

Memorandum

Date: October 15, 2010
To: Members of the Monroe Downtown Development Authority
From: Andrea Jones, Executive Director
Re: 13abc Advertising and Commercial Revision

The Promotion Committee is in the process of revising the voice over for the downtown commercial that features the Holiday Kick-Off Weekend so that it is current with this year's information. The logo at the end of the commercial also needs to be updated. The Committee plans to air this commercial on 13abc for one week in November to advertise for the event. They would also like to run a new commercial (as part of the video marketing campaign) for one week in May to kick off the tourism season. We have advertised with 13abc the past several years. I have attached the quote from 13abc. **The Promotion Committee recommends spending \$2,500.00 to do a two week campaign with 13abc including 1 week in November and 1 week in May 2011 with two different commercials. They also recommend spending up to \$200.00 for voiceover updates for the November commercial.**

Thank you.