



The Culpeper Star-Exponent hosted a Holiday Marketplace on December 10<sup>th</sup> from 11 AM to 4 PM. Vendors included direct sales companies like Scentsy and Lularoe, two local authors, a florist, as well as local crafters and artisans.

In conjunction with the Holiday Marketplace, a Glossy Magazine was distributed in the Sunday November 26<sup>th</sup> paper. The magazine contained content, ads from vendors appearing in the show, other local advertising and promotion for the marketplace.

Magazine Sales Flyer – promoted to local advertisers who would not be a vendor at the Holiday Marketplace

# Celebrations

## MAGAZINE

### Decorating & Entertaining Ideas, Tips and Recipes!

Glossy Magazine in the paper on Sunday, November 26

- Additional copies distributed at the Hometown Holiday Expo
- Includes Community events for the holidays
- Information about the Hometown Holiday Expo on December 10
- Long shelf life – *Readers will hang on to this throughout the holiday season!*

### ADVERTISING RATES

Inside Front / Back Page (9.44" x 10")	\$699	(Price includes 10k online impressions)
Full Page (9.44" x 10")	\$599	(Price includes 10k online impressions)
Half Page Horizontal (9.44" x 4.695")	\$379	(Price includes 10k online impressions)
Half Page Vertical (4.665" x 9.44")	\$379	(Price includes 10k online impressions)
Quarter Page (4.665" x 4.695")	\$199	(Price includes 5k online impressions)
Eighth Page (4.665" x 2.25")	\$129	(Price includes 5k online impressions)

Glossy magazine publishes in the *Culpeper Star-Exponent* on **Sunday, November 26**  
*Advertising deadline: November 9—All advertising includes full color!*

CALL 825-0771 FOR INFO!

CULPEPER STAR\*EXPONENT  
*Your Hometown Newspaper*

# Digital Advertising



## VENDORS WANTED!

### HOLIDAY MARKETPLACE

Sun., Dec. 10 • 11 am–4 pm

Germanna's Daniel Technology Center



[Click for more information!](#)

**CULPEPER STAR-EXPONENT  
hometown  
Christmas**

**Holiday Marketplace**  
Germanna's Daniel Technology Center

*Exhibiting products perfect for gift giving*

**Sunday, December 10th**  
**11 am–4 pm**  
**\$10 admission**

Half of the door proceeds will be donated to the Culpeper Food Closet!

Email [lgore@starexponent.com](mailto:lgore@starexponent.com)  
for questions or more information  
or visit [starexponent.com/christmas](http://starexponent.com/christmas)  
for pricing, terms and to  
reserve your space

**2017 Hometown Christmas  
Holiday Marketplace**  
**\$5 OFF Adult Admission**  
Must present at entrance. Good Sunday, December 10, Day of marketplace

**CULPEPER STAR-EXPONENT  
hometown  
Christmas**

**HOLIDAY MARKETPLACE**  
Sun., Dec. 10 • 11 am–4 pm • \$10 admission  
Germanna's Daniel Technology Center  
*Exhibiting products perfect for gift giving*  
Half of the door proceeds will be donated to the Culpeper Food Closet!

[Click for more information!](#)

Digital Advertising for the Holiday Marketplace included a call for vendors starting in August, then switched to ads geared to attendees in November.

Digital promotions included online impressions, email blasts and social media.

Digital art was shared with vendors for use in social media.

[Click for more information!](#)

## VENDORS WANTED!

### HOLIDAY MARKETPLACE

Sun., Dec. 10 • 11 am–4 pm

Germanna's Daniel Technology Center

# Print Advertising



CULPEPER STAR-EXPONENT  
hometown  
*Christmas*

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CULPEPER STAR-EXPONENT  
hometown  
*Christmas*

**Holiday Marketplace!**  
Germanna's Daniel Technology Center

**Sunday, December 10th**  
**11 am–4 pm**  
*Exhibiting products  
perfect for gift giving.*

**Retailers & Crafters Welcome!**  
Retail brands will not be duplicated—first come, first served  
Crafts will be juried; quality and uniqueness are important  
Reserve your space to exhibit products  
perfect for last minute gift giving

Email [lgore@starexponent.com](mailto:lgore@starexponent.com)  
for questions or more information  
or visit [starexponent.com/christmas](http://starexponent.com/christmas)  
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reserve your space

- Print advertising mirrored what was run in digital formats.
- Provided postcard and sign art to vendors.

