

# Media Plan

## News Paper Ads

**Full & Half page Ads:** Times of India, DC, HT, DNA & Leading news papers

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## Hoardings

Prime Locations in city

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## Magazine Ads

Femina, Citadel, India today & other local magazines

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## Radio

Radio Mirchi, Radio City, Radio One among others

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## Center Poles & Lollipops

Airport/Airport road, Near Malls, Hi Street & Prime Locations

- Press conference with Celebrity
- Press Release offline
- Press Release online

# The Numbers Plan

Expecting more than 5000 walk-ins over 3 days.



## E.mail

5 Lakh Expo Invitations and Event Date Reminders

## Social Networks Promotions

1.8 million People on more than 10 social networking sites  
1 million friends on Facebook alone



## sms

5 Lakh Invitations and Event Date Reminders



## Phone calls

10000 personal phone calls will be made before Event



## Invites

5000 Personal Invites will be sent to HNIs



## Online Ticketing

Book My Show, Mera Events, Eventbrite, Buzzintown and more...