

Sample Your Brand To Women 18-39 With Kids
National Mall Easter Event
Spring 2000

Program Name

Mom's Easter Mall Sampler

Where

200 Prime Shopping Malls Nationwide (top 50 ADI's) at "Easter Bunny's Patch" in Mall Center Courts

When

Sat. April 15 thru Sun. April 23, 2000, 9 Days

Event

While visiting Mall Easter Bunny with her child/children Mom will be handed a special plastic bag filled with samples and coupon offers for both her, and the children.

Target Audience

1,000,000 Women (Moms) 18-39 and their Children 1-10

Promotion

Mall signage, advertising and on-site promotion

Samples Breakout

Northeast	40 Malls	200,000 units
Southeast	40 Malls	200,000 units
Midwest	40 Malls	200,000 units
Southwest	40 Malls	200,000 units
West	40 Malls	200,000 units

Costs

National and by region	Units	Total Cost (\$)	Cost Per
Samples: Full Run	1,000,000	77,000	77¢
Samples: Regions	200,000	18,400	9.2¢
Coupons: Full Run	1,000,000	46,000	4.6¢

Exclusivity

Categories for Moms and Children include Personal Care, Household, Health, Food, Snacks, Computers, Toys etc.

for further information call:
305-285-0046
or visit our web site at:
www.EVENTNETUSA.com