

"THE BEST JUST GOT BETTER"

JAN 13 2010

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 THORBERT - THE TRAIN- LOVING TROLL
Name of Paper GRANT County Herald City Elbow Lake MN
Contact Person DARLA JOHNSON OR ANNE O'Flynn
Phone 218-685-5326 Email goanne@runestone.net

Description of project:

Group advertising to promote store traffic and pre-shopping on "TRAIN DAY" (The ~~SALE~~ Food Shelf ^{music} a train). and just a fun game. Canadian Pacific

How it was distributed:

Full page color ads in the Herald.

Advertisers targeted:

all MAIN STREET merchants only (no outlying areas - that's for 2010)

Revenue produced:

\$720 (doesn't sound like much - but it all helps!)

Anything you would do differently:

add the option of entering via email.

Additional information:

People really liked this - thought it was fun. I went around with Thorbert & took the photos BEFORE Darla called & saw it - by then they were already interested - they loved the troll.

Where's Thorbert?

Thorbert (the train-loving troll) is LOST on main street Elbow Lake - tell us where you think he is in all these photos and he'll pay a reward of \$100 in Elbow Lake Bucks! (*2-\$50 winners).



Join Thorbert at the Christmas Train -
Wednesday, December 16 (about 4:30) in Elbow Lake

Match Thorbert's location to these sponsors:

- Trumm Drug
- Star Bank
- Culligan
- Valu Ford
- Dean's Super Valu
- State Farm Insurance
- Red's Clip Joint
- Hair Fusion
- Kastner Chiropractic
- Eagle Bank
- Grant County Herald
- Salon Depot
- Wendell Pioneer Insurance
- Project Central
- Swenson, Saurer, Gerber, & Anderson
- Knot n' Vane
- Frame Shoppe
- JoAnn's Carpet & Window
- Farm Bureau Insurance
- Cattle Club Cafe
- WC Computer Solutions
- American Family Insurance
- Bank of the West
- Farm & Home Oil - Tesoro

I think Thorbert is in this business...

1. _____	13. _____
2. _____	14. _____
3. _____	15. _____
4. _____	16. _____
5. _____	17. _____
6. _____	18. _____
7. _____	19. _____
8. _____	20. _____
9. _____	21. _____
10. _____	22. _____
11. _____	23. _____
12. _____	24. _____

Name: _____ Phone: _____
 Bring this coupon to the Herald office by noon on Dec. 16.
 *The first two correct entries drawn are winners!