

Marketing and Communications Mix

#210370

E-Marketing & Social
Media

Paid Print & Radio Advertising



TV 12

Media Relations

E-Marketing



Custom email blast



GNVNews & InsideGNV



Social Media &
Website Newsroom



InsideGNV

InsideGNV: SPECIAL ELECTION AT LARGE SEAT

Get social with us!



City of
Gainesville GNV News

June 2, 2021 edition



SPECIAL ELECTION

AT- LARGE CITY COMMISSION SEAT

Media Relations



Video News Release & Print Press Release



TV12:
Slate, Crawl, Commercial,
Carousel



Radio PSAs & Ads

Paid Advertising



Social Media/Web

Social Media Ads
Boosted Posts



Radio/Print

WUFT Radio
MARC Radio
Gainesville Sun

Paid Advertisement – Print and Radio

WUFT- 78 spots for \$2000

MARC Radio – 348 spots for \$2000

98.9 Jamz – 138 spots for \$645

KTK – 270 spots for \$5004

Kiss 105.3 – 124 spots for \$950



Help from our partners



Alachua Co. Library System



Gainesville Black Professionals



League of Women Voters



Alachua County
Supervisor of Elections



Greater Gainesville Chamber of
Commerce



Faith-based Community & Non
profits