

“Park like a Local”



Hillcrest Parking Public Relations Plan

Have you ever wondered why locals always say that they never have any problems with parking in Hillcrest? That is because they all know the parking secrets, after hour parking, bank parking and more. Now it is your time to learn how to “park like a local” and find out these Hillcrest parking secrets.

After reviewing the requested services of the RFQ, please see below for McFarlane Promotions sixth month public relations parking plan:

October 2011

Television

Commercial Video Production

- :15 and :30 video commercial produced for “Park like a Local” to run on local TV stations
- Cost: \$3,500.00

NBC 7

- (65) :15 or :30 spots running during various times of the day over a two week period. Includes one interview on Street Side Moment, banner ads on www.nbcsandiego.com with 115,000 total impressions to run over a two week period, one dedicated e-blast to 20,000 with graphic and information, article/blog on www.nbcsandiego.com and social media posts surrounding promotion.
- Station Information: San Diego’s ONLY owned & operated station, NBC San Diego is the market’s Early Morning and Local Late News leader, most watched during Prime Access (7-8pm) and Late Night (11:30pm-1am). NBC San Diego carries the market’s most compelling programming like the NFL’s Most Watched Sunday Night Football, the unmatched Olympics every two years, premier Golf programming like the US Open, etc. NBCSanDiego.com is the market leader for broadcast TV website nine years and counting.



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- Cost: \$6,506.00

San Diego 6

- (70) :15 and :30 commercials commercial spots over a two week period. Banner ad display to run throughout www.SanDiego6.com with 35,000 impressions. Ad to rotate through home page and San Diego Living page. Morning show segments posted on site for one year. (2) weekday morning segments on San Diego Living and (1) live segment with Brooke Landau on the weekend or Ruben Galvan on the weekday.
- Station Information: San Diego 6 News is one of the top rated news programs in the market. Coupled with CW prime programming, SD6 offers a great audience to inform San Diego. San Diego Living offers viewers a new way to begin their day. Topics are fresh, fun, informative and local.
- Cost: \$3,000.00

Radio

Clear Channel Radio

- (980) :30 streaming online commercials on (7) Clear Channel stations total for a two week period. Breakdown over the (7) radio stations: (72) :15 commercials on radio M-Sun on: KOGO, KLSD, KMYI, KGB, KHTS, KUSS. Gift certificate giveaways with a minimum of 10 on-air mentions on KOGO, KLSD, KMYI, KGB, KHTS, KUSS (total = 50 on-air mentions) and (20) :5 second promos on KOGO. Banner ad online for streaming spots on KOGO & KMYI for a total of 1,00,000 impressions and (6) e-blasts.
- Station Information: Radio Broadcast Network with stations KGB, KHTS, KMYI, KLSD & KUSS. Coverage from Escondido to Chula Vista. San Diego Drivers average household income = \$82,000, median age = 34.7, 70% white, 10% Asian, 10% other.
- Cost \$5,000.00

Print

Union Tribune

- (3) 2" x 5" full color advertisements to run in the Union Tribune, Night&Day Full run and Main News, (1) Night&Day homepage takeover (minimum of 50,000 impressions) with (3) banners ads rotating with up to 10 other advertisers, (2) targeted banner impressions with 50,000 impressions on SOSD.com and 11,750 ROS Impressions on sosd.com.



- Publication Information: Total Adult Population: 2,256,552 Daily Readership: 675,335 Daily Percent Readership: 29.9%. SignOnSanDiego.com receives 29.5 million page views per month. 3.2 million unique visitors per month. During the past year, unique visitors have increased by 19%. Union Tribune Readers: Male - 50.0%, Female - 50.0%, Median Age 49 years, Married - 59.1%, Single - 21.5%, Widowed/Separated/Divorced - 19.3%, Median Household Income - \$69,934 and Homeowners - 73.0%. SignOnSanDiego.com users: Male - 55%, Female - 45%, Median Age - 41 years, Median Years of Education - 16.4 years, Median Household Income - \$84,164, Homeowners - 70%, Married - 61%, Single - 26%, Hispanic - 13% and Children in Household - 44%. SignOnSanDiego.com users The median household income among SignOnSanDiego users is \$84,164. 36% have a household income of \$100,000 or higher. 70% of SignOnSanDiego users own their home(s). 45% of SignOnSanDiego users have at least a college degree.
- Cost: \$3,240.50

