

Advertisements

Creating Ads

There will be several advertisement templates available for use in the Coordinator's Corner on the Odyssey website. However, you will need to work with your advertising representatives to ensure that your submitted ads meet the publication criteria for their newspaper, magazine, radio station, etc. You should receive a proof of your ad before it beginning running. Make sure to thoroughly check it for accuracy, grammar, spelling and readability.

Non -traditional Ads

You may also want to pursue some non-traditional advertising options. Examples are listed below:

1. Billboards
2. Lawn signs
3. Signs in business windows
4. Cable community announcement board
5. Ad in local event programs - sports, plays, etc.
6. Movie theater ads
7. Billboards
8. Use "Want Ad" section to place a small ad for your Odyssey event