

INMA - Melbourne Cup Incentive Programme

12. Best idea to grow advertising sales or retain advertising clients

Example sales collateral flyer:

**PICK THIS WINNER
TO BE ON COURSE FOR THE
MELBOURNE
CUP**

Increase your spend by **\$25,000 YOY**
and join us for a spectacular 5-star,
4 day trip for one to the 2015 Melbourne Cup

Fairfax Media
Our Audience. Your Customers.