

# "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 Cold & Flu Book

Name of Paper Marshall Independent City Marshall

Contact Person Tara Brandl

Phone 507-537-1551 Email tbrandl@marshallindependent.com

**Description of project:**

Questions & answers on the flu & how to prevent it.

**How it was distributed:**

The Independent

**Advertisers targeted:**

Healthcare, pharmacies, etc

**Revenue produced:**

\$1200 - Sold in 1 day

**Anything you would do differently:**

More time - could have been bigger

**Additional information:**

~~Make sure~~ Make sure you get your information from legitimate sources.