

## FLY & BUY PROMOTIONS

Fly & Buy Promotions provide extra advertising exposure for you, within select editorial sections. These marketing opportunities are an exciting way for you to generate additional response from your partnership with *Continental* magazine and motivate readers to take action and buy your product or service.

Fly & Buy Promotions are available in four departments of *Continental*:

Go Gadgets • Eat • Drink • Fit to Travel

There are three promotional opportunities within each of these editorial sections. Fly & Buy Promotions are available on a first-come, first-served basis. They are text only and set apart from the editorial to draw readers' attention while they're actively engaged in reading content specific to your industry.

The most effective ways to use Fly & Buy Promotions are:

- Make a special offer to *Continental* readers
- Introduce a new product or service
- Announce your company's presence at an event
- Spotlight a specific product or service
- Announce a recent company award or recognition



Fly & Buy Promotion section

For more information about purchasing a [Fly & Buy Promotion](#), contact your *Continental* sales representative or call 800.383.0888.