



The Boston Home Show
January 28- 30, 2011
Marketing Campaign



○ **Print:**

- **The Boston Globe** (14- 1/4 page ads, 3 weeks of Tickets to the Arts, 2 -3/4 pg ads. 1- Full Page ad) **Value: \$207,288.25**
- **The Boston Herald** (2 Front Page ads, 2- 1/4 page black and white ads and 8- Half page color ads) **Value: \$75,800**
- **Community Newspaper Company** (110 local publications through MA) **Value:\$57,568.88**
- **Suburban Publishing Corporation-** 2 months of ads throughout New England (Real Estate Publications throughout New England)

○ **Outdoor Billboards:** Located in the Metro-Boston area including but not limited to:

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| ▪ Route 1/ Route 95 Danvers, MA | ▪ Rt. 95 Peabody, MA |
| ▪ Brown Circle Revere, MA | ▪ Rt. 1A Revere, MA |
| ▪ Rt. I- 93 Facing Neponset Circle Dorchester, MA | ▪ Rt. 93 |
| ▪ Route 1 North Face Expressway, Revere, MA | ▪ Rt. 1 Malden , MA |
| ▪ IBEW I- 93S, Dorchester, MA | ▪ Neponset Circle, Dorchester, MA |
| ▪ Rt. 1 Norwood, MA | |

Value: \$180,000+

○ **Social Media**

- **Facebook:** www.facebook.com/THEBostonHomeShow
- **Showcasing Sponsors, Exhibitors, Show Specials**
- **2 for 1 Coupon Advertising Campaign:**
 - Ads are being created daily targeting females 25-49 in the Metro Boston area
 - Additionally, a second campaign is heavily targeting females in this age group where average household incomes exceed \$90,000
- **Twitter:** www.twitter.com/bostonhomeshow

○ **Television**

- 4,888-television spots ran on the Comcast/ Xfinity network over the Boston Metro Area **valued at \$50, 000+**

○ **Radio:**

- **Mix 104.1** (Major Sponsor, including Mix Mall exposure, Onsite promotions, Bonus Code, and Sudden Impact, 62 total 30 second commercials, 70 on- air mentions, On-air giveaways daily M-F leading up to the show) **Value: \$120,400**

Total Value: Over \$685,000