

Indy's Child Magazine

# Downtown Indy's Circle of Lights Proposal

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2021

**Dedicated Contest**  
(similar prize to 2019  
Contest)

November 1st - 15th

*The contest will be heavily promoted from October 25th - November 15th:*

- Write-up in the November issue — News & Notes
- Announcement on the October 25th Weekly Buzz eNewsletter (18,500 subscribers)
- Contest promotion on the 11/1, 11/3, 11/8, 11/10, and 11/15 weekly eNewsletters
- Multiple boosted posts and shout-outs on social media (50,000 + followers)
- Big Box Ad on IndysChild.com (100,000+ monthly visitors)

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**Print**

- Full Page Ad (7.875" wide X 10.25" tall)
- November & December Issues

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**Digital**

- Dedicated eBlast to Announce the Circle of Lights Ceremony: November 23rd
- Banner ad on Holiday Fun page on indyschild.com: November 10-December 31
- Online Spotlight on home page of IndyChild.com: November 22nd  
This will include a boosted Facebook shout-out and main feature in the November 23rd Weekly Buzz eNewsletter.