San Diego Uptown News & Gay San Diego

- (1) half page, full color advertisement in Uptown News and (1) half page, full color advertisement in Gay San Diego with editorial in October issues. Banner ad on both websites and banner ad in (1) newsletter.
- Publication Information: San Diego Uptown News publishes biweekly, every other Friday. San Diego Uptown News is nearly 100 percent local news covering the Uptown communities. Distribution is 22,000 copies, with 10,000 copies delivered door-to-door to homes throughout Uptown, from Mission Hills, Bankers Hill and Hillcrest, throughout the Heights, North and South Parks, and east to Kensington. Distribution will also include over 350 drops throughout the area for additional readership.
- Cost: \$1,160.00

Web

San Diego Gay and Lesbian News

- Banner Advertising either a leaderboard or half page with 20,000 impressions (10,000 per banner) to be delivered over a two week period. (1) inclusion in an email blast sent to 18,000 plus subscribers sent to SDPIX and SDGLN, (1) calendar posting on SDGLN & SDPIX calendar and editorial content for press coverage through SDGLN.com.
- Publication Information: San Diego Gay & Lesbian News (SDGLN) is the top-read news source for the gay, lesbian, bisexual and transgender community of San Diego. SDGLN provides in-depth coverage on issues of importance to the LGBT community and our allies. Reflecting the 24-hour media cycle that readers

expect, SDGLN features daily news and commentary complete with a weekly wrap-up of our featured stories delivered to our 18,500-plus e-mail subscribers every week.

- Costs: \$1,300.00

HillQuest

- (1) quarter page, full color advertisement in HillQuest Urban Guide and (1) banner ad listing on website.
- Publication Information: HillQuest, Urban Guide is a fun, fact-filled, hip pocket-sized publication — and the best marketing value in urban San Diego. Our world radiates from the Hillcrest sign as we share interesting stories from Kensington to Old Town. HillQuest distribution begins in July 2011 and has a 12-month shelf life, but holding so much history, profiles and trivia, it never expires! HillQuest's 30,000 copies are distributed free through high traffic locations. Restaurants, churches, real estate offices, retailers and medical facilities. HillQuest is a conduit to HillQuest.com a comprehensive (and popular) site with 411 available 24/7. HillQuest will target locals, encouraging them to return to Old Town and become your regular customers. Most importantly...your investment is a keepsake in the hands of area residents. (this is NOT a throw-away)
- Cost: \$780.00

Total October 2011 Cost: \$24,486.50

November 2011

Television

Cox Communications

- (156) spots to run on Food Network, HGTV, Travel and OWN for a two week period. (1) Crawl (bottom banner line) on the Weather Channel for a three week period and (1) banner ad on www.Cox.com with 150,000 impressions.
- Station Information: Third-largest cable entertainment and broadband services provider in the country, Cox Communications Inc. is best known for pioneering the bundle of television, Internet and telephone services together, offering consumers the ability to consolidate their services with one provider. Campaign targeted towards males and females age 30-49 who are interested in dining, food, restaurants.
- Cost: \$5,100.00



FOX 5

- (49) :30 spots and (5) live interviews, (1) pencil ad and (1) billboard ad at www.fox5sandiego.com with an estimated monthly impression of 30,000, placement in the "As Seen On" page and (1) e-blast to 20,500 opt-in subscribers
- Station Information: KSWB became a Fox5 affiliate in 2008. Fox Broadcasting Company is an American television network owned by FOX Entertainment Group. Fox was the highest-rated broadcast network among adults age 18-49. Reaches over 872, 520 adults each week. 50.1% male, 49.9% female. 706% are age 35+. 44% make \$75k+ annually.
- Cost: \$5,504.60

