

# Your Spot Is Here

## Campaign Update

November 02, 2011



# Radio Buy

- Radio spots running 11/14 - 12/26
- Spots running on 29 stations
- Seven key stations (KBKS, KIRO, KJR, KOMO, KRWM, KUBE, KVI) and rotating on Metro Traffic across 22 stations
- Ads include :10 and :15 spots



# Online Buy

- Online media running 11/14 - 11/31
- Includes King5.com, SeattleTimes.com, and TheStranger.com
- Spectrum Network: Includes 12 news sites including: News Tribune, King5, Seattle Times, Seattle Weekly, Puyallup Herald, Seattle City Search, and more



# The Seattle Times

Winner of Eight Pulitzer Prizes

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## Aberdeen buoyed by 520 bridge project



MARK HARRISON / THE SEATTLE TIMES

In Aberdeen, which fell on hard times after the collapse of the local timber industry, a \$367 million state contract to build nearly three dozen huge pontoons for the 520 bridge replacement is invigorating the community.

## Starbucks cranks up its own jobs plan

Starbucks CEO Howard Schultz wants U.S. companies to hire again, and his company has picked up its own hiring too.

NEW - 09:31 AM

### Darcy Burner to run again for Congress

UPDATE - 07:43 AM Feds arrest 4 in alleged Ga. ricin attack plot

UPDATE - 09:32 AM Polish pilot felt huge relief after safe landing

Something's working for the cops in Seattle | Danny Westneat

UPDATE - 09:16 AM 100 lawmakers to debt panel: Consider all options

UPDATE - 09:01 AM Europe leaders summon Greek PM to explain himself

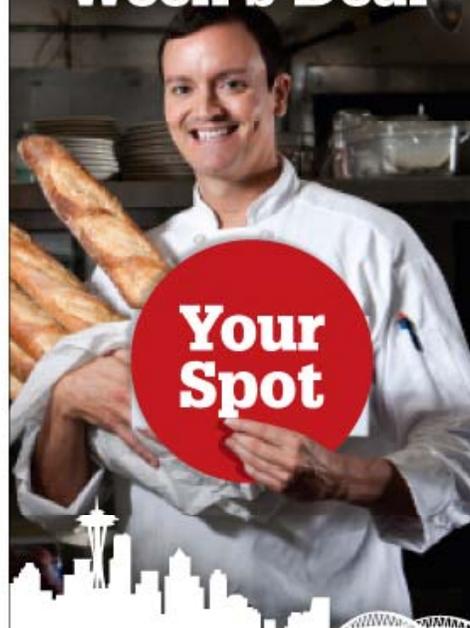
Get NWTraveler every Sunday! Check out the new expanded travel section for people on the move, here and abroad.



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## Discover This Week's Deal



### Don't miss



NATION

White House staff lose weight, credit first lady Michelle Obama



HAPPY HOUR

DeLuxe Bar & Grill expands its happy hour menu



PLANT LIFE

Oh, deer! Tactics for life among the wildlife

### Just in

09:26 AM Internet Explorer usage dips again

09:17 AM Stock market rebounds after a two-day slump

09:13 AM Cascade Land Conservancy is now Forterra

[TODAY'S NEWS INDEX](#)

**Your Spot** Lots of Parking. Less Cost. [YourSpotIsHere.com](http://YourSpotIsHere.com)

NEWS

[YourSpotIsHere.com](http://YourSpotIsHere.com)



# Seattle Times Holiday Guide

- Published Thanksgiving Day
- 1/2 page ad
- Includes online bonus
- Includes DealDigger mailer coupon



# Seattle Times DealDigger Coupon

- Mail to “Zone 8” (Pioneer Square, West Seattle, Beacon Hill, Leschi, Jefferson Park, Harbor Island, Georgetown, Sodo, South Park, White Center, High Point, and Fauntleroy)
- Deal: Cheaper than street parking (\$3)
- Drive consumers to [YourSpotsHere.com](http://YourSpotsHere.com) where we will feature “Deal Spotlights” from participating businesses



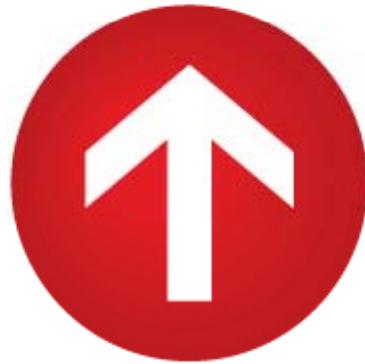
# Signage

- Designed, and soon to be produced and installed



**PIER 48**

**Holiday  
Season  
Parking**



**YourSpotIsHere.com**

**Parking**



[YourSpotIsHere.com](http://YourSpotIsHere.com)

**Parking**



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**Parking**



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**Your Spot** **Park Here**  
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**Parking**

**\$3**  
**HOUR\***  
PLUS TAX

\* FIRST FOUR HOURS

[YourSpotIsHere.com](http://YourSpotIsHere.com)



**Parking**

**Your Spot**

[YourSpotIsHere.com](http://YourSpotIsHere.com)



# Website

- Placeholder live
- Site goes live November 11
- QR code registered and directed to /qr
- CRM subscription account integrated
- Analytics set up and integrated
- Host space set up and activated
- CMS and web shell in progress
- Mobile optimized site in progress



 SIGN UP and get email alerts and special deals.

Enter valid email address...

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Your Spot

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# your spot is here.

Lots and Lots of Parking Spots,  
All at Considerably Lower Costs

## Plan ahead and save your sanity.

Suspendisse vestibulum dignissim quam. Integer vel augue. Phasellus nulla purus, interdum ac, venenatis non, varius rutrum, leo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam lectus orci, adipiscing et, sodales ac, feugiat non, lacus. Ut dictum velit nec est. Quisque posuere, purus sit amet malesuada blandit, sapien sapien auctor arcu, sed pulvinar felis mi sollicitudin tortor. Maecenas volutpat, nisi et dignissim pharetra

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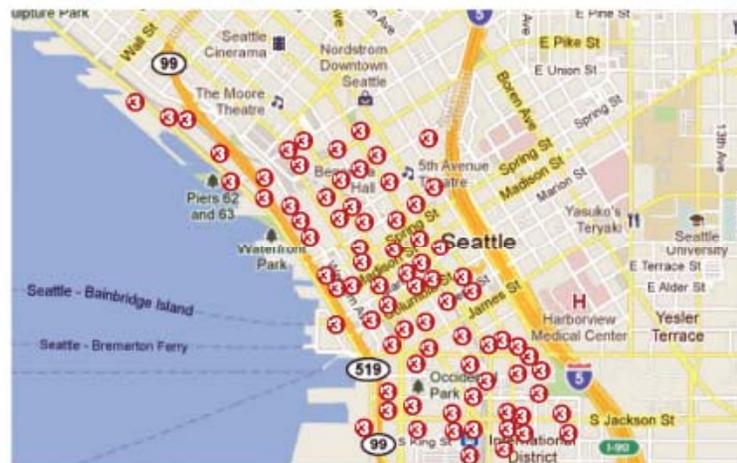
## Events Calendar

[\[View All\]](#)

- 10.31 Pioneer Square Halloween
- 11.08 Some day in November,
- 11.23 Pre-Thanksgiving Bash
- 11.24 Thanks Giving Party, Be thankful
- 12.15 Jingle Bell Walk for Arthritis
- 12.24 Christmas Eve Party @ Someplace

## Parking Locator Map

[\[View All Maps\]](#)



## Deal Spotlight

[\[View All\]](#)



Jimmy John's  
Pioneer Square  
Get 25% Off

[View Deal](#)

## Helpful Links

[\[View All\]](#)

Map of Construction Site:  
<http://seattle.gov/sdot>

Lt.Rail Schedule  
<http://seattlighthtrail.com>

Seattle Department of Corrections:  
<http://seattle.gov/sdot>

Alaska Way Viaduct News  
<http://seattlighthtrail.com>

Another Link  
<http://seattlighthtrail.com>

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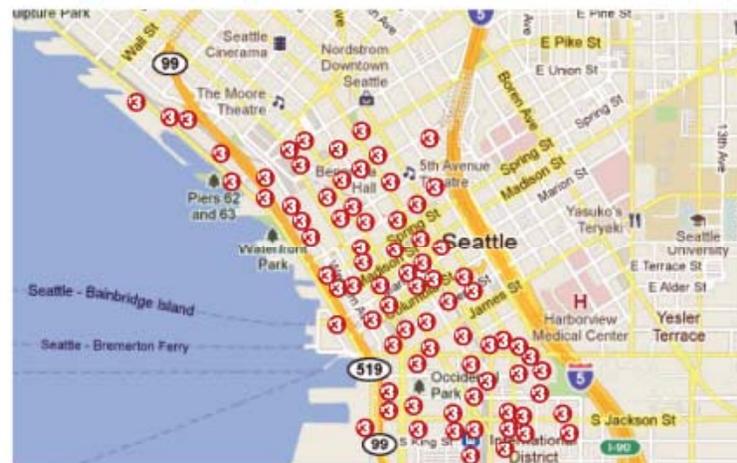
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# Stakeholder Discussion

- Shooting campaign photos: recommendations?
- Providing logos/electronic files for groups to use on website, emails, newsletters
- Gather information on Deals, events, promos



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