



**Participate
in **Three**
Outstanding
Southern
California
Promotions
March
June
October**

Southern California Frozen

SCFRC

& Refrigerated Foods Council



March

Over 4.2 Million Total Regional FSI Circulation!

Drop over 4.2 million coupons at a fraction of the cost! Or you can prominently display your brand package shot. The full-page FSI will drop on **Sunday, February 28, 2010** and announce March National Frozen Food Month consumer sweepstakes.

Brands have the option to participate in a Los Angeles Hispanic FSI or the entire Southern California market. LA Hispanic market list circulation is approximately 1.7 million and Southern California area circulation is approximately 4.2 million. Please call for dates and pricing for Hispanic FSI.

Consumer Sweepstakes

Promoted in the FSI, the Sweepstakes adds value for the consumer. We will link your website directly to the sweepstakes entry page or promote the URL in your advertising. The sweepstakes can also provide a key opportunity for promoting your brand.

Coupon Reprint Option

Featured brands will have the opportunity to promote products in select Retailer in-store flyers/vehicles. You can leverage to promote your brand for a small additional administration cost. Call for pricing.





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JUNE





Reservation Form

- Yes**, my brand(s) will participate in the **SCFRC 2010 FSI Promotions**
(please fill out a separate form for each brand)

Select One:

- I would like to run a coupon for my sponsoring brand in the Selected FSI Date below. Coupon redemption costs are the responsibility of the Sponsor. You must indicate your desire to run a coupon by **May 31, 2010**. *Coupon is subject to category availability at time of reservation.*
- I would like to run a package shot of my sponsoring brand in the Selected FSI Date below.

Select One or Two Dates:

- February 28, 2010 (approx. 4.2 million circ) \$6,000 per brand.
 February 28, 2010 LA Hispanic FSI (approx. 1.7 million circ). Call for pricing.
- June 27, 2010 (approx. 4.2 million circ) \$6,000 per brand.
- October 3, 2010 (approx. 4.2 million circ) \$6,000 per brand.

Volume Discount:

- Two dates selected—5% discount—\$11,400
- Three dates selected—10% discount—\$16,200 **OR**
- Three dates selected—Foundation Golf Tournament Premiere Sponsor (\$2,000 value)

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- Please invoice my brand upon receipt of this form, net 30 days.

Company name _____
Company address _____ E-mail _____
Ph _____ Fax _____
City/State/Zip _____
Participating Brand _____
Authorized by (signature) _____
Name/Title (print) _____

Fax or mail this completed form with check if desired to:

Southern California Frozen & Refrigerated Foods Council
27281 Las Ramblas, Suite 200, Mission Viejo, CA 92691
Attn: Debra Van Der Weide Ph (949) 830-9584 Fax (949) 830-9515

*This promotion is contingent upon participation by a minimum of 8 brands per date.
Funds will be reimbursed if full participation goal is not met.*