Radio

Clear Channel Traffic

- (85) :15-second message on (7) Clear Channel stations running in preferred time periods, adjacent to CC traffic reports and first recorded in break -or - :10 read live within clear channel traffic reports on non-tcc stations. Bonus ads to run on entire network of stations & are based on unsold inventory over a one week period.
- Station Information: XPRS-Sports, XPRS-F Oldies, XHRM-R & B Oldies, XTRA-Modern, KGB-Classic Rock, KIOZ-Rock, KMYI Star 94.1, KHTS Ch. 93.3, KOGO-News/Talk, KLVN-Hispanic, KQLV-Hisp., XHFG-Hisp., XHTY-Hisp., KLSD-Sports, KUSS-Country, KPBS, NPR, KSDS-Jazz. Coverage from Escondido to Chula Vista. KGB: 64.1% male, 35.9% female, 42.3% between the ages of 45-54 with 46.2% making a household income over \$75,000. KHTS: 42.5% male, 57.5% female, 67.1% between the ages of 18-34,. KMYI: 46.1% male, 53.0 female, 52.3% between the ages of 25-54 and 48.3% have a household income over \$75,000. KLSD: 82.9% male, 17.1% female, 58.6% make a household income over \$75,000. KUSS: 48.7% male and 51.3% female, 50.1% between the ages of 18-34.
- Cost: \$2,000.00

KyXy Radio

- (25) :30 promotional spots to run for one week, inclusion in (15) promotional mentions, (5) KyXy morning show giveaways, (5) KyXy mid-day show giveaways and (5) love song giveaways. Inclusion on KyXy.com event page, event page two weeks prior to event and included in (2) kyxy KWiPS e-newsletters sent to nearly 40,000 subscribers.
- Station Information: KyXy has a 30 year history as San Diego's adult contemporary station. KyXy is a familiar family-friendly format. Has one of the highest unduplicated cumes in San Diego. Weekly cume of 637,000 listeners.





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Ages 35-54, Male 47.7% and Female 52.3%, Majority have some college education or a college degree. 63.4% earn more than 50k annually.

- Cost: \$2,500.00

Sophie Radio

- (17) :30 promotional spots to run for one week, (100) online streaming promos to run for one week, inclusion in (20) promotional mentions, (5) noon hour giveaways and (5) dedicated weekend giveaways. Inclusion on RadioSophie.com event page and inclusion in (2) Sophie Says e-newsletters sent to 5,000+ subscribers.
- Station Information: Sophie plays cutting edge NEW music. It is the "hip station" with highly interactive listeners. Weekly cume of 409,200 listeners. Ages 25-54, Male 52.2% and Female 47.8%, Majority have some college education or a college degree. 68.3% earn more than 50k annually.
- Cost: \$2,500.00

Print

Pacific Magazine

- (1) full page, full color advertisement in November issue, (1) dedicated email blast, editorial content and social networking promotion.
- Publication Information: PacificSD's strategic distribution methodology was created to accomplish one goal: making our advertisers successful by putting the magazine in the hands of San Diegans, wherever they live, work, shop, eat, play and exercise. One hundred percent of PacificSD's editorial content is locally relevant and is created by the region's top writers and photographers. 35,000 copies + 125,000 readers. 15,000 copies of PacificSD are direct-mailed to residences from Downtown to La Jolla. Delivery is guaranteed by the United States Post Service. 5,000 mailed to Downtown, Little Italy, 5,000 mailed to Pacific Beach, 2,000 mailed to Mission Beach and 3,000 mailed to La Jolla. 5,000 copies of PacificSD are hand delivered to nearly every restaurant, bar and retail store from Downtown to Carlsbad. This is a hyper-effective way to reach shoppers, diners, business owners and their employees. PICKUP LOCATIONS: 15,000 COPIES PacificSD readers pick up their hometown magazine from more than 420 San Diego hotspots: restaurants, bars, boutiques, salons, hotels, spas, coffee shops, you name it.
- Cost: \$1,500.00



Rage Monthly

- (1) full page, full color advertisement in San Diego and (1) full page, full color advertisement in Orange County/LA November issues, (1) banner ad on website and (1) inclusion in email blast.
- Publication Information: A free monthly saddle stitched color publication ever evolving to keep current and share all "The Rage." There are listing of restaurants and bars, a business directory, a listing of organizations, features on events, fashion, entertainment, culture, attitude, and opinion for those with an alternative lifestyle. It is distributed to curbside stands, clubs, restaurants, bars, hotels, coffee shops, and business in central and northern San Diego.
- Cost: \$950.00

Web

San Diego Convention Center (Convis)

