



UPIC:Pioneer
ASI 78200
SAGE 56460



ADVERTISER: A local radio station.

OBJECTIVE: To introduce and promote coverage of a local high school's football and basketball games to potential listeners and advertisers.

PRODUCT: 7" vinyl AdMax® Mini Footballs, printed with the school logo and radio station name on one side and the school's football schedule printed on the second side.

DISTRIBUTION: Footballs were thrown out during football games and pep rallies by radio station personalities and cheerleaders.

RESULTS: By building on the school's strong football season, the radio station created anticipation among listeners and advertisers for the upcoming basketball season. The coverage of the games helped build name recognition for the radio station and increase their number of advertisers and listeners.



For additional product information, see the current *Pioneer Line* catalog or visit www.pioneerline.com