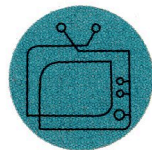


MEDIA FOR YOUR MESSAGE



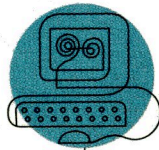
PRINT ADVERTISING



RADIO AND TV ADS



OUTDOOR ADVERTISING



INTERNET MARKETING



PRESS RELEASES/ PUBLICITY



PRESENTATIONS/ SPECIAL EVENTS

What you use it for

Publishing visual, often detailed, content in newspapers and magazines

Telling short and engaging stories, often with actors

Broadcasting direct, often large-scale, messages to passersby

Reaching Internet users while they e-mail, search, and read news

Giving news outlets a pre-written story about your event or service

Building excitement and inviting the media to share your message

Advantage

You can write and design your message exactly as you want readers to see it.

You can use stations' listener and viewer profiles to target your audience.

Ads in high-traffic areas can reach a large, varied audience.

Low-cost web ad services help you quickly reach your target audience.

News media coverage adds significant value to your message.

Direct, personal contact helps you engage your audience.

Disadvantage

Large, frequently run ads can be expensive and reach a limited audience.

Production costs and airtime can be expensive.

The content of your message is limited to a few words and images.

Users may ignore paid search ads or see frequent e-mail as intrusive.

Even the best press releases don't guarantee news media coverage.

Technical issues or poor weather could interfere with your event.

What you'll need

Digital image file, size of ad, list of target publications

Digital audio or video recording, length of ad, list of shows

Short, powerful message, list of outdoor advertisers, relevant sites

E-mail list or news feed, subscribers, list of search keywords

Prewritten news story, follow-up contact info, list of media contacts

Location, date, equipment, volunteers to run the event

Tip

Try to negotiate discount (non-profit) rates or extra benefits.

Request reduced rates or free airtime for public service announcements.

Add a call to action, such as making a phone call or sending an e-mail.

Don't send unsolicited e-mail; ask users to subscribe to your content.

Follow up with a phone call or e-mail to the reporter or news agent.

Schedule events early in the day to get same-day news coverage.

Where to start

Download print ads at www.rotary.org/humanityinmotion.

Order Humanity in Motion public service announcements at shop.rotary.org.

Learn to customize billboards at www.rotary.org/humanityinmotion.

Download Internet ads at www.rotary.org/humanityinmotion.

Purchase *Effective Public Relations: A Guide for Rotary Clubs* at shop.rotary.org.

E-mail pr@rotary.org to learn how to light a landmark for Rotary's anniversary, 23 February.