



Robert E. Antonacci II, CPA
Comptroller

COUNTY OF ONONDAGA

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County Comptroller*

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News Release

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COMPTROLLER RELEASES ADVERTISING REPORT

Robert E. Antonacci II, Onondaga County Comptroller, announces his office's report on County-wide advertising and promotional-related activities.

Mr. Antonacci was quoted as saying, "Onondaga County is a large purchaser of advertising services in terms of cost and diversity. We believe the centralization of County-wide purchases will result in better value for our taxpayers."

The report further suggests the Departments be more diligent in attempting to obtain and verify results of the campaigns. Mr. Antonacci noted, "The use of advertising professionals will give us our best chance for proper placement in the appropriate media outlet for the services being advertised by the County. In addition, the advertising professional may be able to achieve efficiency unavailable to the County."

The report can be obtained by contacting ncampolito@ongov.net. For further information or questions, please contact Robert Antonacci at 435-2130.