

**Sample Your Brand To Women 18-39 With Kids**  
**National Mall Xmas Event**  
**4<sup>th</sup> Quarter 2000**

Program Name

**Santa's Mall Family Pack**

Where

200 Prime Shopping Malls Nationwide (top 50 ADI's) at  
 "Santa's Throne" in Mall Center Courts



When:

Sat. Nov. 11 thru Sun. Dec. 24, 2000, 44 Days

Event:

While visiting Mall Santa 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

4,000,000 Women (Moms) 18-39 and their Children 1-10

Promotion

Mall signage, advertising and on-site promotion

Samples Breakout

Northeast	40 Malls	800,000 units
Southeast	40 Malls	800,000 units
Midwest	40 Malls	800,000 units
Southwest	40 Malls	800,000 units
West	40 Malls	800,000 units

Costs

National and by Region	Unit	Total Cost (\$)	Cost Per
Samples: Full Run	4,000,000	276,000	6.9¢
Samples: Regions	800,000	60,000	7.5¢
Coupons: Full Run	4,000,000	132,000	3.3¢

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**