

AIBA Member Marketing Calendar



AIBA produces many opportunities to market your business throughout the year. Most of these are free and some have a slight charge. Take advantage of one or all! Be sure to read *The Independent*, our local business newsletter, for announcements, details and deadlines for these promotions. Contact Rebecca, rebecca@ibuyaustin.com or 512-441-2123, with questions about these programs.

February

Love Your Locals—Watch your mailbox for posters and table tents to display in the month of February and beyond. Sign up for our free Love Your Locals online promotion. You'll get a photo and a 100 word description to promote your offerings for Valentine's Day and throughout February.



April

Local Business Month—Austin celebrates all things indie with a month long series of events and specials. Be sure you're included by having an event in your business during the month of April. AIBA will promote you in all our media outreach. The month ends with the Armadillo Awards...

Armadillo Awards—We'll be presenting a fun filled evening of awards for local business on April 24 at the Alamo Draft-house including music, food and drinks. You can participate in the nomination and voting but also as an AIBA Member Sponsor for only \$250.

Spring IndieAustin—*IndieAustin* is our popular member magazine. Deadline is April 30 to reserve your space in the May issue. While your listing is automatically included, it's a perfect time to showcase your business to customers. You can have a display ad for as little as \$255.

May

Spring IndieAustin—30,000 copies per year are distributed to more than 250 locations in May. These are dropped every other month until they're gone by September.

June

Summer of Independents—Watch your mailbox for posters and table tents for Summer of Independents to display in your business. Sign up for the Air Conditioned Scavenger Hunt.



Air Conditioned Scavenger Hunt—Sign up to be one of 25 featured members in this fun adventure.

July

Air Conditioned Scavenger Hunt—Join in the fun where we lead customers through member listings on www.ibuyaustin.com with clues as they explore to win prizes. We only have 25 slots for members to participate so sign up quickly. All you need is two gift certificates for \$25 or more to be used as prizes. The Scavenger Hunt focuses on five businesses per week throughout July.

October

Fall IndieAustin—Deadline is October 30 to reserve your space in the November issue.

November

Fall IndieAustin—30,000 copies per year are distributed to more than 250 locations in May. These are dropped every other month until they're gone by March.

Austin Unchained—Begin the holiday shopping season on the Saturday after Thanksgiving by participating in Austin Unchained—a day of shopping locally.

December

Shop Local for the Holidays—Watch your mailbox for posters and table tents reminding customers to shop locally for the holidays. Participate in AIBA Local Gift Tag program where you give out free gift tags to your customers and you get showcased on www.ibuyaustin.com.

