

2008 KIDFETTI ADVERTISING REACH

TOTAL REACH 7.5 MILLION

MAJOR RADIO STATIONS THAT PARTNERED WITH KIDFETTI:

106.9 KZY
98.5 KTK
98 AM/ 101.7 FM
1430 The Light WTMN
BIG 92.9
Magic 101.3
Mix 105.1
The SKY 97.3
Sunny 720 AM- WRZM
WYKS 105.3
WTRS 102.3 FM & 104.9 FM

For 10-14 days prior to Kidfetti these combined stations provided sponsors and Kidfetti with millions of daily listeners.

KIDFETTI PRINT MEDIA ADVERTISING:

Jacksonville Magazine
Orlando Magazine
Tampa Magazine
Ocala Magazine
Ocala Style Magazine

The combined readership and passalong of these magazines exceeds 2.5 million for the period of time Kidfetti advertising ran leading up to the event.

KIDFETTI NEWSPAPER

Star-Banner (a New York Times Publication, 50,000+ circulation per day)

Kidfetti advertising ran for twelve weeks leading up to the event.
Combined readership for the twelve weeks – 1,000,000+.

KIDFETTI PRINT COLLATERAL

Kidfetti packets/flyers dispersed through Burger King, Wendy's, Compass Bank, and Papa John's drive through windows and delivery services. Additionally on all major university campuses in the central Florida region and local retailers. Also distributed through the Public School System's backpack program in three counties. Combined distribution – 500,000+.

BILLBOARDS

Orlando, Tampa, and Ocala – 1,000,000+ Impressions per market

TO BOOK YOUR SPONSORSHIP, CONTACT LAURIE MENARD 352-291-5462