

SPOTLIGHT

More offers advertisers the chance to highlight their brands and get products directly into the hands of consumers through The Spotlight. This monthly in-book opportunity will be featured within our promotional listings page, We've Got More, and will highlight one advertiser product in a prominent double unit, designed to showcase your brand. To increase impact and add excitement, More will offer readers the opportunity to win the featured item through a sweepstakes overlay, making your brand the exclusive item of the month.



THE SPOTLIGHT

DISCOVER® CARD

This holiday, shop the smart way—online. And with Discover® Card, earn a full 5% *Cashback Bonus*® when you shop online from November 25 through December 31, 2005, up to \$500 in purchases. More selection and savings. Sign up at Discovercard.com



FOR ADDED VISIBILITY, THE SPOTLIGHT WILL BE MIRRORED ONLINE AT MOREPROMO.COM.

ADVERTISER BENEFITS: Double unit **designed to promote your brand** ● Exclusive **item of the month** ● **Sweepstakes** offering featured item to winner(s) (advertiser to provide product) ● More will fulfill the **sweepstakes** component

TIMING: One per issue

ADVERTISING COMMITMENT: Two weeks prior to issue close

REQUIRED MATERIALS: Product Shot: Photoshop file, high resolution, 300 dpi ● Logo: Illustrator EPS file ● Copy Points: Up to 25 words of descriptive copy ● Web address and/or 800#

Note: The Spotlight is offered to the first committed advertiser each month.

Smart Talk for Smart Women **we are More**