One page of a document with text about marketing and advertising strategies. The text discusses how to market a product for under $500, the impact of food advertising on childhood obesity, and the importance of multiple exposures in advertising. It also mentions the use of social media channels for marketing and the role of advertising in building brand loyalty. The document includes references to books and articles on marketing and advertising, such as "How to Market a Product for Under $500: A Handbook of Multiple Exposure Marketing" by Jeffrey Dobkin and "Advertising to Children and Teens - Common Sense Media."