

# find the fake ad™ contest

Readers search the entire *Homesteader* for the fake advertisement & a chance to win some great prizes!

## prizes

READERS WHO FIND THE FAKE AD AND SEND IN THEIR ENTRY FORM WITH THE CORRECT "FAKE AD" NAME ARE GIVEN THE CHANCE TO WIN A **\$50 GIFT CERTIFICATE** TO ANY ADVERTISER IN OUR PAPER, COURTESY OF *THE HOMESTEADER*. ADVERTISERS ARE GIVEN COPIES OF ENTRY FORMS IN WHICH THEY ARE MENTIONED.

Hidden among the pages of every issue of *The Homesteader* is a Fake Ad™. This is a very creative way to entice the readers to carefully view each advertisement twice (the first time they are searching for the phony advertisement, and the second time they are choosing where they would like to redeem their prize if they should win). The winner of the contest receives a \$50 gift certificate to the advertiser of their choice, courtesy of *The Homesteader* (there is one winner per edition every month).

The entry form that they are required to fill out to participate in the contest enables us to provide our advertisers with feedback and valuable information. We ask the readers to list three advertisers that they have done business with, or plan to as a result of *The Homesteader*, as well as any upcoming home improvement projects that they would like to receive a referral for. We share this information with relevant advertisers. **Reader feedback is free to all advertisers!**

Reach thousands of new homeowners every month in *The Homesteader*.

Enter the Fake Ad™ contest online at [www.TheHomesteader.com](http://www.TheHomesteader.com)

Sample Fake Ad

Save Money On Haircuts!

INTRODUCING THE LATEST TECHNOLOGICAL MARVEL BY DUTCH™ CORP.

THE bowl

ONLY \$19.95

Designed by a world renowned hair-stylist, this revolutionary hair cutting instrument has been used for years in Europe and is now making its way to the USA.

The Bowl is a patented trisided hair cutting device. Many sizes and colors available, please indicate S, M, L and RED, BLUE or STEEL when ordering.

**ORDER TODAY:** Send check of \$19.95 plus \$5 (S+H) to the Dutchair Corp, P.O. BOX 99, Chicago, IL 60609. Please allow 6-8 weeks for delivery.

HERE'S HOW IT WORKS:

**STEP 1:** Place bowl on top of head.

**STEP 2:** Begin by cutting around the rim of the bowl.

**STEP 3:** Remove bowl. Enjoy new haircut!

Since 1990

THE **Homesteader**®

The Publication for New & Established Homeowners™

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