

Student Organizations' Advertising & Promotion Manual

Your Ticket to a



Successful Event

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Advertising and Promotion Manual

This manual was created for Registered Student Organizations at the University of Kentucky. Organizations can use this manual to guide them in advertising and promoting their various events.

1, 2, 3 - Timing, Budget, & Target Audience

1. Timing

- When is your event? The date for your event is the first thing you need to know when you are trying to promote an event. Make sure to check for any discrepancies with the date. *Example:* Other large events on that day, or weather problems.
- When will you start and end each promotion. You have to set a timeline for advertising and promotions.
- Have reasoning behind your timing decisions.
- *Example:* Timeline- If you are having an event in three weeks you may decide to send out invitations now, then two weeks before the event begin running ads in the school newspaper, and one week before you may run table tents and give out hand bills. Finally, the day of the event you may have your event announced on the school radio station and give out stickers.

2. Budget

- It is important that you know how much you have to spend on everything including advertising and promotion. Knowing how much money you have will help you make critical decisions. There is no shame in not having a lot of money to do this. In this manual one of the main focuses is inexpensive and free advertising, so if your budget is limited, there is still some advertising you can do.
- Whether you have a lot or a little money it is important you know how much before you start.
- Consider the fact that if your event is great but your publicity is bad, no one will know about your great event. Don't get drawn into the idea that your event is so great that it does not need to be advertised because no matter how spectacular your event, there are hundreds of other things going on in a student's life and you are competing for their time and attention.
- You should always do some advertising/promotion/marketing for your event.
- Explore your resources and set a budget for your advertising/ promotion.

3. Target Audience

- Knowing your target audience is important because it guides all your decisions. Your target audience is whom the event, advertising, and promotion are for, so you should know who they are.
- Who do you want to come and who will be interested in your event or meeting?
- You need to know so you will know how, when, and where to advertise.

Find your target audience by answering these questions

- What kinds of people want to come to your event?

Example: College students who like country music.

- **Why will they be interested in this event?**

Example: They will be interested in it because it is a Country music event and it is free to college students.

- **What do these people like and where do they hang out?**

Example: College students hang out at Two Keys and read the Kernel.

- **Once you have answered these questions how, when and where to advertise should be obvious.**

Example: Advertise in the Kernel and post flyers at Two Keys.

Media

When you have a budget, timing, and a target audience identified then you choose your media.

- Media is the vehicle used to send out your message. *Example:* Radio is a media and the words read on the radio is the message. Newspapers are a type of media and the ad that is run in a paper is the message.
- In the following section some types of media available to the student organizations are listed. The way you can purchase or use space in the media is explained. Rates and contact numbers are given.
- The type of media you choose greatly influences your campaign. You will often have to choose your media before you design your ads. Always keep in mind that the media you choose should be one that your target audience notices.
- Lastly, you should understand that paid media is not always better than unpaid. You can run a very effective campaign for very little money. *Always use your free resources first.*

Free media

WRFL

- a. In order to have your event announced on WRFL as public service announcement, (PSA) you will need to email the advisor to WRFL which is Chris Thuringer, chris2@uky.edu
 - In the email you should indicate that you want your event announced on WRFL as a PSA and that the event is being sponsored by a registered student organization.
 - In the email you should include:
 - The event- name and description
 - The time and date
 - The sponsoring organization
 - Who to call for more information
- b. When your request is received it will be added to the PSA list for WRFL.

Word of mouth

- a. When you want to start a word of mouth campaign all you need to do is decide on your message and spread the word.
 - You could announce it in your classes, cafeterias, dorms, etc.
 - If you say it to the right people, people who may be interested in coming, the word will spread.
 - Word of mouth should only be used in conjunction with other forms of media and should not be your primary form of advertising.

List serves

There are three ways you can get your message out through a listserv. (See Ad Content and design to learn what to include in your listserv message.)

