

Cross Promotion

Cross promotion is a specific marketing tactic wherein two or more businesses team up together to reach a broader shared population.

Cross promotion

- A radio station pairs with an organization for a certain benefit or cause.
- A beverage company joins with a water park for a summer discount special.
- A school system works with several local restaurants for a sporting event.



Seen on JustElite.net



General Mills

with **Whole Grain Guaranteed**

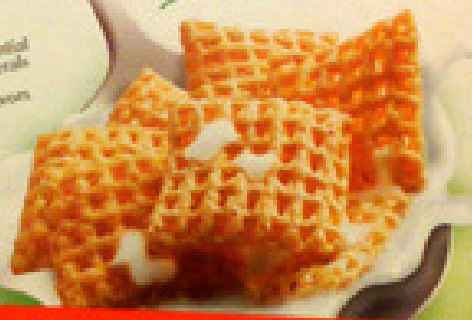


Nutrition Highlights

12g	2g	10g	10g
FIBER	SUGAR	PROTEIN	GRAIN

Simply Nutritious **Corn Chex**
Over Toasted Corn Cereal

- Low in Fat
- Provides 12 Essential Vitamins & Minerals
- No Artificial Flavors or Colors



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BUY ONE, GET ONE FREE

OLD EL PASO SEASONING MIX

SEE COUPON ON BACK!

NET WT 14 OZ (396g)

Nike + iPod
Meet your new
personal trainer.

