

"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 Give the Gift of . . .
 Name of Paper Sauk Centre Herald City Sauk Centre
 Contact Person Andrea Kenfeld
 Phone 352-6577 Email andrea@saukherald.com

<p>Description of project: Each business thought of one benefit they give to their customers, we headlined the ad w/ that benefit - i.e. Give the gift of . . . Confidence - Hair salon.</p>
<p>How it was distributed: Shoppers.</p>
<p>Advertisers targeted: Gift buyers @ the holidays.</p>
<p>Revenue produced: \$1000 \$1800</p>
<p>Anything you would do differently:</p>
<p>Additional information:</p>