

FRANKLIN COUNTY **CDC**

COMMUNITY DEVELOPMENT CORPORATION

ADVERTISING IDEAS CHECKLIST

PRINT ADVERTISING

- \$__Newspaper Display Ads
- \$__Newspaper Classified Ads
- \$__School Newspapers
- \$__Magazines
- \$__Trade Publications & Journals
- \$__Special Interest Publications
- \$__Newsletters
- \$__Business Directories
- \$__Consumer Directories
- \$__Telephone Yellow/White Pages
- \$__Card Decks
- \$__Postcards
- \$__Community Business Maps and Street Maps
- \$__Supplier Co-Operative Advertising Programs
(suppliers pay part of the advertising cost!)

PRINT ADVERTISING – MISC.

- \$__Promotional Buttons, Badges and Stickers
- \$__Imprinted Hats and T-shirts
- \$__Imprinted Novelties
- \$__Bumper Stickers
- \$__Window Stickers
- \$__Packaging & Shopping Bags
- \$__Christmas Cards & Calendars
- \$__Programs
- \$__Cash Register Receipts
- \$__Score Sheets (gold/bowling)
- \$__Interior/Exterior Bench (interior) Advertising

PRESS RELEASES/PUBLICITY

FREE Press Releases and Publicity for news, new products, events, sponsorship, etc.

INTERNET/WEB

- \$__Web Pages/Internet
- \$__Banner Advertisements
- \$__E-zine Publications
- \$__E-Newsletters
- \$__Reciprocal Web Site Links
- \$__Search Engine Keyword Queries
- \$__E-mail Signatures
- \$__E-mail Opt-in Blasts

TELEPHONE

- \$__Telephone On-Hold Advertising Messages
- \$__Telemarketing
- \$__Fax Blasts

RADIO/TELEVISION

- \$__Radio Spot Advertising
- \$__Radio Program Sponsorship
- \$__Television Commercial Advertising
- \$__Television Program Sponsorship
- \$__Drive-by FM Broadcasting (talking signs)
- \$__Guest Appearances/Radio TV
- \$__Cable Shopping Channels
- \$__Infomercials

DIRECT MAIL

- \$__Direct Mail Promotions/Catalogs
- \$__Inserts in Outgoing Mail
- \$__Door Hangers
- \$__Flier Distribution and Handouts
- \$__Restaurant Placemats
- \$__Mailbox Drops

OUTDOOR ADVERTISING

- \$__Interior/Exterior Billboards
- \$__Store Signs
- \$__Portable and Flashing Signs
- \$__Car and Magnetic Signs
- \$__Interior/Exterior Transit Advertising
- \$__Sidewalk Signs
- \$__Lawn/Job Signs
- \$__Aerial Banners and Blimps

POINT OF PURCHASE

ADVERTISING

- \$__Packaging Insertion Programs
- \$__Coupon Books & Distribution
- \$__Window Displays
- \$__Point of Purchase and Counter Displays
- SPONSORSHIPS**
- \$__Event Sponsorship
- \$__Team Sponsorship

- \$__Sports Complex (Signs/Sponsorship)
- \$__Parade Floats and Community Events
- \$__Golf Tournaments & Charity Events

DEMONSTRATIONS/TOURS

- \$__Product Demonstrations
- \$__Service Demonstrations
- \$__Public Tours of Your Operation

EDUCATIONAL/SAMPLES

- \$__Seminar and Public Speaking Engagements
- \$__Digital Video Presentations
- \$__Free Booklets and Reports
- \$__Free Product Samples
- \$__Cross Promotion Inserts and Handouts

OTHER WAYS TO DISPLAY YOUR ADVERTISING

- \$__Inflatable Advertising
- \$__Human Billboards & Mascots
- \$__Take-One Brochure Boxes (at Hotel/Motels, information centers, stores)
- \$__Programs for theatres, events
- \$__Theater Screen Shots
- \$__Newcomer Programs
- \$__Business Card Networking
- \$__Telephone Booths
- \$__Elevator Advertising
- \$__Community Directory Boards
- \$__CD-ROM Business Card

Your advertising ideas:
