



benefiting  
childadvocates®

---

## 2009 Marketing Plan

---

All media contact must go through Child Advocates, Inc. If you have any questions or media/promotional leads, or if a member of the media contacts your shop, please contact:

Dena Miller

Child Advocates Inc.

2401 Portsmouth, Suite 210

Houston, TX 77098

(713) 529-1396 ext. 213 ~ (713) 529-1390 (fax) ~ (832) 428-7128 (mobile)

[dena.miller@childadvocates.org](mailto:dena.miller@childadvocates.org)

The following media and marketing initiatives will be conducted on behalf of the entire program by Child Advocates, Inc & GS Marketing:

### Media Initiatives

- Distribute release to local media outlets (see list below)
- Promote program on various cable television channels through professionally produced and sponsored commercial during January and February 2009
- Promote program on radio public service shows upon which CAI appears during January and February 2009
- Include Car Pros for Kids press release on Child Advocates, Inc. website
- Send free oil change certificate to targeted members of the media
- *MEDIA LIST*: KTRK, KHOU, KPRC, KRIV, KHQB and to Houston Chronicle

### Marketing Initiatives

- Provide filters from NAPA Auto Parts to all merchants based on completed oil changes
- Provide each participating merchant with Promotional Materials/Collaterals (see below)
- Publicize campaign on 15 Clear Channel Outdoors billboards throughout Houston
- Publicize program website, [www.carprosforkids.com](http://www.carprosforkids.com), which is linked to Child Advocates website during January and February
- Publicize in Advocate News November and/or Spring edition (circulation: 12,000+) and in all group e-newsletters for Child Advocates constituents in January and February 2009 (1000+ each month)
- Send promotional postcard to Child Advocates individual constituents (12,000+)
- Include program information and details on Child Advocates' special events line
- Provide promotional postcards to merchants to mail to their customers

### GS Marketing Promotional Materials/Collaterals

Each participating merchant will receive a package with the following marketing materials:

- Tent Counter signs
- Window Cling Posters & Banners
- 200+ postcards
- Booklet of perforated certificates for customers participating in the program