

2016 OC TRAVEL, FOOD & WINE EXPO

ORANGE COUNTY FAIR AND EVENT CENTER • NOVEMBER 5 - 6, 2016



OVER 100K DOLLARS IN ADVERTISING & PROMOTIONAL CAMPAIGN

RADIO ADVERTISING PROJECTED MEDIA CAMPAIGN

KFI, KOST, MY 104.3, KNX, KRTH, KOLA, KCAL, 105 GO COUNTRY

Broadcast and streaming commercials - traffic and promotional spots

Local food programs

TV ADVERTISING BROADCAST AND CABLE PROJECTED MEDIA CAMPAIGN

NBC, CBS, KTLA, FOX, TIME WARNER featuring: Travel Channel, Food Network, Golf Channel, Plus many, many more

NEWSPAPERS AND MAGAZINES REACHING OVER THREE SO CAL COUNTIES

OC Register, The Press Enterprise, Coast Magazine, OC Family, Southland Golf, Los Angeles Times, Plus 22 weekly community newspapers including a special feature in the OC Register Travel section on Saturday, October 29, 2016.

BILLBOARD AND BUS SHELTERS PROJECTED MEDIA CAMPAIGN

55 Freeway, Bus shelters' campaign one month before

ONLINE DIGITAL AND SOCIAL MEDIA PROJECTED MEDIA CAMPAIGN

E, Facebook, Instagram, Twitter, Radio and Print Eblasts, Plus much more

ORANGE COUNTY
REGISTER **THE PRESS-ENTERPRISE** **COAST** **SOUTHLAND**
MAGAZINE **GOLF** **OC FAMILY**

SPONSORED BY: THE OC REGISTER, COAST MAGAZINE, OC FAMILY, AND THE PRESS ENTERPRISE