

Salisbury Post

KRAZY KLEARANCE 2020

In keeping with Downtown Salisbury tradition, Krazy Klearance has been scheduled for the third week of July, with the dates of July 15-18. As per Governor Cooper's orders regarding COVID-19, shoppers will be required to wear face coverings, and merchants are encouraged to implement extra safety precautions to maintain social distancing. The Salisbury Post will support this event by offering the same advertising promotion as 2019.

Details:

I am going to offer you a crazy low rate to participate in the Downtown promotion. DSI is helping fund this page in order to make the rate lower for more stores to participate. This promotion works a little different than any of the others that we offer. Here is how it works:

A full color co-op page- more if there are enough participants - with merchant ads will run 4 days beginning Thursday, July 9th. One ad size will be available this year: 2 x 5 and total investment will be \$250. (For those who participated in the past, this same size was offered at \$456 in previous years.)

To make this a success for downtown, the Salisbury Post will run a heavy rotation of ads to promote Krazy Klearance on our website and in the paper leading up to and during the sale.

This is the fun part:

ADDED VALUE for participating stores from the Salisbury Post

* Along with the full color co-op page that will run 4 days and all of the SP ads, this promotion includes a contest for the shoppers to win KK Bucks.

* Each participating store will be listed as one of the locations to enter in the contest on the ads that the Salisbury Post will run to promote KK. Only the stores that participate on the co-op page may be a location to enter the contest.

* We will supply the entry forms and boxes to place in your stores

* On July 24, 3 winners will be chosen to receive \$100 KK bucks each to spend in the participating stores. When these are redeemed in your store, you turn them into the Salisbury Post and we will deduct the amount from your advertising account. These will have an expiration date of October 31, 2020.

Please let me know if you are interested in participating on this page. Deadline for advertisements will be Tuesday, July 7th.

Thank you,

Andrea

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