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PRINT ADVERTISING SCHEDULE TIPS

Try to use a print advertising schedule that allows for consistent placement of the ads over a period of time, to increase public awareness about your campaign.

- An ideal print advertising schedule would run an ad each week for 4–5 consecutive weeks, over 3–5 months. However, if you need to stretch your dollars, you could run the ads every other week.
- It is often ineffective to run an ad only a few times and expect it to have the result you want: awareness. For better results, experts suggest a longer period of consistent placements. If you can't afford to run an ad more than a few times, you might be better off spending time and resources taking part in events and partnerships with local businesses, etc.
- If you are also running outdoor (billboards, etc.) or radio ads, the impact will be boosted!
- Supplement your print advertising schedule with community events, social networking posts, information on your web site and posters throughout the community (with local businesses, city buildings, etc.). Your goal is to educate the community and get people talking, and the best results will come from a multipronged approach.
- Establish a foundation of awareness, understanding and recognition of your campaign before using ads with a heavier funding focus. Run the initial phase of your campaign for several months before you change to funding-focused messaging.
- When you are ready to start the funding conversations, Use the Start the Conversation Kit and the Economic Development Kit in conversations with influential members of your community, and change the messaging on your web site and social networks to incorporate the altered focus. You can use the language from the funding-focused copy as a guide to creating your messaging.