

Promotion Campaign for 2011 Lambs Farm Holiday Lights Gift & Craft Fair

Daily Herald (Sponsor)

Daily Herald – online November 27 – December 3

November 23 – 2 x 9” full color ad on front cover of “Black Friday” insert

November 23 – 4.5 x 5.5” full color ad on page 5 of “Black Friday” insert

November 25 – 5.5 x 9” full color ad

November 26 – 5.5 x 9” full color ad

November 27 – 5.5 x 9” full color ad

November 28 – 5.5 x 9” full color ad

November 30 – 5.5 x 9” full color ad

December 1 – 5.5 x 9” full color ad

December 2 – 5.5 x 9” full color ad

Chicago Tribune

Chicago Tribune – online November 28 – December 4

November 24 – 4.5 x 5.5” full color ad (zoned)

November 27 – 4.5 x 5.5” full color ad (zoned)

November 29 – 4.5 x 5.5” full color ad (full run)

November 30 – 4.5 x 5.5” full color ad (zoned)

December 1 – 4.5 x 5.5” full color ad (zoned)

December 2 – 4.5 x 5.5” full color ad (zoned)

TV

WGN – 12-15 second spots (morning news, midday news, Rachel Ray)

Antenna TV – 15-15 second spots

CLTV – 12-15 second spots

CBS – 34-15 second “Book End” spots (morning news, The Early Show, Craig Ferguson)

Radio

WLS – Online November 16 – December 4

WLS – 94.7, 34 – 30 second commercials, week of the show

Hancock Fabrics

Posters and coupon distribution at 7 local stores

Facebook

Advertising on Facebook the week of the show.

E-mail

E-mail blast to 16,000 craft attendees – November 28

Lambs Farm did an e-mail blast to its members

Direct Mail

4,700 attendee postcards mailed

Banners

1 banner hanging on gate of Arlington Park Euclid entrance

2 extra large banners hanging on fence of Arlington Park on Euclid

1 extra large banner hanging fence facing train station on Northwest Highway

Exhibitor Coupon Distribution

Group Sales

Mailing to bus companies, women's groups, park districts and companies with 100+ employees resulting in 12 groups purchasing advance tickets to the show.

Arlington Park Racecourse

Online ad – November 16 – December 4

Lighted sign at Euclid Ave.