

# "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 Ready, Set Save.  
Name of Paper Echo Press City Alexandria.  
Contact Person Cenege Eigon  
Phone 763-3133 Email Cenege@echopress.com.

## Description of project:

on line Newspaper auction. Sold advertising for Giftcertificates we sold ads to business + they paid us with Gift Certificates. Then 2 weeks later we sold the Giftcertificates online for 20 + 30% off.

## How it was distributed:

Special Section in or TMC (Lakeband Shopping Guide)

## Advertisers targeted:

anybody - Restaurants are a hot item.

## Revenue produced:

\$27,000

## Anything you would do differently:

Can't have big ticket items on Auction some don't sell well.

## Additional information: