

MARKETING AND ADVERTISING OPTIONS FOR YOUR PUBLIC EVENTS AND CLASSES

Here at PNA, we wish you success in your events and classes! There are a few options and limitations the PNA has in helping you market your event or class.

Due to the large number of events/classes provided by community members renting space, we cannot include non-PNA/PNA-sponsored listings in PNA's monthly newsletter publication, emails, or website calendar.

However, some options are available to get the word out:

PhinneyWood.com blog

PhinneyWood.com is the neighborhood blog (operated by the PNA)

- For events, you can post to the community events calendar: phinneywood.com/events2. Please note only events in Phinney-Greenwood will be approved
- Send a press release or blurb to tips@phinneywood.com for consideration for posting on the blog.

The Review quarterly newspaper:

[*The Review*](#) is our quarterly community newspaper that is delivered to every household in Greenwood and Phinney Ridge (about 19,500), as well as being available at the neighborhood libraries, at PNA locations, and on our website. There are two advertising options available for *The Review*.

- **Class Schedule:** A "class ad" lists your class in the Class Schedule section that is published in every edition, and is also downloadable from our website. Classes are listed by category, with a title, cost, registration information and short description. Cost is \$40 for the first listing; \$30 for each additional listing in the same issue.

Example:

Chickadee Music Together

Ages 6 mos-4yrs

Mon-Sat, Jan 8-Mar 24

PC Blue Building, Room 5

\$205/10 weeks

Register: chickadeemusic.com

Children's natural ability and love of music develop as they sing, move and explore instruments with parents or caregivers in a fun, relaxed atmosphere. Tuition includes a professionally recorded CD and songbook for music-making at home and ten weeks of engaging classes. The nine Music Together song collections are known for their charm and appeal.

- **Display Advertising:** Display ads typically contain logos and/or artwork, vary in size, and can be either black and white or color. These ads are placed throughout the newspaper. Prices vary depending on the size and color options you choose.

Go to phinneycenter.org/review/advertise for rates and size options.

Example of a display ad:



Deadlines and contact information for *The Review* advertising:

Contact Ruthie MacDonald, ruthm@phinneycenter.org, 206.784.2244 with questions or to order ads.

Review Issue	Approximate circulation dates	Class schedule ad & payment due	Display ad order & payment due	Display ad artwork due
Fall '19	8/23 - 11/20	7/15	7/26	8/8
Winter '19/'20	11/21 - 2/29	10/14	10/25	11/8

Facebook

- Public timeline post: You are welcome to post anything about your event/class on our public timeline (if it contains profanity or questionable content, it will be flagged for review, in which case we may get in touch with you). facebook.com/PhinneyNeighborhoodAssociation
- Feel free to tag @PhinneyNeighborhoodAssociation in your own posts as the location, if taking place at the Phinney Center or @greenwoodseniorcenter, if Greenwood Senior Center is the location.
- **Please note: We won't accept any requests for co-host for Facebook events or add events to our events timeline**, because we are unable to respond to Facebook inquiries about events that are not our own, and we wish to avoid any confusion about which events are put on or co-sponsored by our organization.

Posters/flyers at the Phinney Center or Greenwood Senior Center

You are welcome to bring a poster and/or flyers to the front desk for us to display or put out for visitors to the Phinney Center or Greenwood Senior Center (wherever is applicable) to see and/or pick up. Please bring them to the front desk and do not put them up or set them out yourself. (Please note for flyers, etc. that our main buildings are called "The Phinney Center Blue Building" and "The Phinney Center Brick Building" or simply "The Phinney Center.")

Questions? Contact Ana Maria King at anamariak@phinneycenter.org.