

"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 Faces Page/Year-in-Review Wrap
Name of Paper Lakefield Standard City Lakefield
Contact Person Justin R. Lessman
Phone (507)847-3771 Email justinl@livewireprinting.com

Description of project: A four-page wrap featuring the year's top news and highlighted by a full-color, front-page collage of faces that appeared in the newspaper over the course of the past year. Supported by businesses tallying their years in existence in standard-size ads.

How it was distributed: As part of the regular weekly circulation.

Advertisers targeted: All businesses in Lakefield.

Revenue produced: \$703 in ad revenue, plus \$183 in additional newsstand sales = \$886.

Anything you would do differently: Break up the text a little more with headlines, seek a front-page sponsor, use more faces on the cover.

Additional information: In addition to generating some additional revenue, this project proved to be a readership booster, keepsake item and source of community pride. It will become an annual feature that will be greatly anticipated as each year draws to a close.