- a. You can use the SOC listserv

- This listserve is already available to you if you are an organization president. If you are not you can ask your president to post the message. Just send your message to studentorgs@lsv.uky.edu from the president's email address.
- b. You can use existing listserves
 - A list of existing listserves can be found at www.lsv.uky.edu and clicking on "view public list archives".
 - Once you have found your target market you will know their interests and what kind of listserv they may be on.
 - You will need to find out who the list administrator is for the list you are interested in and ask them to post your message. Most people will be willing to do this because it will interest their group members.
 - Other organizations are a good source of existing lists.
- c. Create your own listserve, it's easy!
 - You can create your own list serve for your organization to use as a media to get your message out.
 - How to create your own listserve:
 - Go to www.uky.edu
 - Click on "site index"
 - Click on the letter "L"
 - Click on "listserve mailing lists"
 - Click on "request a new list"
 - Follow the directions to create your own list

Campus Calendar

- a. www.uky.edu/CampusCalendar
- b. Click on "submit your event to the calendar"
- c. Produced by the Office of Student Activities, Leadership, & Involvement. All events are listed in the online calendar and are published every Monday and Tuesday in the Kentucky Kernel. Postings are FREE to all campus registered organizations and University departments.
- d. Submissions are due ONE-WEEK PRIOR to the MONDAY you want them to appear.
- e. For more information, call the Office of Student Activities, Leadership, & Involvement at 257-8867.

UK Today

- a. UK Today posts announcements about UK events for free on the UK website. It is run through UK Public Relations.
- b. To submit your announcement click on the UK Today icon on the bottom left of the UK homepage.
- c. Click on "Add your announcement to UK Today".
- d. Fill in your information as directed.
- e. Click "Submit announcement".

Inexpensive media

Flyers

- a. The first step in using flyers as a media is to design a flyer (see “tips” on how to design) and have the flyer printed.
 - You will want to print off 50 or more copies depending on the size of your audience.
 - One resource for copies may be your organization’s advisor or event sponsor. Most university employees have access to a copy machine for small copy jobs. Ask them before you go somewhere else for copies.
 - You can use UK Duplicating, located in the basement of the Whitehall Classroom Building to have your flyers printed. Their website will give you all the information you need <http://www.uky.edu/AuxServ/duplicating/index.htm> and their phone number is 257-1813.
 - You can also use Kinko’s to have your flyers printed. There are two Kinko’s, one on Rose Street and Vine St and one on Larkin Road off Nicholasville Road in Lexington.
 - Most copies cost between 10 and 15 cents per piece for black ink and 20-30 cents for color. Colored paper usually does not cost extra, but check first.
- b. Posting flyers is the next step in using flyers as a media.
 - Most buildings have a bulletin board. Be sure to check with the main office in that building or department to see if you need permission otherwise your flyer could be removed. *Example:* The Student Center has three bulletin boards, but they are restricted and you must have your flyer stamped in the Director’s office, 209 Student Center.
 - Be sure to post your flyers in buildings that your target audience will be in (see “tips” to know where your audience will be). For example: If your event were an art exhibit then you should post your flyer in the Fine Arts building.

Direct Mail

- a. You can use the United States Postal Service to deliver your direct mail. There is a post office in the basement of Whitehall Classroom Building.
- b. You could also put your direct mail piece in mailboxes on campus yourself. For example: Sororities and fraternities have a mailbox in room 575 Patterson Office Tower. If they were your target audience it would be easy to hand deliver your direct mail to their mailboxes. Also many organizations have mailboxes in the Student Organizations Center. Instead of paying for postage you could hand deliver to the pertinent groups.
- c. You can explore your resources to obtain addresses. You can get address labels from the SOC for other organizations. Check with other departments to see if they have a mailing list you can use.

Banners

- a. There are many places in Lexington that print banners or signs. The best thing to do is to compare rates of several places and choose the best deal. To find a list of printers in Lexington go to Google and type in “banner print Lexington KY” and a large list should come up.

Tabling

- a. Tabling is where you set up a table to hand out information. There are several places on campus where tabling would be effective. Inside the Student Center as you walk in from the skywalk is a good example.
- b. Contact Rhonda King in the Student Center Director’s office at 257-5781 to arrange tabling outdoors, in the Student Center, or on the Student Center patios.
- c. Contact Registrar’s office for tabling in classroom buildings, 257-3161. Individual buildings may vary on whom to contact, the best thing to do is contact the main office of that building.
- d. Contact the SOC to reserve tables for outdoor use, 257-1099.

