

"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 Summerfest Wrap Edition
Name of Paper Lakefield Standard City Lakefield
Contact Person Justin R. Lessman
Phone (507)847-3771 Email justinl@livewireprinting.com

Description of project: A full-color, four-page wrap featuring photographic highlights of the community's annual summertime festival and highlighted by a massive two-page community photograph. Supported by businesses in the form of front-page sponsorships and inside-page signature ads.

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

Advertisers targeted: All businesses in Lakefield.

Revenue produced: \$1,357 in ad revenue, plus \$217 in additional newsstand sales = \$1,574.

Anything you would do differently: Round up more people for the photo.

Additional information: In addition to generating some additional revenue, this project added a new event to the community's festival, raised the profile of the newspaper and proved to be a readership booster, keepsake item and source of community pride. We hope it will become an annual tradition that will be greatly anticipated each summer.