

## **Advertising for Taste of Stones River 2010**

### **Advertising**

- One - *The Avenue Murfreesboro* email blast to 7,000 A-List members
- Two - ¼ page full color ad in the *Rutherford A.M.*
- Two - ¼ page full color ad in the *Smyrna A.M.*
- Two – ¼ page full color ads in the *Daily News Journal*
- Article in Rutherford County Chamber of Commerce *The Pulse* newsletter
- :30 spot promoting the event on Comcast – 450 commercials
- Weather Channel crawls
- Listing in Comcast Rec Room online
- Banner listing in Comcast Rec Room online
- Full page ad in the August/September issue of *Murfreesboro Magazine*
- Boxed out calendar listing in August/September *Murfreesboro Magazine*
- Social coverage in the October/November issue of *Murfreesboro Magazine*
- Billboards in various locations - Murfreesboro

### **Additional Advertising with Murfreesboro Post**

- Nine - 1/4 page full color ads for event, restaurant submissions, and t-shirt contest
- Three - Email blasts for event – various dates
- Three months online tile for the event – various ads
- Editorial for event
- Online package including chef profiles and bios
- Wrap-up in September 5 Living section highlighting the contest winners, sponsor thank you, and pictures from the event

### **Other Marketing**

- Inclusion on The Avenue Murfreesboro calendar
- 22” x 28” signs at The Avenue Murfreesboro on sidewalks
- Flyers on display table at The Avenue Murfreesboro
- Inclusion on Taste of Stones River website – [www.tasteofstonesriver.org](http://www.tasteofstonesriver.org)
- Flyer available by printing to all county and city school students
- 150 posters distributed to all participating restaurants and sponsors for display
- Check presenters distributed to all participating restaurants for use
- 10’ x 3’ banner displayed on event stage
- Sponsor Thank You banner at event
- Event acknowledgement on 365 Things to do in Murfreesboro on Facebook

NOTE: Due to time, space, and sponsorship levels, not all vendors will be included in every piece of advertising

[www.tasteofstonesriver.org](http://www.tasteofstonesriver.org)

