

Sample Your Brand to Active Seniors 50+ at

"Nifty Over Fifty"

June 9, 10 & 11, 2000

Program

Nifty Over Fifty

"It's In The Bag"

Where

150 Targeted Prime Shopping Malls Nationwide (top 50 ADIs)

When

Friday, Saturday, Sunday June 9, 10, 11, 2000

Even

Visiting Mall Seniors will be handed a special plastic bag filled with samples and coupon offers during morning Mall Walks and throughout the day over the weekend

Target Audience

2,000,000 Seniors

Promotion

Mall signage, advertising and on-site promotion

Samples And Breakout

Northeast	30 Malls	400,000 units
Southeast	30 Malls	400,000 units
Midwest	30 Malls	400,000 units
Southwest	30 Malls	400,000 units
West	30 Malls	400,000 units

Costs

National and by Region	Units	Total Cost(\$)	Cost Per
Samples: Full Run	2,000,000	146,000	73¢
Samples: Regions	400,000	31,200	.8¢
Coupons: Full Run	2,000,000	2,000	3.6¢

Exclusivity

By Brand Category

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