- Visitor Information Center Advertising – (1) Quarter-Panel Back Light Display with complimentary brochure distribution by Certified Folder Display and (1) ½ or full page advertisement in the Visitor Guide.
- Company Information: 800,000 travelers requested a Visitor Guide from www.sandiego.org in 2009, online version of the Guide delivers an additional 56,000 visits & allows visitors to link to your site directly, viewers of the online version of the guide spend an average 8 minutes and 33 page views, reaches the Travel Trade & Meetings Markets as the #1 piece of San Diego collateral, distributed in local Visitor Centers, hotels and more and printed circulation 150,000.
- Cost: \$1,900 Annually + cost of ½ page advertisement (TBD)

Social Media

Facebook Advertising

- 1,000,000 facebook impressions geo-targeting San Diego with profile interests of dining, entertainment, etc. for one month.
- Company Information: Coffin Media Works helps businesses, non-profits, and organizations build, sustain, and energize relationships through the power of social media. Facebook, Twitter, YouTube, and Blogs not only strengthen your brand awareness and amplify your online presence, but allow you to reconnect with longtime clients and reach out to new ones. Average user has 130 friends and sends 8 friends requests per month. Average user spend more than 55 minutes per day on Facebook, Average user clicks the Like button on 9 pieces of





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content each month, and average user becomes a fan of 4 pages each month. 400 million active Facebook users.

- Cost: \$750.00

Total November 2011 Cost: \$22,704.60

December 2011

Radio

KPBS

- (10) :15 second weekday spots, (5) :10 second traffic spots for one week including (1) banner ad on website and inclusion in (1) e-blast.
- Station Information: News and information programming. Entertainment and music on weekends. Non-commercial public radio with ages 25-64.
- Cost: \$2,000.00

Print

San Diego Magazine

- (1) full page, four color advertisement in the December Issue, banner ad with 67,000 impression on www.SanDiegoMagazine.com, banner ad with 133,000 impressions on www.BalboaPark.org and (1) dedicated email blast to over 14,000+ subscribers
- Publication Information: San Diego Magazine gives readers the insider information they need to experience San Diego-from the best places to dine and travel to the politics and people that shape the region. This is the magazine for San Diegans with a need to know. Every month, San Diego Magazine can be purchased at more than 1,000 locations in San Diego County. San Diego Magazine also has direct relationships with upscale hotels in San Diego County in which we distribute more than 11,000 in-room copies each month, and with strategic partners, developing experiential events where your advertisement can meet quality readers.
- Cost: \$3,500.00

City Beat

- (3) quarter page, black and white advertisements in December leading up to the holidays and (1) banner ad on CityBeat Red List promotional e-blast during the week of our choice.



- Publication Information: San Diego CityBeat is San Diego's real alternative newsweekly. CityBeat is published every Wednesday, with a weekly circulation of 50,000. The distribution area includes all of San Diego County, from the Mexican border in the South County, to Oceanside in the North County. CityBeat is published every Wednesday, with a weekly circulation of 50,000. The distribution area includes all of San Diego County, from the Mexican border in the South County, to Oceanside in the North County.
- Cost: \$1,050.00

Outdoor

Clear Channel Outdoor

- (1) Tri-vision bulletin, (10) eco posters, (5) space-available eco posters and (15) bus kings in North County over a two week period.
- Company Information: Clear Channel Outdoor allows you to have continuous effective advertising presence in the market place with extensive reach and frequency. Provides high levels of repetition and creates a bold visual impression. Bulletins are positioned on highly visible, heavy traffic locations such as expressways, primary arteries and major intersections. Posters are widely distributed throughout San Diego reflecting consumer traffic patterns, located in commercial areas on primary and secondary arteries.
- Cost: \$15,875.00 (includes production)

MTS Buses King Boards

- (20) king posters to run for one month.
- Company Information: Transit advertising offers flexibility, affordability, a high degree of frequency and broad geographical reach as well as over 75% recognition. Offer four zones of advertising Imperial Avenue, Kearney Mesa, Chula Vista and El Cajon. RW will use Imperial Avenue and Kearney Mesa. Has over 3, 300,000 monthly rides.
- Cost: \$5,622.50 (includes production)

Web

DiscoverSD.com

- (1) Editorial package, (1) dedicated e-blast, (1) premium newsletter inclusion, (1) event newsletter inclusion, (1) featured slider ad connecting to editorial article, and (1) 24-hour rich media high impact ad.
- Company Information: 150,000 + monthly trendsetters, 14,500 loyal members, 2,000+ Facebook fans and 5,000+ Twitter followers.





