

Low/No Cost Ways to Advertise Your Event

- Create a simple but eye catching flyer with a heading and/or a picture. Be sure to only include the basic need-to-know info so the flyer won't look too cluttered. Save your color ink and, instead, print your flyers on colorful paper. Post your flyers around town on bulletin boards and in business windows (with permission), or anywhere you think might reach your audience.
- Write a press release to send out to news media sources. Put the most important information (who, what, when, where, and how) at the beginning of the press release. If you would like more information on the format for writing a press release or for sample releases, ICCS can help you.
- Access free TV advertisement through public television channels and cable television community events channels that will announce your event at no charge.
- Also publicize your event through community radio stations. With advance notice they will announce your event on air.
- Check out online events calendars for ones that will allow you to post your event for free.
- Put out signs directing people to your event. Outdoor signs can be set up in high traffic areas where people will see it. Also, beverage companies will often donate free banners to advertise your event.
- Word of mouth is one of the best forms of advertisement! Tell people about your event and ask them to pass along the info to anyone who might be interested.