Communication was key throughout the process. FAQs were sent to vendors as soon as they signed up and frequent emails kept everyone informed prior to the event.



## Frequently Asked Questions

**How many attendees do you expect?**

Our best estimate is 300, but we are hoping for more!

**When is payment due?**

Payment for the Advertising and Booth packages is due by Tuesday, November 21. We will continue to sell booth space without ads as long as it is available.

**What is included with my booth space?**

Premium booths are approximately 8' x 4' and include a 6' table and two chairs. Table spaces consist of a 6' table and two chairs, but do not have space between the tables. Spaces will NOT be divided by pipe and drape. Limited electricity is available. If you need electricity, please let your rep know and we will place you as near to an outlet as we can.

**Can I offer a prize and giveaways at my booth?**

YES! Small giveaways or favors are encouraged. You may have customers register at your booth for a drawing. If you wish to provide a prize of \$25 or more in value, we will be drawing for prizes throughout the day and your business will be announced when your prize is given away.

**Can we have tasting of food and beverages in our booth?**

Absolutely. Tastings are great.

**How big can our display be?**

If you have a Premium Booth, You can display whatever you can fit on and behind a 6' table in about a 4' depth. If you have a very large display, consider purchasing another space.

If you have a Table, you will have the 6' table length, and about 4' in depth (including the table). If you have a large display, consider purchasing two tables. We can place them side-by-side or back-to-back.

**What time can we arrive to set up?**

Sunday, Dec. 10 at 8 AM. Everyone must be ready to go when the show opens at 11 AM.

**What time should we be done?**

The show ends at 4 PM – please do not start breaking down your booth until after that time. We must be cleaned up and out by 7 PM.

**What else do I need to know?**

Tablecloths and extension cords are not provided.

Open flames are prohibited.

Food warmers (flammable gel) are permitted, but must be on a non-combustible surface.

Nothing is to be hung from or affixed to any projection screens or monitors.

No tape/adhesive devices may be used on tables or walls.

**What about bad weather?** If inclement weather forces us to reschedule, we will email all exhibitors as early as possible on the day of the event.

# Vendor Application and Contract



## 2017 Application / Contract

Email to: [lgore@starexponent.com](mailto:lgore@starexponent.com)

Bring or Mail to: Culpeper Star-Exponent, 122 West Spencer St., Culpeper, VA 22701

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: Bus \_\_\_\_\_ Cell: \_\_\_\_\_ Home: \_\_\_\_\_

Do you have social media accounts? Please list them: \_\_\_\_\_

Please choose the package you would like:

		Ad Only	With Booth	With Table
Inside Front, Inside Back or Back Cover	9.889" x 19.5"	\$ 699	\$ 729	\$ 699
Full Page	9.889" x 19.5"	\$ 599	\$ 629	\$ 609
Half Page	9.889" x 9.75"	\$ 379	\$ 499	\$ 429
Quarter Page	4.889" x 9.75"	\$ 199	\$ 329	\$ 299
Eighth Page	4.889" x 4.75"	\$ 129	\$ 279	\$ 229
Business Card	3.22" x 2"	\$ 59	\$ 209	\$ 159
Booth Only 8' x 4' with table and 2 chairs	-		\$ 149	
Table only 6' table & 2 chairs	-			\$ 99
Add 10,000 online impressions for only \$99				

Method of Payment: Deposit \$ 50  Check  Visa  American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature Authorizing Charge: \_\_\_\_\_

Do you need electricity? \_\_\_\_\_

Any special requests? \_\_\_\_\_

Please include clear photos of item(s) to be displayed.

Summary of work:

# Recap & Results

- 38 Vendors participated in the marketplace.
- A DJ played Christmas music.
- Door prizes provided by the vendors were announced throughout the day.
- Three food trucks were there along with an area to sit and eat.
- Local singers and a children's choir entertained in the eating area.

<b>Revenue</b>	
Vendor Space Revenue	\$ 4,315
Door proceeds	\$ 720
Magazine Ad Sales	\$ 3,459
<b>Total Revenue</b>	<b>\$ 8,494</b>
<b>Expenses</b>	
Contribution to Culpeper Food Closet	\$ 360
Signage	\$ 75
Bags	\$ 309
Content That Works	\$ 119
Printing	\$ 2,100
<b>Total Expenses</b>	<b>\$ 2,963</b>
<b>Net Revenue</b>	<b>\$ 5,531</b>