"I Read the Ads First!"

WAIT, WHAT? We work our tails off to seek out interesting stories, select beautiful photos…then subscribers tell us they read the ads first.

Yep, we hear it often. In truth, we find these reader comments gratifying, because folks are having fun with our unique magazine.

Why do they read the ads first? Our popular "Lucky I" Contest encourages readers to scan the ads closely. In every issue, we hide a tiny letter "i" (a small version of the "i" in our logo) in just three ads. Readers have to find all three I's to enter the drawing for that issue's prizes. Still many readers tell us they make it a game between family and friends to finds the I's first. And they learn about our advertisers along the way.

What are the prizes? They are products or services offered by advertisers who choose to participate in this one-of-a-kind contest. We deduct $100 off the price of their ad and in exchange they provide a reader-prize valued at $100.

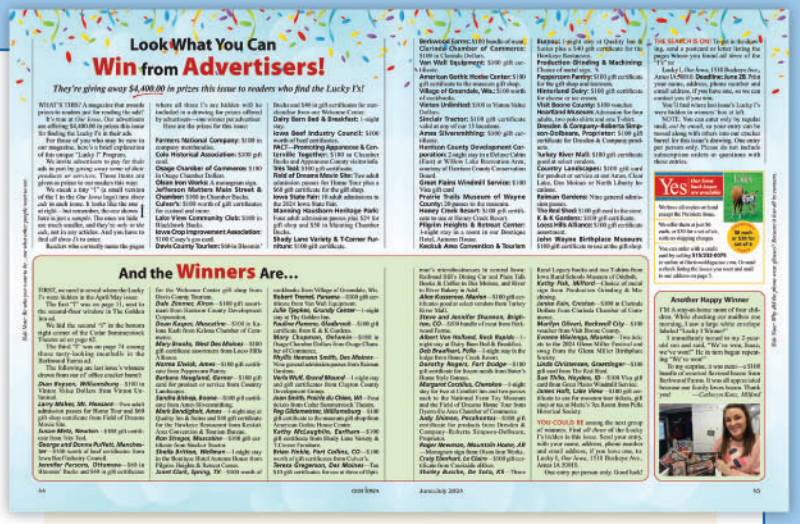
Many of the prizes don't cost advertisers $100 out of pocket, so their ad cost is reduced. For example, a chamber of commerce gave $100 in "Chamber Bucks" as a prize. It is a great way to get readers to your place of business and community or to sample your products.

With this novel approach, subscribers have come to appreciate our advertisers…the more ads, the more prizes.

In fact, we receive over 5,000 entries in a "Lucky I" Contest every issue by mail. And note the effort–they cannot enter by email. They have to take the time to write the page where they found the I's, address an envelope, affix postage and then mail their entry or physically bring it into our office by the deadline. And the entries keep coming!

Advertisers triple their exposure when they participate. First, there's the ad itself, then editorial mention describing their prize on the Lucky I feature page…and then again in the following issue when we announce the winners with their prizes. That's three "hits" for the price of one ad...No wonder advertisers love this contest!

Larry Wiebel, Editor


Look What You Can Win from Advertisers!

They're giving away $4,400.00 in prizes this issue to readers who find the Lucky I's!

And the Winners Are...

How "Lucky i" Works

- Sign up to participate in the Lucky I prize exchange program when you sign your ad contract. You get $100 off the price per ad in exchange for providing a prize worth $100 per ad.
- Prizes must be agreed upon in the ad contract. Prize must be $100 value and a standalone prize meaning it cannot require the winner to spend their own money to redeem it.
- Your ad is published and your prize is published in the list of advertisers providing prizes for the issue.

- Three identical letter "i's" are hidden in three ads.
- Readers have approximately a month to send their entries to *Our Iowa*. The drawing is at the end of the first month of the issue. (Jun/Jul issue drawing June 29.)
- *Our Iowa* notifies you and the winner approximately a week before the following issue. See the Lucky I schedule page 6.
- You contact the winner, arrange prize delivery, and provide your prize to the winner.

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