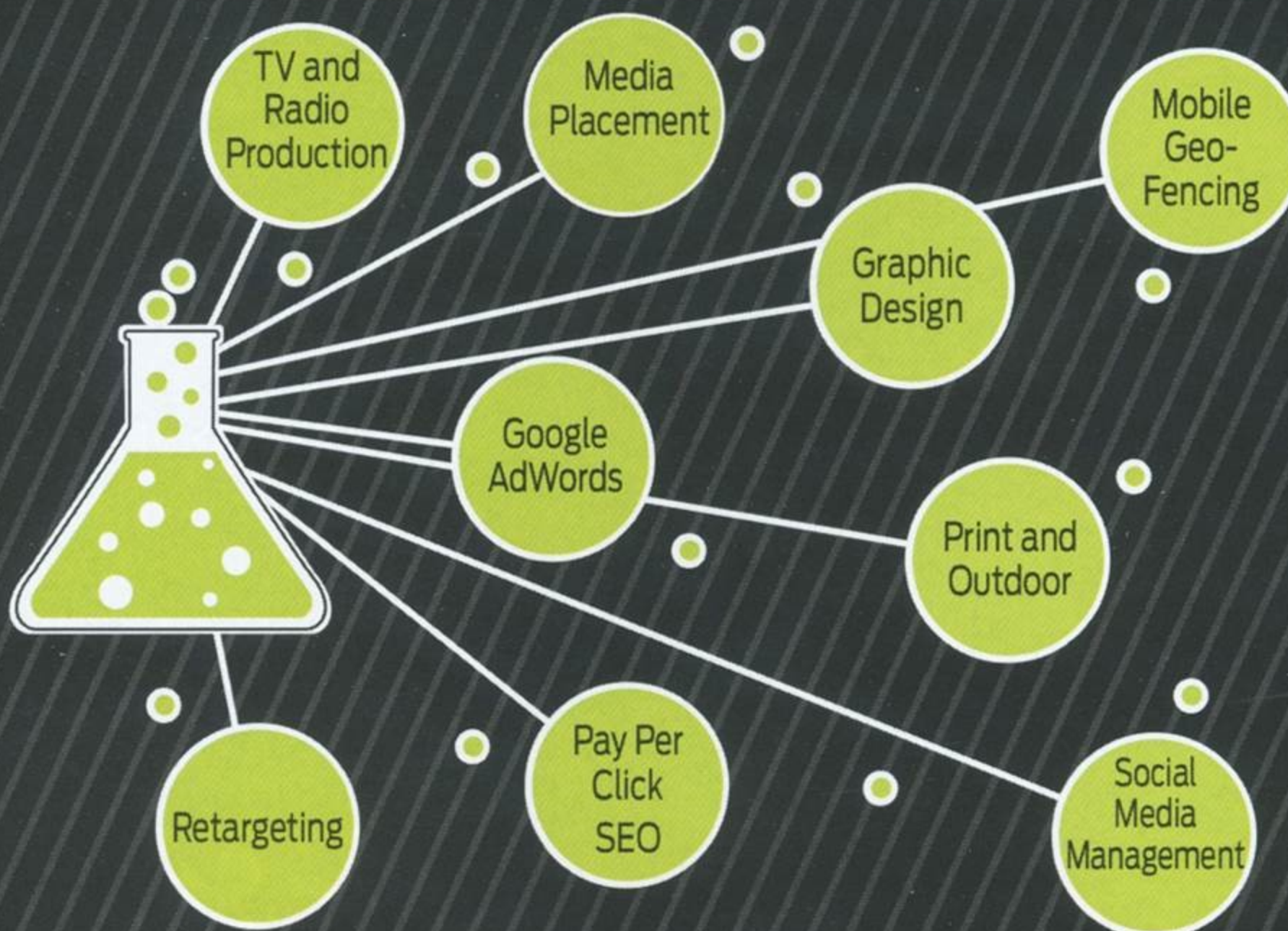
### AD LAB ADVERTISING & MARKETING

421 E. Cook Road, Suite 100  
Fort Wayne, Indiana 46825  
(260) 482-3725  
adlabadvertising.com

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# Relax. We're Geniuses.

● There's an art to successful advertising campaigns, but there's also a great deal of science: trusted metrics and real-time digital updates. Market research. Scrutinizing the spot rates and schedules that will best serve our award-winning creative efforts. Chemistry. That place where gut instinct meets cold calculations, and nobody does it like we do.



● [adlabadvertising.com](http://adlabadvertising.com)

421 E. Cook Road • Suite 100 • Fort Wayne, IN 46825 • 260.482.3725