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- Cost: \$1,775.00

Total December 2011 Cost: \$29,822.50

January 2012

Print

Ranch & Coast

- (1) half page, full color advertisement in January issue, editorial coverage, social media promotion with (3) tweets and (3) Facebook posts and top billing in one email newsletter to 9,000+ subscribers as well as a call out in the subject line.
- Publication Information: Ranch & Coast's readers are the ideal audience with which to promote your business. Our audience is made up of movers and shakers with disposable incomes that allow them to enjoy the luxury lifestyle they know and love. 37,000 Copies Each Month (6,000 copies to every home and business in Rancho Santa Fe and Fairbanks Ranch) HOME DELIVERY TO TOP INCOME RESIDENTS: 6,000 in La Jolla, 4,700 in Del Mar (saturation of homeowners), 6,000 in Carmel Valley, 2,500 in Solana Beach, 850 in Santaluz, 1,500 in Aviara, South Carlsbad, and La Costa 2,500 in Olivenhain and Quail Ranch, 1,000 in Downtown. HOTEL - 2,000: In-room distribution in North Counties finest properties: The Inn at Rancho Santa Fe, L'Auberge Del Mar, Estancia La Jolla Hotel & Spa, and Four Seasons Resort Aviara. DOCTORS & PROFESSIONAL OFFICES - 1,250: Waiting room copies at the most prestigious offices. BOOKSTORES & PREMIER NEWSSTANDS - 2,800: On the shelves of bookstores and premier newsstands in upscale areas of California, Arizona, and Nevada.
- Cost: \$1,500.00

SD Suburban News

- (1) half page, full color advertisement in La Jolla Light, Del Mar Times, Rancho Santa Fe Record, Solana Beach & Carmel Valley, Solana Beach Sun papers and a leaderboard banner ad to run on following sites: Lajollalight.com, delmartimes.net, rsfrecord.com, solanabeachsun.net, carmelvalleyleader.com.
- Publication Information: From the seaside towns of La Jolla, Del Mar and Solana Beach, to the burgeoning legal and tech centers in Carmel Valley and the winding roads of Rancho Santa Fe, these five distinct communities offer you a wealth of families and individuals interested in culture, entertainment and experiencing the best life has to offer. Distribution: La Jolla Light - 19,290 (14,882 direct mail & 4,408 newsstand), Del Mar Times - 7,460 (6,288 direct mail & 1,172





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newsstand), Carmel Valley News - 19,805 (16,985 direct mail & 2,820 newsstand), Rancho Santa Fe Review - 7,350 (6,230 direct mail & 1,120 newsstand) and Solana Beach Sun - 4,725 (3,645 home delivery & 1,080 newsstand)

- Cost: \$4,080.00

Social Media

Wildfire

- 30 day campaign to include access to all of the Wildfire promotion options, including: Sweepstakes, Contests, Coupons, Quizzes, Trivia, Signup Forms and Pick Your Favorites; add to Facebook Page, build your followers by publishing your sweepstakes to Twitter; and a website widget to leverage organic traffic on your homepage by adding a banner that launches your promotion in a light-box without taking your users off of your page.
- Company Information: Interactive promotions provide an effective way to fulfill a number of marketing goals such as: building a company's social network page fan base - companies that run contests on their social network pages have twice as many fans as those that don't or e-newsletter subscriber list, introducing a new product or driving traffic to a company's website, gathering customer feedback or user stories, driving purchases via coupons or product samples, or just generally building a company's brand awareness.
- Cost: \$400.00

