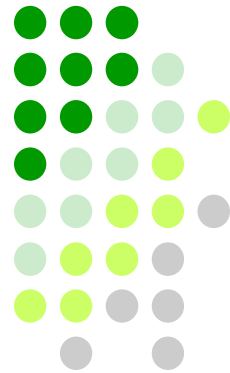


Low-Cost Publicity

Advocate/TTN	<ul style="list-style-type: none">× Run event advertisements
Flyers	<ul style="list-style-type: none">× Hand out where there are lines (Kise, Nemzek, etc.)× Ask library to hand out or insert in books when checked out (Permission from Library #2922)× Hang on bulletin boards and in high-traffic areas (If in CMU, must have The Compass stamp, #2260)
Sandwich Boards/Can Stands	<ul style="list-style-type: none">× Keep them in same place all the time, so people know where to look to find out what's happening (Check out at the ROC, #2265)
Banners	<ul style="list-style-type: none">× CMU Main Lounge banners (The Compass permission, #2260)
Word of Mouth	<ul style="list-style-type: none">× Get each person to tell 10 people× Excitement is contagious! If you aren't excited about the event, no one else will be.
Teachers	<ul style="list-style-type: none">× Ask them to announce event before or after class.
Unicycle	<ul style="list-style-type: none">× Have someone ride around handing out information on event (also works with roller blades, stilts, etc.)
Buttons	<ul style="list-style-type: none">× Use as advertisement or as a ticket to get into an event
Artwork	<ul style="list-style-type: none">× Sponsor a competition for creating a poster or slogan for the event
Candy	<ul style="list-style-type: none">× Advertisements on bubble gum or suckers to hand out or throw at crowds at sports events etc.
Cafeteria	<ul style="list-style-type: none">× Have toothpick flags in sandwiches and desserts× Prizes on bottom of plates or under chairs
Popcorn Bags	<ul style="list-style-type: none">× Have upcoming events listed on bags
Events	<ul style="list-style-type: none">× At events, hand out information on next event, put on chairs, in programs, hang banner
Sidewalk Chalk	<ul style="list-style-type: none">× Draw event information in front of doors, in parking lot, etc. (Permission from Campus Security, #2449)



Dragon Tidbits