



WEDDINGS

the Bridal Show

*Targeted towards Women 21-35
With a secondary demo of Women 35-54*



Radio

WRVW-FM - (107.5) - Adult Contemporary
WUBT-FM - (101.1) - Urban Contemporary
WSIX-FM - (97.9) - Country
WSM-FM -(95.5) - Country

WSM will be on-site, Sunday July 12th from 11a-1p performing a contest in which contestants have a chance to win a catered wedding from Chaffin's Barn Dinner Theatre.

ClearChannel radio (WRVW, WUBT, WSIX) will be performing an on-air giveaway for a rehearsal dinner in which they will drive people to the show through free passes from various contests. From there, the restaurant will be on-site registering more contestants, then picking one lucky person to win the dinner.

All stations will be providing online elements such as email blasts to their data bases, click thru web banners and the show logo on their station website.



Online Advertising

Internet ad campaign begins on June 15th:



- **Google & Yahoo** keyword search campaigns
- **Facebook** - Banner advertising geo-targeted to the city of Nashville with a demo of females 20-34, and HyperTargeted to the recently engaged
- **MySpace** - Banner advertising geo-targeted to the city of Nashville with a demo of females 20-34, and HyperTargeted to the recently engaged

Outdoor

High profile digital billboards strategically placed in and around Nashville. Flight starts on June 29th and runs through July 12th. Among the locations are:

I-24 1/2 Mile West of Bell Rd
I-24/40 West of Hermitage Ave
I-24/65 at Fern St
6407 Charlotte
Lebanon at Old Hickory
1907 Old Murfreesboro at Harding
3813 Nolensville Rd
Dickerson South of Due West
612 Old Hickory Blvd
728 Myatt Drive
1274 Murfreesboro at Briley
2809 Gallatin Rd
4102 Hillsboro Rd



About Adstrategies

Adstrategies is a full service advertising and PR agency that specializes in show and event advertising. With nearly 200 shows/events in 38 states, Adstrategies knows how to help grow attendance. Beginning with the Motor Trend Auto Shows in 1996 and now performing services for all of their U.S. based shows, along with all U.S. based NMMA Boat Shows, Showcase Productions, Michigan Boating Industry, International Motorcycle Shows, AGI Events, BIA Home Shows, MarketPlace Events, the list goes on and on, Adstrategies has the expertise.

A D S T R A T E G I E S

I N C O R P O R A T E D

