

K. PAID MEDIA FOR LOCAL EVENTS

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- 1) Paid media is defined as external marketing that involves a paid placement (e.g. print, broadcast, digital).
- 2) **Paid media requests are due 120 calendar days prior to the event start date** to ensure adequate lead time to properly market the event through paid media. The event must be open to the public. The local event organizer may request certain media, but paid media will be placed and paid by the County through its advertising agency.
- 3) Including an event in the County's existing advertisement(s) may be accomplished at no additional expense to the County.
- 4) Placing advertisement(s) specific/dedicated to an event may be evaluated based on available budget funds and the following factors as appropriate:
 - a. Extent to which event is synonymous with or showcases a unique feature of the destination
 - b. Seasonality
 - c. Target audience (e.g. demographics, geography, reach)
 - d. Success rate (e.g. results from prior year or similar event)
 - e. Ability to document out-of-market attendance through lodging rooms generated