

# "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 Circulation Builder  
Name of Paper Echo Press City Alexandria  
Contact Person Greg Eigen  
Phone 320-763-3133 Email greg@echopress.com

Description of project:

We miss you — Postcards.

How it was distributed:

Baseball games Rawl Track & sent out to former subscribers.

Advertisers targeted:

former subscribers + new subscribers.

Revenue produced:

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Anything you would do differently:

don't know

Additional information: