Enter in Evanced Event Calendar - write a clever description (see tips!) and be sure to include funding information whenever applicable.

**1-2 Weeks**
- Post-event photos to Flickr
- Post to event calendars (Various)
- Post to Evanced Event Calendar - write a clever description (see tips)
- Initial post on social media (Kristen)
- Share event/library stories with Kristen
- Post-event photos may be used to wrap up event promo, to promote related events (Most) Events

**2-3 Weeks**
- Print photo release forms/signs (Staff)
- Post to neighborhood calendars (applicable)
- Press release, if applicable (Kristen)
- Flyers & other print materials (Marc)
- Determine scale of promo (Tana/Kristen)

**4-6 Weeks**
- Ads - print or digital, if applicable (Tana)
- Post to neighborhood calendars (applicable)
- Press release, if applicable (Kristen)
- Flyers & other print materials (Marc)
- Determine scale of promo (Tana/Kristen)

**First**
- Enter in Evanced Event Calendar - write a clever description (see tips) and be sure to include funding information whenever applicable.

**Marketing & Promotion Timeline**

**Post-Event**
- Upload photos to Flickr
- Post-event photos may be used to wrap up event promo, to promote related events (Most) Events
- Share event/library stories with Kristen
**Promotion Options**

This is just a short list of options available to help promote your event. More is not always best, and some options may be better suited to your program/event than others. Please talk to Tana and Kristen to determine which would be the best fit.

### Print
- Flyers
- Postcards
- Posters
- Brochures
- Bookmarks
- Table Tents
- Ads
- Press Releases
- Calendar Listings

### Media
- Associated Press
- Wisconsin State Journal
- The Capital Times
- Madison.com
- 77 Square (Weekly: Thursdays, print; Wednesdays, online)
- Isthmus (Weekly; online, daily)
- Channel 3
- WKOW 27
- NBC 15
- WPTV
- WYOU
- Madison City Channel
- WMSN Fox 47
- WIBA 1310AM
- WERN 88.7FM (WPR)
- WORT-FM 89.9 (10-days notice)
- WTDY 1670 AM
- WRN

### Social
- Facebook
- Twitter
- Instagram
- Reddit
- Pinterest

### Digital
- Website
- E-Newsletters
- Web Features
- Media Kits
- Graphics/Banners
- Press Releases
- Calendar Listings
- Digital Screens
- Check-Out Screens

### SWAG
- T-Shirts
- Stickers
- Pens
- Buttons
- Library Card Holders
- Temp. Tattoos
- Canvas Bags
- Mugs
- Flash Drives

### Additional Options
- Hulafrog (Website, social, emails)
- Raising Madison (Blog)
- Madison Consumer
- Madison Mamas
- Moms in Madison
- Madison on the Cheap (Social media, website, e-news)
- Preschool Life/Madison with Kids (Social, e-news, website)
- Greater Madison Convention & Visitors Bureau (Social, e-news)
- Central Business Improvement District (Social, weekly e-news)