

Christmas-Holiday House Tour 2018

1. Print Ads

- a. Local- Each week, Nov. 1, 8, 15, 22, 29, Dec. 6
- b. Main Line Today-NOT doing ad in supplement \$650
- c. Montgomery Newspapers-Last year we ran the ad on Nov. 21, ad materials are due around Nov. 15-Cost was \$435. Costs. 4.89" wide x 5" high in full color. It goes in 11 papers included are: Ambler Gazette, Springfield Sun, Colonial, Times Chronicle, Glenside News, Globe, Public Spirit, Willow Grove Guide, North Penn Life, Souderton Independent and Perkasie News Herald. The circulation is 16,000.

2. Facebook Posts/Ads

- a. We will make posts, and also boost newsfeed posts-suggested budget \$100 **done some already**
- b. Post a new photo from previous tours twice a week or more leading up to the tour.

3. Facebook Event-**done**

- a. Added to facebook as an event; posted and boosted as an ad already

4. PhillyFunGuide

- a. Ad a listing for free to their site- **done**
- b. Run a funsavers ad in their weekly email-Thursdays, Nov. 22 \$400 Goes out to 100,000 folks with open rate of 30%, also featured on their homepage and funsavers page as an ad. We did this last year and I think this is a good idea.

5. Mailing

Sent to previous attendees, past BW Gala attendee list, and 19118 members

- a. Postcard-I will get printing and mailing costs. Last year mailed out 2,300 mailed out Nov. 3, pre-sorted first class.
- b. Waiting for printing bid but expect it to be about \$850 for printing
- c. \$806 for postage; \$265 for mail house costs. Postage will be determined.
- d. We should consider not mailing out the post card to members (1200 of the list) who are 19118 but instead insert the postcard into the Local. Cost to insert into the paper is \$375.

6. Posters

- a. Printed in-house and distributed to businesses along the avenue and area

7. Table Tents

- a. Printed by Christmas City Printers and distributed to restaurants along the avenue. Goal is to get all of the discount for attendees early so we can use the table tents to promote the tour. Deadline is Oct. 8 for restaurants to get on the list. 150 table tents costs \$122.

8. Email Blasts

Each week Nov. 1, 8, 15, 22, 29, Dec. 6. Twice a week Nov. 26 to Dec. 8

9. Monthly enews

It would be featured in November's email prominently, save the date to be included in September **(done)** and October's email

10. Website

We have a homepage slide already running which is linked to ticketleap-
Done

11. Digital ad

To run on The Local's website linked to ticketleap.com

12. Twitter

Every facebook post is also posted on twitter

13. Instagram

Posting photos often on Instagram, tagging. Look into ads.

14. Media Relations-Online

Post event on every site calendar we can-usually about 15-20, including Philadelphia Magazine, philly.com, uwishunu.com, visitphilly.com, Main Line Today, Nextdoor, Everyblock, Local calendar- Many already done.

15. Blogs

Need to reach out to bloggers and social media leaders-Interior Designers
Suggestions for this?

16. Media Relations-Print

Send out press release and photos to Media-tv stations, radio stations, papers, magazines

Done already to Visitphilly.com; Philadelphia Magazine, Philly.com; Montgomery News, uwishunu

17. Holiday House Tour booklet

Ad space reservations deadline is Nov.1, and Nov. 5 for ads

For editorial content and ads, everything you can send me earlier is very helpful!

18. Contact Advertisers

Emails send out with ads attached to all advertisers from 2017 booklet with deadlines for booklet and discount list. **Done**

19. Signage for the Event

- a. Banners for trolleys, 5 trolleys so 2 per trolley
- b. House signs with logos of sponsors
- c. Table signs for registration
- d. Decorator signs for within each house

20. Community Partners

Send photos/social media image/graphics/logo and text to distribute/pdf of poster or printed copies CHBA; CHHS; Chestnut Hill Hospital; All of our sponsors; Woodmere; Hill Company; Springside Chestnut Hill

21. Jenks Banner

Need to have sponsors to put on banner by end of October.

Timeline

Already completed:

Ticketleap page set up; digital ad running on Local's site; Save the date in September enews; Home page slide created

Week of Oct. 24

Booklet-coordinate ads we have received;
Design postcard get to printer 10/25
Send press release and photo to magazines and websites- some already done.
Monthly enews featuring HHT and other holiday events
Design poster so it is ready to print
Post event on Phillyfunguide-done
Save the date ad in Local

Week of Oct. 31

Mail out postcards Friday, Nov. 2
By end of week get banner design to Mike Feehan so banner can be up on fence for a full month
Booklet; Final deadline for ads and editorial Friday, Nov. 1-please try to get me materials earlier if you have it.
Begin to post on all website calendar sites-already doing this.
Materials send to community partners
Posters go up-given to CHBA to distribute with Tommy
Print ad in local

Week of Nov. 7

Email Blast
Booklet Design in full production
Facebook posts
Print ad in local

Week of Nov. 14

Booklet goes to printer Nov. 16
Email blast
Facebook post
Follow up on Media Relations-resent press releases and call writers/editors
Ad due to Montgomery News (will get actual date)
Print ad in local

Week of Nov. 19

Trolley Banners sent to Mike Feehan
Email blast twice a week
Multiple Facebook post
Work on signage for event done in-house
Run Phillyfunguide funsavers ad-Ad is due on Monday, Nov. 19
Run print ad in Montgomery news this week
Print ad in local

Week of Nov. 26

Email blast 3 times a week including day of event
Multiple Facebook posts
Follow up with Media to see if we can get TV Stations to cover
Last minute signs for houses
Print ad in local