Total January 2012 Cost: \$5,980.00

February 2012

Print

San Diego Home & Garden

- (1) full page, full color advertisement in February issue and (1) TV Spot for KUSI to air date/time TBD. Campaign information to be included in "Around SD" section of the magazine.
- Publication Information: For more than 31 years, San Diego Home/Garden Lifestyles' (SDH/GL) award-winning editorial has been driven to showcase luxury lifestyle trends, such as high end interior design, custom home building, architecture, gardening and home entertaining cooking profiles. Every month SDH/GL circulation offers advertisers the ability to reach the best possible mix – a loyal paid subscriber base and new readers (and potential customers) by our



presence on newsstands. Delivering 37,000 total copies each month with 13,623* copies sent to loyal, affluent paid subscribers from all over Southern California and beyond! Another 10,000 copies are placed in high-traffic waiting-room locations from San Diego to Orange County to Palm Springs. An average 3,024* magazines are sold on more than 655 newsstands and through direct dealers. We deliver 1,025 magazines to new homeowners with \$1 million-plus purchase value, plus VIP Gift subscriptions go out to all members of ASID AIA, and NKBA members as well as to special charity and promotional events throughout San Diego County.

- Cost: \$2,500.00

Web

OutnSD.com

- (5) rotating ads with a total of 50,000 impressions, Facebook social media effort to 10,000 + opt-in fans and (1) article in blog section of the website.
- Company Information: Started by local San Diego students this site comprises a listing of over 200 bar/restaurants specials and targets and audience of young adults who frequently dine and drink out but have limited funds. Message blast to 3,350+ group members of OUTnSD.com on facebook. Fan page updates out to 5,640+ fans on facebook & 2,000+ followers on twitter.
- Cost: \$300.00

Total February 2012 Cost: \$2,800.00

March 2012

Print

San Diego Community Newspaper Group

- (1) half page advertisement in full color including editorial in the following newspapers: Downtown News, Beach & Bay Press, Peninsula Beacon and the La Jolla Village News. and (1) banner ad to run on each of the websites.
- Publication Information: La Jolla Village News: 90% readership, Beach & Bay Press: 92.2 readership and Peninsula Beacon: 96% readership. Home Delivery of all papers is 96%. Readers Spending Habits: Fast Food: \$185,000, Restaurants: \$165,000, Auto Services: \$130,000, Clothing: \$71,000, Shoes: \$71,000, Drug Store: \$123,000, Home Furnishings: \$260,000, Jewelry: \$60,000 and Entertainment: \$103,000.
- Cost: \$3,400.00





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Web

Just My Ticket

- (1) Dedicated e-blast to a targeted recipient list of 15,000+ subscribers.
- Company Information: Just My Ticket is a locally owned company created to provide its members with valuable and timely offers that are specifically tailored to their interests. The service is free to members, though they may incur fees from their cell phone provider if receiving offers via text messaging. Just My Ticket works with entertainment venues, including concerts, live theater, sporting events, restaurants, nightclubs, spas and many others, to help them sell seats or appointments that would otherwise go unused. Just My Ticket helps to fill those spaces for the venues, while at the same time providing unique entertainment opportunities for our members.
- Cost: \$200.00

Total March 2012 Cost: \$3,600.00

Additional Promotional Items

Check Presenters

- 100,000 check presenters printed to be distributed throughout Hillcrest and San Diego County over the sixth month campaign.
- Information: Promotion for the "Park like a Local" with contest to win ultimate parking package of either free parking for a year and dining/retail certificates.
- Cost: \$3,975.98

Posters

- 400 posters printed to be distributed throughout Hillcrest and San Diego County over the sixth month campaign.
- Information: Promotion for the "Park like a Local" with contest to win ultimate parking package of either free parking for a year or dining/retail certificates.
- Cost: \$0.00 (Included with check presenters above)

Gift Certificates

- Purchase \$5,000.00 worth of gift certificates in local restaurants and gas cards to use in trade with media buys as well as contests.

Foursquare/Yelp.com

- Start a "check-in" location for parking in Hillcrest and as people check when they park they would unlock parking secrets. Each parking secret or tip would be





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something only a local would know to beat the parking issues that people face. If one checks in enough they would become the “Mayor” of parking in Hillcrest and win gift certificates to local restaurants and gas cards.

Parking Parties

- Promote and advertise (3) parking parties at various locations throughout Hillcrest and invite fans, followers, residents and more to celebrate easy parking in Hillcrest!
- Contest giveaways for restaurant/retail gift certificates and gas cards to attendees to increase excitement.

