

## STEP 7. ORDER CIRCUS HERALDS (P)

Surveys show an effective way to publicize the Circus is to insert Circus Heralds (4 page color insert) into your local PAID CIRCULATION newspaper. Carson & Barnes Circus works with you to make this possible by paying for the development, printing and shipping of up to 15,000 Heralds and you as the local host only have to pay the insertion fee (which can often be negotiated for a local not-for-profit.) If you need more than 15,000 Heralds, call our office (580) 326-2233 and ask for **Darla Drake**.

**TIP:**

The best time to distribute the Herald is at least 3 days but no more than 10 days prior to the Circus. We have found Monday and Saturday are not good insert days. If you have a weekly paper, insert second to last issue prior to Circus.

Remember to ask for the non profit rate.

**Coverage** - If your town is a suburb of a larger community it may not be feasible to insert in the full circulation of the larger community newspaper -- most newspapers have zoned issues -- they can insert only in those papers that are delivered into your market area.

If your community is small, you might contact the surrounding towns about inserting the Herald in those communities as well.

**\*\*\*The Circus Herald AND TICKET orders should be received by the Circus Office at least 6 weeks prior to Circus**

**Day.\*\*\*** As an aid to your advance sales we will include in the Heralds a listing of up to six of your

ticket outlets. BUT THIS LIST MUST BE FURNISHED TO THE CIRCUS OFFICE WHEN ORDERING HERALDS.

You must coordinate with the local newspaper in order to properly fill-out the Circus Herald Order Form. Please include a newspaper contact name and number.