

**"Just For Teens"**

# **Back-To-School Mall Bag**

## **August 2000**

Program Name

## **Just For Teens Mall Bag**

Where

200 Prime Shopping Malls Nationwide (top 30 ADI's) at High Mall Traffic Areas, in front of Gap, Musiland and Wet Seal teenstores

When

Saturday/Sunday August 19-20 and/or August 26-27, 2000



Number of Samples

1,200,000 Teen Girls

800,000 Teen Boys

Full Run: 2,000,000

Target Audience

Teens 10-19 Years of Age at Urban Upscale Malls

Promotion

Localized Radio in each market with high impact Mall Signage & prime Mall Sampling Table Locations

Bag Inserts

Sample Size Items and Coupons

Costs

	Samples*	Coupons**
1,200,000 Teen Girls	\$98,400	\$54,000
800,000 Teen Boys	\$65,600	\$36,000
2,000,000 Full Run	\$148,000	\$76,000

\*Based on Sample Size under 2 oz.

\*\*Based on 3 1/2" x 8 1/2" Single Page Insert

Product Exclusivity

First Come/First Served - Guaranteed

Shipping

Clients are provided with Mall Shipping Addresses and need to ship samples to each Mall Location Area by July 16, 2000

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