



Cooperative Media • Ad Campaign

The BluCentral cooperative media, ad and sponsorship campaign blitz is the first-ever national marketing enterprise intending to sign up every green company, product, project, organization, AND public donor into one driving media and ad force. It will maximize Earth Day as an annual media marketing tool with the goal of enhancing the “sales” (product, membership, project) of every participant. AND it will max up the entire green market, growing opportunities and progress for everyone.

**Put your product on the home page, top page, front page,
and grab your customers’ attention. Keep it up top and
they repeatedly see and hear your pitch.**

HOW THE CAMPAIGN WILL WORK FOR YOU

Thousands of small, midsize and some large organizations will share a cooperative electronic ad format.

All spots will drive traffic to ONE Cooperative Media • Ad Campaign website and YouTube broadcast channel. Without paying extra, you get 24/7 rotational website exposure while we build profile year round, every year.

The site will solely be about organizations, products and projects. It will not NOT be a typical radio or TV station website format where customers search for you through all the media stories, programs, promotions or a nonprofit advocacy site format.

When your ad is up in the media rotation, your organization or product will be featured on the home page along with an easy-click directory.

We will produce a cost effective standardized ad for you that runs on various electronic outlets, with a generic intro and outro to drive the audience to the Cooperative Media • Ad Campaign website. The main section of your ad will feature your organization or product, much like a National Public Radio or public television ad.

So if you are a small to midsize organization you will get a much better deal. For example, as a rotating and occasionally featured part of a \$250,000 regional ad buy, you will get more traffic hits to your site and through your door than does your \$10,000, \$5,000 or \$2,500 spent alone. You need a larger number of organizations to cooperatively market with you to maximize your investment.

**Make this campaign your annual media and ad vehicle
for your green, progressive company or organization.
It will be the most cost effective driver of profile
and traffic to your website and front door.**

Investment Levels to Maximize ROI

Advertising Investment

As a participant in the BluCentral Cooperative Media • Ad Campaign, your electronic ad gets you

- Overall campaign exposure and hits due to your ad from multiple electronic outlets in correlation to the overall campaign size.
- Direct ad exposure and hits in response to your electronic ad copy.
- Site exposure from your ad copy on the Cooperative Media Campaign site. Ads are rotated to the home page when your spot time is on electronic media.
- Your ad copy is also continuously rotated to the home page.
- Your organization name and website link listed in the site directory/search engine and in the EdayMax.com directory/search engine.
- Included in all media, print and event materials as well.

Sponsorship Investment above exposure plus

- A top or side bar on the Campaign home page in correlation to the size of your investment.
- For a slightly higher investment, top or side bar exposure on the www.BluCentral.net online Best of Green home page, which will be linked to the Campaign site.
- Inclusion in all media, print and event materials commensurate with your investment as either a title or presenting sponsor.

Partnership Investment

A small number of partners will have top billing on all ads, materials, events and media outreach, along with top of ad copy placement in every Cooperative Media Campaign ad. ■