

"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 Social Security Tab

Name of Paper Marshall Independent City Marshall

Contact Person Tara Brandl

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

Description of project:

Question & Answers on Social Security

How it was distributed:

Independent & local Social Security office

Advertisers targeted:

Insurance, Financial Planning, Medical, those ^{geared} towards those on Social Security

Revenue produced:

\$3400 in ~~4~~ 1 week

Anything you would do differently:

more time, we could have made it ~~be~~ bigger

Additional information:

By working with the S.S. office - we didn't tie up newsroom with writing the stories.