

POTENTIAL AUDIENCES

VEHICLES FOR COMMUNICATION	POTENTIAL AUDIENCES									PROPOSED TIMELINE
	CHURCH UNDER THE BIG TOP Promotional Options	NR regular attendees	Friends of NR attendees	Near neighbors	Baileywick YMCA	Other contacts	Triangle			
HEAD COUNT	200	1600	400	30	50	1.5M				
Worship folder	X									October 7, 14, 21 and 28
Announcements/PPT	X									October 7, 14, 21 and 28
Website	X	X	X	X	X	X				Launches October 7
Email	X									Once a week beginning October 10
Invitation letter				X	X					October 15
Postcard invitation		X	X							October 15
Posters			X							October 15
Banner			X	X		X				October 15
HTML email	X	X								October 17
Door hangers			X							Distributed October 20
Ads			X			X				October 26 and/or November 2

**Invitation letter**

250 letterhead = \$110  
250 #10 envelopes = \$80  
Shipping, etc. = \$25  
TOTAL = \$215 + postage

**Door hangers**

500 doorhangers = \$190 + shipping, etc.

**Banner**

10' x 4' vinyl banner: \$180 plus shipping

**11" x 17" color posters**

25 posters x \$3 = \$75

**Ad in the Friday Faith section of the N&O**

Two column x 6" ad  
*News and Observer*: \$597  
North Raleigh edition: \$286

Three column x 6" ad  
*News and Observer*: \$896  
North Raleigh edition: \$429

**Postcard/invitation**

**Mass mailing of postcard to addresses in 27615** (estimate includes 1500+ cards to distribute to members of North Raleigh)

Purchase mailing list (18,373 names) = \$734.92

Option 1: 20,000 5.5" x 8.5" color postcards = \$1975 plus shipping (includes mailing services)  
Postage: \$1800\*

Option 2: 20,000 color 4" x 6" color postcards = \$1462 plus shipping (includes mailing services)  
Postage: \$1800\*

**Cards for distribution to members of North Raleigh only**

2500 5.5" x 8.5" color postcards = \$259 plus shipping

2500 4" x 6" color postcards = \$199 plus shipping

*\*We would need to get a more accurate estimate from the post office.*