

Sample Copy

"This traffic report is a service of Opcon-A Allergy Relief Eye Drops:

(Traffic Report)

:10 Copy

Eyes Itch? Today's pollen count is 315! Get instant relief with Bausch & Lomb Opcon-A Allergy Eye Drops. Opcon-A Allergy relief - see how it feels. Available at Walmart.

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Today's pollen count is 315! Get instant eye relief with Bausch & Lomb Opcon-A Allergy Eye Drops. Opcon-A Allergy relief - see how it feels. Available at Walmart.



Opportunity is Knocking

Don't miss out on this exciting opportunity to reach an active, mobile target market.

For more information, please contact Natalie Campbell, National Director of Marketing, at 716-232-6840 immediately to schedule your advertising.

No other medium showcases Bausch & Lomb in Prime Time like Metro Information Sponsorships!

For more information, call 713-407-6000 or your local Metro Networks Representative



PRIME TIME
SPONSORSHIPS

**BAUSCH
& LOMB**

Metro Networks

and

Bausch and Lomb
Opcon-A Allergy Eye Drops...

...a Partnership You Can
Count On!

news
sports
weather
traffic
information

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etro Sponsorship messages consist of thirty powerful words that call to action and create product awareness for Bausch & Lomb's Opcon-A Allergy Eye Drops while driving customers to retailers that carry this product...

METRO MEANS RESULTS

Adjacent to high-interest information that on-the-go consumers seek, Metro Information Sponsorship messages will drive product awareness of Bausch & Lomb's Opcon-A Allergy Eye Drops among an active, mobile target market. In the heart of an information report, Opcon-A will provide "today's pollen update" in messages that will hit the target consumer right between the eyes.

Metro Sponsorship messages may also be used to support other advertising, special promotions or sales.

In addition, Metro Information Sponsorships will help Opcon-A become an even larger name in allergy relief, increase market share and improve Bausch & Lomb's bottom line.



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