

Apple Harvest Arts & Crafts Festival
2013 Advertising Schedule – *will be updated for 2014!*

Print Advertising

- 12,000 flyers on all **PAPA JOHN'S PIZZA** delivery boxes beginning weekend of Aug 27TH.
- 22,000 counter coupons for \$1.00 off admission distributed in all 22 area **HANDY MARTS**.
- 2,500 flyers distributed to Frederick County School Teachers & Administrators
- 1,500 flyers distributed to Winchester School Teachers & Administrators
- 12,000 Parks & Recreation Direct Mail Activities Guide full page ad
- 26,000 1/4 page ad distribution in **THE WINCHESTER STAR** week of the event.
- 150 posters placed throughout Winchester and surrounding region.
- Banner advertising one to two weeks before the event.
- 50 roadway signs placed in and around the Winchester area.
- Quarterly magazine ad in **Where The Shows Are!!! Mid-Atlantic**
- 20,000 homes direct mail in **THE WINCHESTER STAR** and **WARREN SENTINEL**
- 5,000 printed coupons good for \$1.00 off admission

Radio Advertising

- PSA's on local radio stations: 92.5 WINC FM, Q102, WTRM Christian Radio 91.3 FM and others.
- 42 radio spots (30sec) on Q102
- 94 radio spots (30sec) on WINC FM
- Comcast Channel 6

Free & Discount Admission

- This year we will again have "**FREE AFTER 3**" admission. Everyone gets in free after 3pm, both days
- 250 V.I.P. passes given to local dignitaries, sponsors and on-air giveaways
- \$1.00 off admission coupons

Internet Advertising

- Listed on Virginia is for Lovers **Virginia.org** website
- Listed on **Festivalsandevents.com** website
- Listed on **EventLister.com** website
- Listed on **vdacs.virginia.gov** website
- Listed on **Shenandoah Connection.com** website
- Listed on **Festivalnet.com** website
- Listed on The Winchester Parks & Recreation **winchesterva.gov** website
- Listed on **WHERE THE SHOWS ARE!!! ArtshowZ.com** website
- Listed on **winchesterrotary.com** website
- PLUS...*many, many more* websites!