

# Advertising updates for Healey Marque/ Web Healeyclub.org 2023/2024

Held Zoom meeting in March 2023 to discuss the presence of Web activity for current advertisers.

Participants: Glen Graham, Peter Sturtevant, Reid Trummel, Bill Walton, Vince Barnell

## Notes:

- 1 looking to rebook Haggerty insurance 23-24 season (many replacements personal)
- 1 inquiry for web presence from NAPA
- 1 Inquiry from Pat with Koolmat Ran test ad in Healey marque
- 1 April worked with Bill Walton on Ad ideals from what other clubs are using/cost
- 1 Oct worked with Peter on Healey marques advertising spotlights on Healey Website
- 1 May 2023 Renee Robinson ([RRobinson@zymol.com](mailto:RRobinson@zymol.com)) looking for media kit
- 1 June 2022 Jason from A-1 Auto Transport ([a1autotransportmarketing@gmail.com](mailto:a1autotransportmarketing@gmail.com))
- 1 Reginal event advertisings offerings to be coordinated with area club organizers (Bill Walton was able to get them printed in *Healey Marque* )

## Action list:

- Put together a media kit to forward over to potential advertisers and send out to all possible advertisers
- Put web presence on each advertiser on Healey.org web page. All same size for the start. (Implement with Peter)
- Develop a click add score on each vendor looking at activity of each, then put a program for different size ads to be purchased! (will need to get with Peter)
- Come up with website advertising rate based on similar size magazine with same readership.
- E newsletter Banner/Homepage/Sponsored content.
- Develop advertising program in the EZ Quarterly.
- Develop 3 different levels of sponsorships Media kit development.
- Post pricing page on website dedicated to just advertising programs for print and or web (I will work with Bill/Peter).
- Calendar advertising program to be developed. (no action in 2023)
- Club needs to consider hiring advertising company to move to the next level of income.

Vince Barnell