



Digital Marketing Opportunities

Advertise your business with the North Carolina Azalea Festival!

\$500	<p>Logo on Website Visitor's Page <i>Ad specifications:</i></p> <ul style="list-style-type: none"> • Please send high-resolution logo file to our Development Coordinator at admin@ncazaleafestival.org • Include link to website, facebook page, or relevant business web page • Logo will be up on the website once payment has been received in full
\$500	<p>(3) Social Media Mentions <i>Ad specifications:</i></p> <ul style="list-style-type: none"> • Please send high resolution images and/or copy for (3) posts to our Development Coordinator • Include which social media outlet you would prefer for your posts: Facebook, Twitter, or Instagram • Ensure that you post(s) meet the requirements and/or dimensions for that social media outlet • Include dates you would like the posts to go out (if no dates are included, we will fit them into our social media schedule) • The North Carolina Azalea Festival reserves the right to resize, re-crop or otherwise alter ads
\$250	<p>E-Newsletter Mention <i>Ad specifications:</i></p> <ul style="list-style-type: none"> • Ad specifications for E-Newsletter Mention: • Please send high-resolution images and/or copy for (1) e-newsletter advertisement to our Development Coordinator at admin@ncazaleafestival.org • Images/ads can be up to 560px wide and submitted as jpeg or png • Include the month that you would like your ad in (if no dates are included, we will fit them into our e-newsletter schedule) • The North Carolina Azalea Festival reserves the right to resize, re-crop or otherwise alter ads
\$100	<p>Indoor Digital Billboards at Scholarship Pageant - 2 Screens (Saturday, March 4th) <i>Ad specifications:</i> Send high-resolution jpeg image (size 1920x1080) to admin@ncazaleafestival.org</p>
\$1,000	<p>Digital Billboards at Street Fair - All 16 screens (Saturday OR Sunday) <i>Ad specifications:</i> Send high-resolution jpeg image (size 1920x1080) to admin@ncazaleafestival.org</p>
\$2,500	<p>Digital Billboards at Street Fair - All 16 screens (Friday - Sunday) <i>Ad specifications:</i> Send high-resolution jpeg image (size 1920x1080) to admin@ncazaleafestival.org</p>
\$250	<p>Digital Billboard at Street Fair Multicultural Stage - 2 Screens (Saturday - Sunday) <i>Ad specifications:</i> Send high-resolution jpeg image (size 1920x1080) to admin@ncazaleafestival.org</p>
\$500	<p>Digital Billboards at Concert - All 16 screens (one show) <i>Ad specifications:</i> Send high-resolution jpeg image (size 1920x1080) to admin@ncazaleafestival.org</p>
\$1,250	<p>Digital Billboards at Concerts - All 16 screens (all 3 shows) <i>Ad specifications:</i> Send high-resolution jpeg image (size 1920x1080) to admin@ncazaleafestival.org</p>

The North Carolina Azalea Festival at Wilmington, Inc. is a non-profit corporation classified as a 501(c)(3) public charity under the IRS code. Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

Digital Marketing Opportunities Purchasing Form

COMPANY _____

DATE _____

CONTACT _____ PHONE _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

AUTHORIZED SIGNATURE _____ TITLE _____

LOGO ON WEBSITE VISITOR'S PAGE

3,961 pageviews with 82% unique pageviews (October 1, 2015 - October 1, 2016) # _____ at \$500 Each \$ _____

(3) SOCIAL MEDIA MENTIONS

Facebook - 27,139 Page Likes
Instagram - 4,758 Followers
Twitter - 5,816 Followers

Specify below preferred social media outlet(s):

_____ at \$500 Each

_____ Facebook \$ _____

_____ Twitter

_____ Instagram

E-NEWSLETTER MENTION

51.9% Open Rate (industry average open rate is 21.2%) and 6.8% Click Rate (industry average click rate is 2.4%) # _____ at \$250 Each \$ _____

INDOOR DIGITAL BILLBOARD AD AT SCHOLARSHIP PAGEANT

Audience: 600-800 families
10 second ad run every 2.5 minutes in the lobby - ad shown 72 times # _____ 10-second ad run every 2.5 minutes at \$100.00 \$ _____

DIGITAL BILLBOARD AD AT STREET FAIR

Audience: 100,000 - 200,000 local and visiting - ad shown 288 times # _____ shown Saturday OR Sunday at \$1,000 Each \$ _____

_____ shown Friday - Sunday at \$2,500

DIGITAL BILLBOARD AD AT STREET FAIR MULTICULTURAL STAGE

Audience: 5,000 local and visiting - ad shown 432 times # _____ shown Saturday - Sunday at \$250 Each \$ _____

DIGITAL BILLBOARD AD AT CONCERT

Audience: 10,000/show - ad shown 1,632 times/show # _____ shown at one show at \$500 Each \$ _____

_____ shown at all three shows at \$1,250

TOTAL \$ _____