

Laura Dawn Lewis'
**Event
& Editorial
& Promotional
CALENDAR™**

Customizing this Calendar for your Organization

If you are a media outlet and you are interested in creating a customized version of this calendar for your market, please contact us for details. Licenses are based upon DMA and media category, not corporation.

Customization includes:

Adding chronological and alphabetical listings of your market's **local events** and your media's scheduled events and/or editorial calendar to the books contents for your DMA.

Adding pages with **your company's advertising guidelines**, rate cards, contact info and other information you would like included.

Title Sponsorship: where 'Laura Dawn Lewis' is on the Logo it reads "XYZ Corporation's" and your logo on cover.

Category Exclusivity: This calendar is a unique selling position that enables your sales team to get appointments with new business by offering something nobody else in your market category can. Therefore only one print media, (mainstream press such as newspaper or weekly tabloid), one television broadcaster and one radio station per DMA can secure the license for this calendar each year. For national publications, exclusivity is granted to market. For example, if Crain Business Publications acquires the license, the National Network of City Business Journals cannot.

First Right of Refusal: First in with the calendar maintains first right of refusal for the next year's calendar. Reservations for the next year's calendar must be reconfirmed in writing with deposit (50% upon reservation, 50% upon delivery) by August 31 of each year. All non-confirmed markets by that date become available to any competitor in the market.

Call: (310) 594-3728 or E-mail MediaPR@CouplesCompany.com

