



## 3-MINUTE IDEA EXCHANGE

***2022 2ND PLACE Winner***

### **Legen-Dairy Puzzle Book – Amanda Hoefler**

The staff at the Dairy Star produced a book full of different puzzles (crosswords, Sudoku, word search, etc) and inserted it in their publication for their readers to enjoy. They started this project in 2020 – when they did 3 different books. They did three more in 2021 and are on track to do four this year.

The advertisers can choose from a full or half banner ad. If they chose the full banner ad (at a cost of \$235) they have a say in what kind of puzzle they would like to have on their page. And, many of the puzzles can be fully customized for their business. The half banner retails for \$135 – but there is no puzzle choice. Clients that go that route just accept whatever puzzle is assigned to that page.

The book has a total circulation of 8,500. It's printed as an 8.5×11" booklet and the last edition was 52 pages!

If you have questions or need more information please reach out to Amanda at The Dairy Star. 320-250-2884