

## FEATHER RIVER RAIL SOCIETY

DATE: June 2016  
 ITEM: New Business 3  
 FROM: Big Fish Creations / Eugene Vicknair  
 SUBJECT: **Event Advertising**

We have several big events coming up through December: Portola Railroad Days, Pumpkin Patch Trains and Santa Trains.

Big Fish has reviewed advertising costs for print ads and reports the following:

### Portola Reporter / Feather Publishing

We have an offer to receive 1 free week for 2 weeks of paid advertising for a 3 column wide by 8 inch high ad. Cost is \$110.40 per run, so 6 weeks would cost us \$441.60.

We need to get an ad in for Railroad Days as soon as possible. That will cost \$110.40.

Feather Publishing also does the local Visitor's Guide and it was suggested that we ensure getting ads and articles in this for 2017. We need to get in on this by January 2017.

### Reno Gazette Journal

Two offers:

1 - Pick up to 5 dates total and receive an earned rate of \$281.14 per run date for a full color 4.94" wide by 5" tall (eighth page ad).

5 ads @ \$301.14 per ad = \$1505.70

OR...

Purchase the entire schedule (shown at right) for 1 low bundled rate:

15 ads @ \$120.00 per ad = \$1,800.00

Again, this is a full color 1/8 page ad.

Day	Run Date	Train	Deadline
Sun	2-Oct	Pumpkin	29-Sep
Weds	5-Oct	Pumpkin	3-Oct
Fri	7-Oct	Pumpkin	5-Oct
Sun	9-Oct	Pumpkin	6-Oct
Weds	12-Oct	Pumpkin	10-Oct
Fri	14-Oct	Pumpkin	12-Oct
Sun	27-Nov	Santa	22-Nov
Weds	30-Nov	Santa	28-Nov
Fri	2-Dec	Santa	30-Nov
Sun	4-Dec	Santa	1-Dec
Weds	7-Dec	Santa	5-Dec
Fri	9-Dec	Santa	7-Dec
Sun	11-Dec	Santa	8-Dec
Weds	14-Dec	Santa	12-Dec
Fri	16-Dec	Santa	14-Dec

## Deals & Wheels Newspaper

Special rate:

½ page: \$200

¼ page: \$100

To advertise the Pumpkin Train - the paper is distributed on October 6. This would be the only buy in October as the next date is too late.

Santa train advertising dates would be: December 1, 15.

So, three buys would be \$300 for ¼ page or \$600 for ½ page.

### Recommendation:

Approve the purchase of 7 ads in Portola Reporter (1 for RR Days, 6 for Pumpkin Patch and Santa Train) for \$552.00; full 15 weeks for Reno Gazette Journal for \$1,800, and 3 ½ page ads for Deals and Wheels for \$600. This is a total of \$2,952. Make approval for \$3,000 and request additional contributions from donors, members and city. Use any additional funds to find 4<sup>th</sup> outlet or use for boost posts on Facebook, etc.

We have just under \$12,000 remaining in our approved budget for advertising. Big Fish contract is expected to be \$7,200 through end of year leaving \$4,700 in budget line item.

### Requested Action:

Approval of the recommended advertising expenditure of \$3,000 from line item 67010 - Advertising.

---

### PUMPKING TRAINS SIDE NOTE:

We need to nail down the dates and parameters for the Pumpkin Trains. The original calendar has tentative dates of Oct. 22-23 and 29-30. Since then, the dates of 8-9 and 15-16 have also been suggested.

- Are we running 2 or 3 weekends and if so, which ones?
- Are we running Saturday only, or Saturday and Sunday?
- When do we start and stop running? 3 PM to 8 PM? Noon to 5 PM?
- David Epling has preliminary costs for pumpkins, about \$2.50 to \$3.00 each wholesale. How many should we purchase and what is our resale price?
- Patty Clawson is looking at lining up food trucks to come to Pumpkin Trains and give us a cut of their sales. Do we also invite local artisans and crafters? Maybe some local food product vendors?

Can we get these details nailed down ASAP so we can get it into the advertising? Thanks!