



Townsquare Media & New England Expos are pleased to present the 2019 advertising campaign and are confident that this strategy will make the 2019 Seacoast Home Show the perfect marketing tool for your business.



RADIO & DIGITAL



On-air promotional commercials, live mentions by on-air personalities, ticket giveaways, digital banners and landing pages across 7 station websites and Facebook pages.

PRINT & DIGITAL



New Hampshire Home, New Hampshire and Coastal Home & TASTE

Digital banner ads on tasteoftheseacoast.com & coastalhg.com



Portsmouth Herald **Foster's Daily Democrat**

Front page display in the **Portsmouth Herald** & **Foster's Daily Democrat** the weekend of the show.



UNH Postcard - A postcard mailing will be sent to all faculty and staff who work at the Durham campus.

TV



Television advertising for two weeks leading up to the event

SOCIAL MEDIA & PROMOTIONS



Facebook social media campaign to reach local residents and promote the different aspects of the Seacoast Home Show. Be sure to check-in, tag, and share the Seacoast Home Show in your posts!



New England Expo's website will have all of the updated show information, exhibitor listing with a link to your website, seminar, chef schedules and more!



The event will be listed on different local community calendars including NH365.org, NH Magazine, Seacoast Online, and the UNH Campus Calendar!