

"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 Dining Club Card
 Name of Paper Echo Press City Alexandria
 Contact Person Izzy Buser
 Phone 301-763-3133 Email izzy@echo.press.com

Description of project: about 30 local dining establishments take part. The offer on the card is buy one get one free. We sell the card for \$20⁰⁰ at Christmas. We sell the card for Buy 1 get the 2nd @ 1/2 price. Towards the end of the promotion we sell them @ buy 1 get 1 free.

How it was distributed:
 Sold @ the Newspaper office + at events that we host - County Fair

Advertisers targeted:
 all hungry people

Revenue produced:
 For 2009 - in the 1st 3 months the revenue was \$8420⁰⁰

Anything you would do differently: We offered a 2nd printing
 No.

Additional information: