



Attention Business Owners...

Join in the second annual **LIGHTIN' UP BUSINESS DECORATING CONTEST** and you can win one of three advertising packages from Kenosha News and AM1050 WLIP! Decorate your storefront and windows for the holidays and help make Downtown Kenosha a **destination for holiday light lovers** all season long!

Participation is easy:

- 1) **REGISTER your business** by submitting your Business Name and Address to dgoodwin@kenoshacvb.com or (262) 654-7307 ext. 11 **no later than Friday, November 14**. Registration is required to have your location listed on the voting website, as well as pre-event promotional materials. If you don't register, no one can vote for you!
- 2) **DECORATE** your business window and/or exterior spaces in a festive, holiday theme in time for the Lightin' Up festival on Friday, November 28 at 4:00pm. All contest participants must incorporate LIGHTS in their display to qualify.
- 3) The **public will vote** online at KenoshaNews.com after visiting businesses during Lightin' Up or anytime that weekend (voting open 4:00pm Friday through 11:59pm Sunday). Registered businesses will receive a "Vote for Us!" counter sign and graphic to promote their participation and encourage voting. Voters will be entered into a drawing to win a **Downtown Kenosha Gift Basket**. When registering your business to participate, please indicate if you would like to donate a prize for the basket.

The three businesses with the most votes will win a
Kenosha News/WLIP advertising package:

1st PRIZE

Kenosha News:
40-column inches of advertising⁽¹⁾
AM 1050 WLIP:
(35) 60-second commercials⁽²⁾
TOTAL VALUE: \$2,109

2nd PRIZE

Kenosha News:
20-column inches of advertising⁽¹⁾
AM 1050 WLIP:
(25) 60-second commercials⁽²⁾
TOTAL VALUE: \$1,241

3rd PRIZE

Kenosha News:
(3) Downtown co-op ads in Get Out⁽³⁾
AM 1050WLIP:
(20) 60-second commercials⁽²⁾
TOTAL VALUE: \$695

KENOSHA NEWS

**AM 1050
WLIP**

(1) Includes color. Subject to space availability/preempting by news. Space may be divided into as many as 6 ads, but all must be scheduled at once.

(2) Includes writing and commercial production. Ads must be used in December 2014.

(3) Co-op ad space is 4.75" x 2.75" and includes color and design. Co-op runs once per month. Ads must be used in 2015.