

"THE BEST JUST GOT BETTER"

FORMERLY "\$HOW ME THE MONEY"

The following is a recap of a special project - print or online - done in the past year that was successful for the paper. If you have any questions, please contact the person listed below.

Name of Project Cancer Tab
Name of Paper Tri-County News City Kimball
Contact Person Jean Matua
Phone ³²⁰ 398-5000 Email editor@tricitynews.com MN

Description of project:

mini tab w/ 2 revenue sources (full-page ads by hospitals, clinics, etc. + ribbon sponsorships by companies or individuals) + local cancer stories + photos

How it was distributed:

In a saturation paper + at local business expo

Advertisers targeted:

hospitals, care centers

Revenue produced:

(enough - can't remember how much)

Anything you would do differently:

do it yearly

Additional information:

We added definitions of cancer-related terminology as filler