

Publicity Fact sheet

YEP

We can email the news desk with our story and they will decide whether to feature it or not.

About Leeds Extra

This is an online supplement of About Leeds which provides extra information and stories to those in the main paper. Length is flexible and the North East page can point to it online.

Facebook

There are possibilities for a group to be set up for residents of the wards. There is no such group on Facebook at the moment although there are groups particular to the Roundhay, Moortown and Chapel Allerton areas. It could be a useful tool for attracting younger residents. Although there is no guarantee it would get members a group is easy to set up as long as it is maintained so it is worth doing as an experiment.

Roundhay Today

Community website run by YEP with news on local events. It features news, sport, & entertainment local to Roundhay & Oakwood. Free and easy to use.

Audience: 80,000 hits in November alone and the website is currently only four months old.

Note: Community websites for Chapel Allerton and Moortown will hopefully be set up early in 2008.

Radio Leeds

We can email a story to the news desk and they will decide if they want to feature it.

ELFM (East Leeds Community Radio Station). On air at certain points throughout the year.

Leeds Weekly News Insert

For £30,000-40,000 leaflets the cost is £23.50 per thousand +VAT

Cost of distributing 30,050 is £829

With the cost of printing 30,000 leaflets from printing.com the overall cost of distributing leaflets is approximately £1323 with Leeds Weekly News.

About Leeds Insert

We could put an insert into the paper which would be targeting at the households in the north east area. The leaflet would need to be ready to be distributed on Mon 25th Feb. The advantage of this insert over Leeds Weekly news is that we could put a brief sentence on our page directing residents to the insert.

Cost: £30-£35 per 1000 leaflets (for 30,000 households this would be £1,050)

With the cost of printing 30,000 leaflets from printing.com the overall cost of distributing leaflets would be approximately £1,527 with About Leeds.

Posters/Banners/Leaflets

With printing.com the overall cost of printing 300 posters, 9 banners and 30,000 leaflets is £1,022

Bus advertising

Passenger Panels – on inside of bus. Possibility to target certain buses in certain areas. Need to have 100 panels to make campaign worthwhile. We would need to start campaign 6 weeks ahead.

Cost: £16 - £30 per panel. Would recommend 100 to make sure the campaign is seen (roughly £1600 – £3000 depending on size of panels)