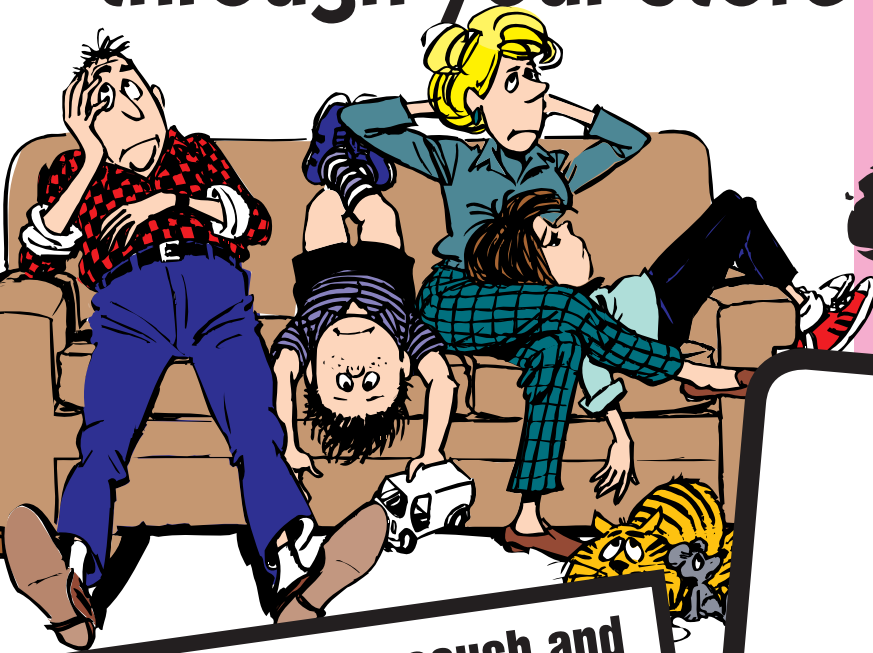


Bring Hundreds of New Customers through your store within 5 weeks!

Sponsor the 20th Annual

CABIN FEVER CONTEST

This promotion consistently produces more than 4,000 contest entries every year.



Get 'em off the couch and into your store!

5 Week Campaign

JAN. 30 - Notice is published to announce the contest, the sponsors and prizes

FEB. 6 - 4-page insert with display ads (actual size displayed here) from all 20 sponsors, the contest puzzle and prizes.

FEB. 13 - 4-page insert again with display ads (actual size displayed here) from all 20 sponsors, the contest puzzle and prizes.

FEB. 20 - Common Display ad runs to announce closing of the contest. "Last Chance To Enter." Lists all sponsors and prizes.

FEB. 27 - Feature story with pictures listing all winners, sponsors and prizes.

Actual Ad Size

River Bend \$299* ea.

*The above price will be billed to your account the last week of January and again the first week of February.

today's
AdVantage
Your Local Advertising & Buyer's Guide

CALL EARLY FOR SPACE RESERVATION:

CALL _____

PHONE _____