Paid media

Halls in the Stalls

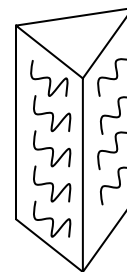
- a. Halls in the Stalls is advertising that runs in residence halls and bathroom stalls.
- b. You can place an ad with Halls in the Stalls by contacting Kenn Minter at 257-2042 ext 231 or kmint2@uky.edu.
- c. He will email you a PDF with all the sizes and prices. If you want double a size you simply price is double.
- d. Design of the ad is included or you can design it yourself.
- e. You must be a registered student organization or official UK department to place an ad.
- f. You must have an official UK account to purchase the ad.

Kernel

- a. You can advertise in the Kernel by calling 257-2872. The rates are posted online at kykernel.com and click on advertising.
- b. The rates will change year to year but a 2X2 ad is the smallest ad recommended.
- c. Ask about your ad being placed in a certain section to target your audience, such as being placed next to the crossword puzzle.

Table Tents

- a. Table Tents are the triangle shaped plastic stands that sit on tables all over campus dining places. They are a great way to get a captive audience.
- b. You can find everything you need to know online including rates, directions on design and contact information <http://www.uky.edu/DiningServices/tableTents.html>.



Other off-campus newspapers

There are several off campus publications and you will need to decide if they can reach your target market or not.

- a. Ace weekly
 - You can place an ad in Ace Weekly by calling 225-4889 ext 235
 - <http://www.aceweekly.com/>

- b. Nougat
 - Nougat is a monthly newspaper.
 - Nougat runs classifieds ads at 10\$ per column inch which are prepaid by credit card.
 - You can contact them and request a classified ad by emailing classifieds@nuogatmagazine.com.
 - <http://www.nougatmagazine.com/>

- c. Snitch
 - You can contact Snitch about advertising at 1-866-834-3562 or lexingtonsnitch@aol.com.
 - Check out their rate card at <http://www.lexingtonsnitch.com/advertising.htm>.

- d. There are many other small publications that circulate around campus. It depends on the size and budget of your event whether you will want to seek out more publications to advertise in.

Herald Leader

- a. To advertise with the Herald Leader call them at 231-3150 or email them at hladvertising@heraldleader.com.

Ad Creative

Ad content and design

If your ad design and content is not clear and effective your media choices and target audience do not matter. Start with the basics.

Content: Always include in your ads, the 4 W's

- When- The day, time, and date
- Where- The specific place
- What- The name of the event
- Who- The name of the sponsoring group
(including contact information)



Examples
 Right: More effective. Has the 4 W's.
 Left: Less effective. No location and no hours given.

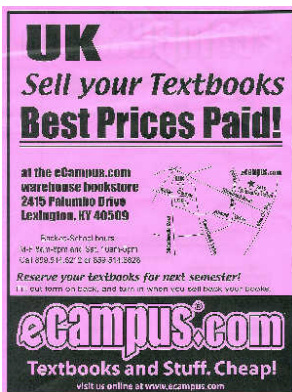


Ad design

- The cardinal rule of design is that the message gets through.
- Ask yourself "Can someone who know nothing about this event read this ad easily and get what they need out of it?" If yes, you are doing it right.
- If you create advertising that looks like typical advertising or is boring no one will pay attention to it. *Think outside the box.*

Here are some simple ways to make your advertising stand out.

- Make it in an odd shape
- Use an unusual color
- Make it 3D
- Make it personal
- Make it useful for something besides an ad (example: bookmark or a key chain)
- Put the most creative person you know on this project. Remember you do not have to be an artist.



Examples
 Left: More effective. Colorful w/ map illustration, captures attention
 Right: Less effective. Plain w/ no design, easy to ignore



Ad types and specific design tips for each

There are three main types of advertising: broadcast, print and alternative. Some of the examples listed are also types of media but in this part of the manual it is referring to the way you would design an ad for TV or a newspaper.

