

South Suburban Go Show
Consumer Media and PR Plan 3-31-06

- a) PR News Release to CPD, Sun News, Adelphia, COX, CBS, Clear Channel, ABJ, ScripType, Currents, Gazette, Town Money Saver
- b) Mimi's story/show schedules in September (and free vendor advertising as a part of the package)
- c) ScripType Inserts (sponsored)
 - a. "tickets on sale at" ad with ticket and discount providers in August
 - b. story/show schedules in September
- d) Town Money Saver Ad – TRADE
 - a. Full Page July, Aug, Sep
 - b. Front Page Sep/Oct
- e) Sun News – TRADE
 - a. Full page last two weeks of September in SW Zone (56,365)
 - b. Business card size ads sold at \$250
- f) Selection of local radio stations - \$6000 each (Trade if possible).
 - a. Average \$200 per spot – 60 :60 spots 'Your Community, Your Business' to sell to businesses for \$100 per mention – minimum \$600 commitment
 - b. \$2400 – 24 mentions, \$1200 – 12 mentions, \$600 – 6 mentions
- g) Cleveland.com events schedule, banner ad in August and September
- h) Public Access Channel events posting
- i) School Newsletter June, August and September
- j) School and Preschool Mom's Club Flyers August and September
- k) 4.5"x11" Direct mail postcard to BBH zips (12,000) with 6-business card size ads on the back.
- l) 500 posters for area businesses
- m) Be reminded sign up for Email reminders on the website with directions on tickets and special discount for signing up

Summer

Announcements and flyers at Home Days booths in Brecksville and Broadview Hts
Begin cross marketing with other area groups, TMS intro ad

August

Tickets on Sale

Student and Preschool Flyers, Posters in businesses, Cleveland.com Event Listing, Public Access Channel Posting, Postcard 1, Posters in stores, TMS ad 2

September

School and Preschool Mom's Club Newsletters, Mimi's, ScripType, Sun News, Radio, Newsletters, Postcard 2, Student and Preschool Flyers, Posters in businesses, News Release, Cleveland.com Event Listing, Public Access Channel Posting, TMS ad 3
Tent cards at major events (Firefighters' clambake)

October

Email reminders, Posters in businesses, Cleveland.com Event Listing, Public Access Channel Posting