

MARKETING PLAN

2015 SPRING DELAWARE HOME & GARDEN SHOW

OUTDOOR

4 Week 195 Billboard

PRINT

The News Journal:

(3) Box Ads, 55 Hours

Fri. March 13

Fri. March 20

Fri. March 27

(3) Front Page Stickys

Sun. March 8

Sun. March 15

Sun. March 22

Out & About

1/2 Page, March Issue

House & Home

Full Page, March Issue

RADIO

WSTW/WDEL

M-F, Drive Times

(40)WSTW :15s

(58)WDEL :15s

ADMISSION FLYERS

-BOGO Vendor Admissions (\$5 Value)

-5K Complimentary Admissions @ Leon's Garden World locations Admission Flyers

-3k Targeted Direct Mail Campaign Admissions

ONLINE

Eblast to 1500 previous attendees

Facebook Ad Campaign

Out & About

-Home Page Web Banner

-3 Social Media Posts

-1 E-Newsletter Highlight

ATTRACTIONS

-Complimentary Trees/ Plants

-Mike McGrath

-Master Gardener Make & Take Workshops

-PaintItLady paint Demo

MARCH 28th-29th CHASE CENTER on the RIVERFRONT

www. DelawareHomeShow.com