Parking Space

- Purchase one parking space for the year (\$1,000) to giveaway in an ultimate prize package of winning “free parking for a year”. Parking spot would need to be in central location.

Total cost for Additional Promotional Items: \$9,975.98

Total Costs for Hillcrest Parking Public Relations Plan

McFarlane Promotions, Inc. Coordination Fee: \$50,000.00

Total Media Buys from October 2011 – March 2012: \$99,369.58

Total Cost for Hillcrest Parking Public Relations Plan: \$149,369.58

Please note: All ideas and pricing within “Park like a Local” public relations plan are property of McFarlane Promotions, Inc. and are not meant for viewing by anyone outside of the Parking Committee of the Hillcrest Business Association.



Proposal for Hillcrest Parking Public Relations Plan

McFarlane Promotions Inc. agrees to execute the following:

- Coordinate with the Contracting Party to follow public relations for parking programs in Hillcrest event format
- Create a detailed timeline for the event
- Create a detailed advertising matrix with all media buys
- Work with client on the graphics concept for the all collateral materials including but not limited to; website, ads, posters, flyers, etc.
- Prepare calendar notice, press release, media alert, etc.
- Coordinate television media coverage
- Coordinate radio media coverage
- Design and implement a comprehensive advertising campaign with media buys that support PR activities, fits within the budget below, and successfully connects with Hillcrest customers
- Secure strategic corporate and non profit sponsorships and partnerships to further create a sense of large scale support and neighborhood support for the campaign
- Coordinate a de-brief meeting
- Write a media re-cap for sponsors and client
- General Parking Public Relations Plan coordination duties as they come up

Website

- Work with web designer to make sure that website is up to date with all correct for parking information such as date, pricing, maps, etc.
- Work with web designer to make sure that is running correctly and is user-friendly
- Work with web designer to create Blog and fan page that local San Diegans can post comments on their parking secrets

Television

- Listing on events calendar on screen
- KUSI - TV
- KFMB –TV
- KNSD – TV





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- KGTV – TV
- FOX 5 – TV
- San Diego 6 CW – TV
- Pitch media ideas on a regular basis to local TV stations
- Book at least one TV spot every other month featuring Hillcrest parking improvements in the news
- Work with featured guests to provide an interactive segment for station
- Act as the liaison each week between interested media and Hillcrest parking representatives
- Act as media liaison, generate & distribute press release, media alerts, etc.

Radio

- Work with client to secure Hillcrest inspired packages/gift certifications to giveaway on local radio stations to drive listeners into Hillcrest and encourage them park using new parking options
- Contact local radio stations to receive proposals for event promotion
- Review Radio Contracts
- Distribute event graphics, public service announcements, etc. to radio stations for promotions
- Secure and distribute promotional materials (i.e. gift certificates, product, discounts, etc.) for Radio promotions
- Make sure all event information is up on radio websites
- Obtain sound clips from promotional spots for records

Additional PR/Promotion Plan

- Consult with the HBA monthly to write releases and calendar notices around different featured angles
- Send the releases to media such as publishers, editors, etc. and get articles/mentions in issues
- Work with local and national publications to pitch and place articles with photos, interviews, etc.
- Create advertising campaign paid and trade and put together a detailed matrix
- Create and implement additional signage plan within the neighborhood and surrounding community to showcase campaign
- Create direct marketing piece to be mailed to surrounding zip codes
- Create PSA releases for radio stations and send out to solicit coverage
- Opportunity to mail out to McFarlane Promotions 5,000 person Database





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- Email out a jpeg to McFarlane Promotions email database of over 12,000 emails. Email list secured over the last 6 years through all of McFarlane Promotions events.
- Layout copy and assist with writing newsletter
- Create events and promotions associated with the campaign to draw visitors into Hillcrest and to attract media coverage (for example: create a parking perk program in Hillcrest that provides consumers incentive for parking in Hillcrest)

Blogging

- Blog about parking secrets and tips on appropriate blogs
- Maintain current blog on website page with updated information, releases, etc.

Social Networking

- Develop successful social networking campaign
- Utilize Twitter/Facebook to send status updates to friends about parking secrets, tips, etc.

Contracting Party agrees to execute the following:

- Pay any and all expenses
- Manage the accounting
- Access codes to website or contact information of company managing website

