

THE BEER STORE FLEET - SAMPLE DAY FEBRUARY 27, 2008

851,042 DAILY EFFECTIVE CIRCULATION



MEDIA RATE:

\$ 4500.00 per 12 weeks

PRODUCTION:

\$ 1500.00 per 24 ft truck

(includes prints for both sides and rear, and installation)

CONTACT JHS TODAY FOR PROPOSALS AND DETAILS.



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LET THE BEER STORE

Drive your next promotional campaign





OVERVIEW:

The Beer Store Fleet operates 5 days per week, 12 hours per day and deliver to over 17,000 establishments and 600 Beer Stores in Ontario.

MEDIA STRATEGY:

Drive your next promotional campaign by using the Beer Store Fleet as a part of a treasure hunt. Images on the vehicles can be captured by digital camera/phone camera and submitted online.

OTHER PROMOTIONAL CAMPAIGNS:

- Scrabble
- Puzzle
- Collect all images

JHS can also help you create a custom campaign specific website linked or integrated to your current site.

All vehicles are GPS tracked and proof of performance is monitored online.



THE BEER STORE, DRIVING YOUR NEXT PROMOTIONAL CAMPAIGN