

ROSLINDALE OPEN STUDIOS MARKETING CAMPAIGN REACHES 1,000,000 PATRONS



ADVERTISING

NEWSPAPERS & MAGAZINES

Roslindale Open Studios advertises and places listings and articles in West Roxbury/Roslindale Transcript, West/Roxbury/Roslindale Bulletin, Heartbeats, Needham Times, Brookline Tab, Jamaica Plain Open Studios, Newton Tab, Milton Times, Jamaica Plain Gazette, Bay Windows, Art New England, Artscope, Boston Globe, Boston Herald, Stuff at Night, Boston Metro, Boston Parent's Paper and Parkwayboston.com.



DIRECT MAIL

PRINT MEDIA

Roslindale Open Studios prints and distributes 5,000 postcards and 10,000 brochures. Artists mail out and distribute over 3,000 invitations. 2,500 Posters are distributed at other Boston area open studios and hung in Jamaica Plain, Roxbury, Cambridge, Needham, South End, Roslindale, West Roxbury, Hyde Park, Dedham, Mattapan, Brookline, Somerville, Local Colleges, and Newton.



VIDEOS

ELECTRONIC MEDIA

Roslindale Open Studios promotes the event through a comprehensive web site, monthly email newsletters to over 2,000 contacts, with a Facebook Page, and Twitter and numerous videos in multiple locations. PSA's are placed on WBZ, WCVB, WHDH and Boston Neighborhood Network Television



COMMUNITY EVENTS

COMMUNITY

Roslindale Open Studios promotes in the Roslindale Community by participating in the Roslindale Day Parade, display in the Roslindale Public Library Window, at the Roslindale Farmers' Market and at other community events.

www.roslindaleopenstudios.org