



Thornes Advertising Support

Initial Launch

1. \$1,000 Advertising Credit with the iHeart Radio Network (93.1 MIX, 100.9 KIX)
2. Coming Soon posters – Thornes pays for graphic design and printing
3. Introductory window on Main Street
4. Email to Thornes Community announcing store's arrival & opening
5. Facebook and Instagram: introduction & promotion
6. Addition of store on Thornesmarketplace.com & Thornes paper directory
7. Signage on Thornes Marketplace building directories as part of annual refresh

Ongoing Opportunities

1. On-going Co-Op program with iHeart Radio Network
Thornes matches every dollar spent up to \$500 a month
2. Utilization of Thornes monthly customer email (15,000+ addresses), Facebook page (9.5K followers), Instagram (3.6K followers) and Thornesmarketplace.com for promotions, sales, events, etc.
3. Rotating Main Street window displays
4. Co-sponsorship of events that will benefit the Building (Santa, Free Massage for Moms)
5. Ad hoc opportunities to participate in co-op advertising: Hampshire County Visitor's Guide
6. Participation in Thornes based marketing campaigns: Celebrate Your Birthday at Thornes, holiday, Blood Drives, etc.

THORNES

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