



Advertising & Attractions

PLAN

Admissions

- **FREE Admission ONLINE**

Print – The News Journal

- **(4) Box Ads**
8/25, 9/1, 9/4, 9/10
- **(8) Premium Ads**
8/26, 8/29, 9/2, 9/5, 9/7, 9/8, 9/9, 9/12
- **(2) Half Page Ads (full in 55 Hours)**
9/6 & 9/13
- **(2) Front Page Sticky Notes,**
9/11 & 9/14

Outdoor

I95 Billboard- 5 Weeks

1.2 mi South of MD Ave. Ext 6, Facing South

Radio

350 Spots WSTW/WDEL, Drive Time 8/26-9/14

Delaware Online

- **100,000 imp Targeted Banners**
8/26-9/13
- **60,000 imp :15 Pre-rolls**
8/26-9/13

Attractions & Giveaways

- **DEMO Quick and Easy Paint Transformations-
*Cosign IT Furniture***
- **DEMO Floral Trends- *Flowers by le Style 25***
- **Recycle Shred Event- Tentative**
- **500 FREE TREES**
- **Full Property Landscape Design plan**