Broadcast

TV

- If your group can afford television you will need a script and someone to read it for the commercial.
- Also, you could get a station to do a news story on your group's project or event and they would do the work as far as gathering the information.

Radio

- Public service announcements are the best because they are free. All you need to do is write exactly what you want the radio DJ to say.
- If you wanted a paid commercial on the radio, you would need a script and someone to read it like TV. Remember to include all information needed and remember conflict in a script keeps the listeners attention.

Print

Newspaper

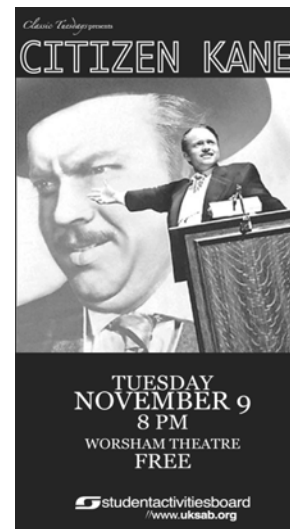
- Some newspapers will design the ads for you if you give them the information you want in the ad.
- If you are going to design it yourself remember that the message is the important part.
- Make it **readable**.



Examples

Left: Less effective. Difficult to read because of font and clutter

Right: More effective. Easy to read, simple and attention getting



- Make sure all the information the person needs is in the ad but do not make it cluttered. Some people believe the more you can squeeze into one ad the better. That is not true. The clutter will make people not read your ad.

- Make sure it is in a version the paper can use like PDF or JPG.

Magazine

- Same as newspaper.
- Remember people keep magazines longer (depending on how often it is distributed) so magazines are a better option when your message is timeless (example: create awareness of groups to recruit members) and not tied to one event.



Example

This is an ad that simply builds awareness of the service; there is no call to action

Flyers

- Flyers have been done, so unless you have a new and creative way to do a flyer or know people will read them then there are better ways to advertise on campus.
- If you are going to do flyers remember to make it readable, noticeable, and have all the information the target audience needs to know about the event.



Example

This flyer is noticeable because of the simple headline, visual and message. Do not try to say too much in a flyer. One idea or purpose to a flyer is good.

Direct mail

- Direct mail is a great way to zone in on your target market.
- You decide who you will receive the mail. Sometimes you can get mailing list and labels from different departments. The Student Organizations Center provides a mailing list and labels for all student organizations.
- If the event you are sponsoring costs a lot to attend, direct mail may be a good way to advertise because it is personal and people like that if they are spending money on an event.
- The items that should be in a direct mail package are:
 - a. A letter- explaining what you are doing and why you are writing them.
 - b. A way to respond- RSVP card or phone number.
 - c. Call to action- you need to ask them to do something or the mailing is a waste. Ask them to attend the event, call a number and order tickets. Just make sure you ask for something.
 - d. A gift- this is optional but you can offer an incentive for them to respond.
- *Tips on how to make your direct mail piece stand out are:*
 - a. Hand written address
 - b. Colored envelope
 - c. Address it to their first name not Mr. or Mrs. (depends on purpose of mailing, if it is formal or not.)

Alternative

- Listed below are several forms of alternative advertising and media. The logistics of how all of them would work cannot be explained because some of them have never been used at UK. These are the things that take some thought, but will pay off in awareness of your event, because they are so different.
- Some general advice to always remember when doing any kind of advertising is:
 - a. Keep it readable**
 - b. Give all pertinent information**
 - c. Make it stand out**

Book bag tags
Body painting
Buttons
Helium balloons
Flyers in bathrooms
Big signs in car windows
Phone a thon
Stickers
Cafeteria tray liners
Videotape (promo clip)
Announcement at athletic events
Class announcements
Chalk ads on sidewalks
Class projects as promotional campaigns
Contact other student organization
Direct mail
Distribute free popcorn with flyer for event
Flyers in bookstore bags
Flyers next to clocks in buildings
Sandwich board walkers
Roller skater with a sign
Rubber stamp event info on napkins
Bumper stickers
Classroom blackboards
T-shirts (worn in advance of the event)
Bookmarks
Door hangers
Giveaways
Table tents
Trinkets
Contests/prizes
Feature stories in paper
Interviews
Rallies
Window displays