

Quik Quarter

**BIG
BOYS
TOYS
& More Show**

**July 12th -13th, 2008
Cajundome Convention
Center**

A Great Promotional Value

The event will be promoted throughout the month of July and up until show time through a combination of media, guaranteeing the greatest reach for your marketing investment. In addition to weekly advertising in Louisiana's largest classified newspaper. Quik Quarter., with over 160,000 readers every week, the show will also be advertised extensively in the area's other leading print publications including:

- The Daily Advertiser 82,600 Adult readers
- The Sunday Advertiser 128,900 Adult readers
- The Daily World 18,451 Adult readers
- Lafayette News 36,000 Circulation
- Youngsville News 8,000 Circulation
- The Times of Acadiana 36,000 Circulation

This extensive promotion schedule will reach more than **80% of the adults in the market** with just the print schedule alone.

Additional Electronic and Outdoor Promotion

The Big Boys Toys & More show will also be promoted on radio, TV, outdoor and online. QQclassifieds.com, with over 850,000 page views per month, and theadvertiser.com, by far Acadiana's premier local news and information website with over 3 million page views per month, will together deliver an astonishing number of local page views – over 7 million! – before the show debuts. Special pages have been built with information about the show and its participants.

Total Market Value is well over \$300,000



BE PART OF IT! Call 234-3463