

"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 Chase on the Lake Showcase

Name of Paper Pilot-Independent City Walker

Contact Person Jane Chmielewski

Phone 218-547-1000 Email jchmielewski@pilotindependent.com

Description of project: A 16 page section showcasing a 30 million resort/restaurant/spa/conference center that was built in Walker on beautiful Leen Lake.

How it was distributed: This was distributed in our newspaper & Shopper (10,000) circ. and 5000 extras for the Chase on the Lake.

Advertisers targeted: All vendors, builders, contractors etc. that were involved in the project

Revenue produced: 6000 1st Run } non-traditional
2000 2nd Run } advertisers

Anything you would do differently: Start contacting the non-traditional advertisers early

Additional information: It was such a success w/ the Chase on the Lake that they paid to have 10,000 more copies printed 6 months later