

# ‘Oh, My Gosh... I Just Found It!’

*That’s likely what you’ll be saying when you find one of our “lucky I’s”.*

AS WE told you on page 2, we’ve been thinking about this new magazine for a long time.

First and foremost, we wanted to produce something that’s really *different* from other magazines...and we wanted it to be informative, but also *fun*—not just for the readers, but for us staffers as we turn out each issue.

So, we decided to make it fun to read not only the *articles*, but the *ads* as well. Now, how are we going to do that? Keep reading.

First, we’re having advertisers pay for their ads in part with their products or services...and those items will then be given as prizes to our readers.

For example, take the ice cream ad on page 51. The owners paid a portion of the ad fee in cash and the balance of it in ice cream—they’re giving away a gallon of ice cream each month for a full year, delivered right to the winner’s home.

Likewise, the owner of the bed-and-breakfast advertised on page 56 is paying for the ad in part by giving away a free night’s stay (with “celebrity treatment!”).

That’s the idea. We think the advertisers are going to enjoy this little twist as well; instead of just the Ad Manager making the decision on where to advertise and what type of ad to run, he or she is likely to call a number of people together to decide, “What should we give away that readers of *Our Iowa* will find appealing?”

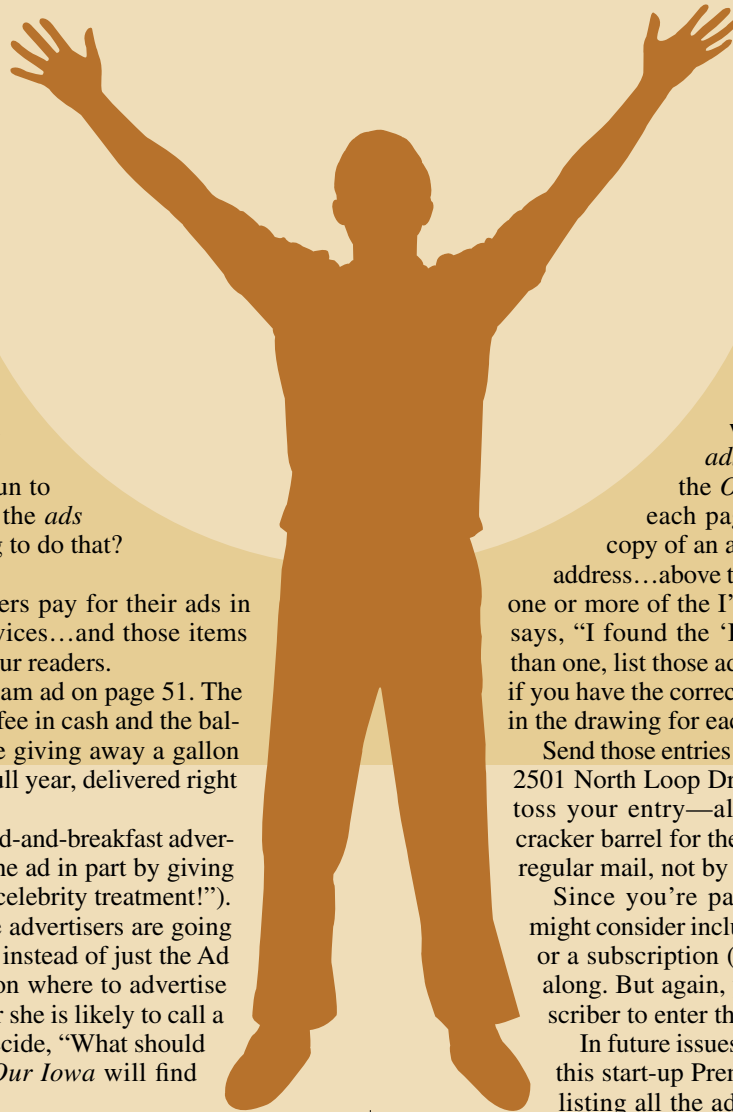
### Here’s the Sneaky Approach

Okay, now, how are you and other readers going to *win* any of these products or services? You’ll have to scan the ads in this issue and future issues real closely, because...

*We’re going to hide something in three ads in each issue.*

If you find it, you’ll have a chance to be one of the winners in our “lucky I” drawing after each issue is in the mail.

If you find just one of the hidden “I’s”, your name will be in the drawing once. If you find two of the I’s, your name goes in twice. If you find all three, you’re in the drawing three times.



Now, here’s what you’ll be looking for. It’s a tiny version of the “I” from the word *Iowa* in the *Our Iowa* logo. It looks like the one shown at **I** right.

Remember, this one is simply a *sample*. The ones we hide will be much smaller.

They could be hidden anywhere in the ads (but *only in the ads*, NOT in any of the articles or the *Our Iowa* logos at the bottom of each page). They could be in the body copy of an ad...next to the headline...by the address...above the company logo, etc. If you find one or more of the I’s, send a note or a postcard that says, “I found the ‘I’ on page\_\_.” If you find more than one, list those additional pages. We’ll then check if you have the correct pages and, if so, put your name in the drawing for each time you were right.

Send those entries to: “Lucky I Contest”, *Our Iowa*, 2501 North Loop Drive, Ames IA 50010. So we can toss your entry—along with others—into our old cracker barrel for the drawing, you can enter only by regular mail, not by E-mail.

Since you’re paying the postage anyway, you might consider including an item for a future issue... or a subscription (hint, hint) and have it hitchhike along. But again, you don’t have to be a paid subscriber to enter this contest.

In future issues, when we have more ads than in this start-up Premiere Issue, we will have a page listing all the advertisers who have participated in this “Pay with Your Product” program, and tell you the kind of prizes you might win in each case.

### The Search Is On!

You’re part of a “pioneer group”—a group of people who, for the first time, are actually reading the ads as closely as the editorial copy in this issue. Imagine that!

The fun starts here and—if you find one or more of those hidden I’s—could end with you being one of our prize winners.

Now, don’t you think this is a little “different” than what you’ve experienced with other ad-supported magazines? 🍪