

2011

BAY COLONY CLUSTER DOG SHOWS

Publicity Package and Business Card Ad in Providence Journal
Reservation Form

PUBLICITY PROGRAM INCLUDES:

- ❖ Dedicated “preferred vendor” listing on our website’s holiday shopping page (www.baycolonydogshow.com, over 130,000 visitors)
 - Listing may include a photo and a 100-word description of your products/services and show offer, with clickthru to your website
- ❖ 2 column x 2” (about 4”x2”) business card-sized ad in the Providence Journal as part of one giant show ad (full or 3/4 page)
 - Providence Journal reaches 120,000 households, ad is exclusive to first 12 vendors who respond
- ❖ Inclusion in all press materials sent to over 120 media outlets in the New England area, and template “preferred holiday vendor” release for you to customize and send to your local papers and for your own website/email blast
- ❖ 30 days of social media presence on our show Facebook page and Twitter feed (<http://www.facebook.com/BayColonyDogShow>, @dogshowprov)

_____ ENCLOSED IS PAYMENT FOR \$250.00 FOR THE BAY COLONY DOG SHOWS
PUBLICITY PACKAGE (check payable to BAY COLONY CLUSTER)

FIRM NAME _____ E-MAIL ADDRESS _____

ADDRESS _____ CITY _____ STATE ____ ZIP _____

Please include ad copy and web photo for both the website listing and the Providence Journal Ad. Copy can be e-mailed to kowalczukm@charter.net.

Please Note: The Providence Journal ad is only available to 12 vendors.
Selection will be on a first come first served basis.