



FALL FEVER RADIO PROGRAM

TIMELINE



Date: Wednesday, September 28th - Tuesday, October 18th

Description: Place Newspaper Feature Ad for Clover Milk

Date: Wednesday, October 5th - Tuesday, October 18th

Description: In-Store Display Contest Using Clover and CIGA Logos

Date: Wednesday, October 5th - Sunday, October 9th

Description: Radio Ads Air Featuring Store Tags and Clover Milk

Date: Wednesday, October 12th- Sunday, October 16th

Description: Radio Ads Air Featuring Store Tags and Clover Milk

Date: Wednesday, October 26th

Description: Entry proof of In-Store Display and Feature Newspaper Ad Contest due to CIGA Offices

FREE ADVERTISING FOR YOUR STORE AND
CONTESTS FOR EMPLOYEES!

CIGA's Fall Fever Radio Program will drive customers into the stores of participating CIGA retailers. Graphic for required newspaper ads is provided, however participating members may create their own.




the
Local Guy!
Your Independent Grocer

CONTACT CIGA's MELISSA GOODELL AT
MGOODELL@CIGA.ORG OR (800) 852-7606
FOR DETAILS REGARDING THE PROGRAM