



ADVERTISING & PROMOTIONAL SCHEDULE

Granville Art Affair & Wine Festival is presented by Grand Scheme Promotions, LLC, who manages the event, graphic presentation, promotional support, and advertising schedule, including the development of a strategic marketing campaign targeting 100,000+ select Ohio homes using the following media:

Magazine Advertising

Ohio Magazine

- ❖ Delivers ten designated market areas (DMAs), a subscriber base of 80,000, and a readership of 378,000. A typical Ohio Magazine reader is 51, 57%/43% female/male with a median household income of \$100,000.
- ❖ **May and June 2015 issues:**
 - ❖ Central Ohio Event Enhanced listing with 4-color photo
 - ❖ 1/3 page (4 5/8" x 4 7/8"), 4-color ads
 - ❖ Featured as one of top picks for the summer in *109 Days & Nights of Summer* in May 2015 issue.
 - ❖ Featured in article in June 2015 issue.

Love at First Sip Magazine

- ❖ **May 2015 issue:** Event was featured in Greater Licking County Convention & Visitors Bureau's full-page feature *Historic Charm & Local Wines*.

Newspaper Advertising

Granville Sentinel (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op Ads):

- ❖ May 14: 5.88" x 4.21" color ad
- ❖ May 21: 5.88" x 4.21" color ad
- ❖ May 28: 5.88" x 4.21" color ad
- ❖ June 4: 10"x10" color ad
- ❖ June 11: 10"x10" color ad

Newark Advocate

Circulation 9,890

- ❖ May 16: 3.28"x3.13" color ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)
- ❖ May 23: 3.28"x3.13" color ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)
- ❖ May 29: 6"x3" color ad Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ May 30: 3.28"x3.13" color ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)
- ❖ June 5: 6"x3" color ad Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 6: 3.25"x6" color ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)
- ❖ June 12: 6"x3" color ad Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 13: 1/4 page (4.937x10) color ad

This Week Licking County

- ❖ May 24: 4.5"x3.5" B&W ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)
- ❖ May 31: 4.5"x3.5" B&W ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)
- ❖ June 7: 4.5"x3.5" B&W ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)

This Week Westerville

- ❖ Week of May 26: 4.5" x 3.5" B&W ad (Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)

Buckeye Lake Beacon

- ❖ Week of May 26: 2.81"x 3.15" color ad(Berkshire Hathaway/Prudential Integrity One Real Estate Co-op)

Lancaster Gazette

Circulation 6,234

- ❖ May 31: 1: 6"x2" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 4: Newspaper Insert 2-sided 8 ½" x 11" color piece (6,234 circulation)
- ❖ June 7: 6"x2" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 12: 1/4 page (4.937 x 10) color ad

New Albany News

- ❖ May 28: 4.5"x3.5 B&W ad

Pataskala Standard

Circulation 1,500

- ❖ June 4: Newspaper Insert 2-sided 8 ½" x 11" color piece
- ❖ June 4: 6"x3" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 11: 6"x3" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 11: 1/4 page (4.937 x10) color ad

Mansfield Journal

Circulation 15,206

- ❖ June 1: 6"x2" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 8: 6"x2" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 12: 1/4 page (4.937 x10) color ad

Zanesville Recorder

Circulation 9,679

- ❖ May 31: 6"x3" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 4: Newspaper Insert 2-sided 8 ½" x 11" color piece (9,679 circulation)
- ❖ June 7: 6"x3" color ad under Lifestyle Front Page Section (Newark Advocate Media Co-op)
- ❖ June 12: 1/4 page (4.937 x10) color ad

Press Releases

Distributed for coverage in Licking, Franklin and Knox counties through co-op with Columbus Dispatch Groups and the Newark Advocate & Granville Sentinel.

- ❖ Week of February 26
- ❖ Week of June 8

Website Advertising

- ❖ Event Site - www.granvilleartaffair.com. The official site of the Granville Art Affair & Wine Festival. The site was awarded the Best Website Design by the Greater Licking County Convention & Visitors Bureau in 2013.
- ❖ Newark Advocate – digital ad running 2 weeks prior to event, 30,000 impressions
- ❖ Over 22 art festival websites
- ❖ Licking County Convention and Visitors Bureau website
- ❖ The Bryn Du Mansion website home page
- ❖ Christopher Carlson Foundation website home page
- ❖ Midland Theatre website
- ❖ Village of Granville website's Granville 2015 Calendar of Events
- ❖ Granville Chamber of Commerce Event Calendar

Social Media

- ❖ GAA&WF has a Facebook page with a fan base of over 2,100.
- ❖ Facebook ad targeting over 800,000 May 23- June 13.
- ❖ Team Granville - Pelotonia Facebook page
- ❖ Follow us on Twitter

Email Blasts

Email Blast Campaign with reach of 12,000+ by Newark Advocate/Gannett Local week of June 8 targeting a 40 mile radius of Granville (43023) and the following demographics:

- Age 35+
- Household Income \$70,000+
- Homeowners
- Bachelor Degree
- Wine Enthusiast

Email Blasts to Constant Contact database with 3,867 past event attendees:

- ❖ May 28: You're Invited to the Summer's First Art and Wine Venue!
- ❖ June 5: Introducing Artist Bucks!
- ❖ June 9: Event Is This Weekend!

Signage

- ❖ **Street Banners** Placed at the event site on the visible corner of Newark-Granville and Jones Roads and downtown Granville on Main Street for two to three weeks prior to event.
- ❖ **Event Poster Signs** 150 11"x17"-posters distributed throughout Granville and Licking County and to artists who, in turn, distribute them to businesses in their hometowns and other art shows.
- ❖ **Electronic Display Boards**
 - **Berkshire Hathaway Prudential Integrity One office**
 - Courtyard by Marriott
 - Newark Metropolitan Hotel/ Doubletree by Hilton
- ❖ **Event Flyers** 5,000 4" x 5.5" glossy-stock promotional hand-out pieces will be placed in local businesses and distributed by participating artists at Columbus-area events in May and June.