



# Publicity and Advertising

Steering Committee

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# Types of Publicity

- ***Local Media***

- Newport Daily News
- Sakonnet Times
- Portsmouth Patch
- PEG NCTV 18
- Calendars

- ***Electronic Media***

- Web Site
- Facebook
- Twitter
- YouTube
- eMail

## ***State Media***

TV

Projo

RI Monthly

## ***National Media***

## ***Word of Mouth***

Bumper Stickers

Banners

Buttons

Personal eMail

LISTSERV



# What can we get for FREE

- *Media Feature Stories*
- *Community Events Sections in Print Media*
- *Spots on NCTV -18 PEG TV*
- *Logo links on other Web Sites*
- *Facebook “Likes”*



# What can we get on the “Cheap”

- *Bumper Stickers (Provide to donors)*
- *Banners*
- *Tee Shirts (\$6 cost \$10-\$15 Price)*
- *Buttons ( Provide to donors)*
- *Magnetic Signs for Town Vehicles*



# What will Cost us some “Money”

- *National Advertisements*
  - *Travel magazines*
  - *Travel Web Sites*
- *Quality brochures/maps/guides*
- *Support \$\$ for major events*
- *Large Posters*

