

SYRACUSE TARGET MARKETING
RETAIL
MATERIAL LISTING

<u>Item</u>	<u>Approx. Size</u>	<u>Quantity</u>	<u>POS #</u>	<u>Comps Due</u>	<u>Final A&K Due w/o</u>
1. Samplers Uniform		50			March 27
2. Hanging Mobile	36"x36"	700			April 10
3. Free Standing Display (Header Only) (Key Ring Offer)	13 1/2"x9 9/16"	700			April 10
4. B-Display Header (Sweepstakes)	14 11/16"x21 5/8"	700			April 10
5. Countercard w/take one	10"x14"	700			April 24
6. Brochure (With Tear Off Sweepstakes Entry and Description of Sweepstakes)	5"x10"	250,000			April 24
7. Entry Form Receptacle (Jumbo Pack)		1,000			April 24
8. Banner Rope (Checker Flag)	10' length	1,400			April 24
9. Blister Card (With Fold Out Sweepstakes Entry)	5 3/4" h x 6 5/8" w	80,000			April 24

0908862402

<u>Item</u>	<u>Approx. Size</u>	<u>Quantity</u>	<u>POS #</u>	<u>Comps Due</u>	<u>Final A&K Due w/o</u>
10. Counter Balance Slip Cover	50" h x 35" w	400			April 24
11. Window Poster (2 sided) (One Side Sweepstakes/ Other Side Incentive)	16"x 21"	2,000			May 15
12. Indoor Banner	12"x72"	1,400			May 15
13. Outdoor Banner Tyvec	2'x10'	1,400			May 15
14. Snap Lock Sign		300			May 15
15. Sell-in Sheet/ Trade Entry Tear-Off		3,500			May 15

20479886402