

# “Imms To Go” Promotional Planning

## Goal

Increase community awareness of available immunization clinics through the “Imms To Go” model

## Objective

Promote clinic in a box immunization clinics within Spokane County

Strategy	Activity			
<b>Community Venues (no-cost)</b>	Rural Locations <ul style="list-style-type: none"> <li>• Colville Chamber of Commerce (weekly newsletter)</li> <li>• Libraries of Stevens County (e-calendar of events, email listserv, physical posting on community boards)</li> <li>• WSU Stevens County Extension News (monthly newsletter, resource page, event calendar)</li> <li>• Colville School District website (event calendar and e-communication)</li> </ul>			
	Semi-Urban/Urban <ul style="list-style-type: none"> <li>• Spokane Chamber of Commerce (event calendar)</li> <li>• Inlander event calendar and NW Health Magazine</li> <li>• Spokane County Medical Society monthly e-newsletter</li> <li>• Spokane County Library District- 11 locations (Airway Heights, Cheney, Argonne, Deer Park, Moran Prairie, Fairfield, Medical Lake, Otis Orchards, Spokane Valley) physical posting on community boards, children reading groups, e-newsletter</li> <li>• Spokane Public Libraries- physical posting on community boards, children reading groups, e-newsletter</li> <li>• Spokane Neighborhood Councils (list servs to members, physical meetings, physical mailings)</li> <li>• Craigslist Community Event Posting</li> <li>• Social Media- Facebook posting</li> <li>• Mall Locations- Northtown, RiverPark, and Spokane Valley Mall all have community boards</li> <li>• Free Radio PSAs- ClearChannel Radio (variety of Country and Rock, Easy Listening stations)</li> <li>• Spokane Public Schools and District 81 websites (event calendars and e-communications)</li> </ul>			
<b>Publications (paid advertising)</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;"> <ul style="list-style-type: none"> <li>• <a href="#">Cheney Free Press</a> <ul style="list-style-type: none"> <li>○ Davenport Times</li> <li>○ Fairchild Flyer</li> <li>○ Spokane Valley News Herald</li> <li>○ West Plains</li> </ul> </li> </ul> </td> <td style="width: 33%;"> <ul style="list-style-type: none"> <li>• Advertising Rate Card <a href="#">Link</a></li> <li>• 2 columns x 5” for 4 weeks is \$176.00</li> <li>• 3 columns x 5” for 4 weeks is \$264.00</li> <li>• Inserts range from \$25/1,000-\$75/1,000</li> </ul> </td> <td style="width: 33%;">                     West Plains reaches the communities of Airway Heights, Cheney, Medical Lake, Marshall, Sprague, Edwall, Rosalia, Spangle, Four Lakes, St. John, and Malden (roughly 16,000 homes)                 </td> </tr> </table>	<ul style="list-style-type: none"> <li>• <a href="#">Cheney Free Press</a> <ul style="list-style-type: none"> <li>○ Davenport Times</li> <li>○ Fairchild Flyer</li> <li>○ Spokane Valley News Herald</li> <li>○ West Plains</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Rate Card <a href="#">Link</a></li> <li>• 2 columns x 5” for 4 weeks is \$176.00</li> <li>• 3 columns x 5” for 4 weeks is \$264.00</li> <li>• Inserts range from \$25/1,000-\$75/1,000</li> </ul>	West Plains reaches the communities of Airway Heights, Cheney, Medical Lake, Marshall, Sprague, Edwall, Rosalia, Spangle, Four Lakes, St. John, and Malden (roughly 16,000 homes)
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	Extra		
	<ul style="list-style-type: none"> <li>• <a href="#">Deer Park Tribune</a></li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Rate Card Link (see attached) <ul style="list-style-type: none"> <li>○ \$9.00 an inch</li> <li>○ 1/8 page \$150.00</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>• <a href="#">Liberty Lake Splash</a></li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Rate Card <a href="#">Link</a> <ul style="list-style-type: none"> <li>○ \$248 (includes full color) 4.8" x 5.6"</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 10,000 residents-weekly distribution</li> <li>• Inserts available- \$85/1,000</li> </ul>
	<ul style="list-style-type: none"> <li>• Liberty Lake Current</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Rate Card <a href="#">Link</a> <ul style="list-style-type: none"> <li>○ \$248 (includes full color) 4.8" x 5.6"</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Monthly distribution <ul style="list-style-type: none"> <li>○ Reaches Spokane Valley, Liberty Lake, Millwood, Otis Orchards, Newman Lake, Rockford</li> </ul> </li> <li>• Inserts available- \$85/1,000</li> </ul>
	<ul style="list-style-type: none"> <li>• Inlander</li> </ul>	<ul style="list-style-type: none"> <li>• 4 units 3.6" x 5.4" for 4 consecutive weeks \$504</li> <li>• Rate card is attached</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly distribution</li> <li>• Readership of 45,000</li> </ul>
	<ul style="list-style-type: none"> <li>• The Statesman Examiner</li> </ul>	<ul style="list-style-type: none"> <li>• Combo includes The Sun and Statesman</li> <li>• 3 columns x 4in is \$154.80</li> </ul>	<ul style="list-style-type: none"> <li>• Colville/Stevens County (Northeast Washington) Reach includes 21,961</li> <li>• Inserts available \$70/1,000</li> </ul>

School Robocall Software to send out automated reminder calls	Include copy of flyer in letters to families re: OOC status
Include event information in newsletter	Include event information on website
Inform media of upcoming events	Email to multiple listservs
Use social media for event promotion	