



Prentiss Brewer <prentiss@brevardncchamber.org>

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## Co-op Ad Schedule Updated

1 message

**Pam Norman** <pnorman@mktconnections.com>

Wed, Dec 11, 2019 at 3:37 PM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Nathan Jordan <njordan@mktconnections.com>, maryjo@brevardncchamber.org

Hi Prentiss,

I recently updated the attached co-op schedule to include the extension we obtained for the WNC Magazine ad and thought it might be helpful to have it handy.

Thanks!

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**Pam Norman** | Production Director | Market Connections | p 828.398.5259

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 **Co-op Campaign - Sheet1 (8).pdf**  
48K

## Co-op Campaign Ad Schedule

### Holiday, Winter & Spring

#### Publishes:

#### Publication

Our State

Blue Ridge Outdoors

The Laurel of Asheville

WNC Magazine

Capital At Play

November

Due 10/7

December

January

Due 12/6

Due 12/5

February

March

Due 1/24

Due 1/24

Spring Due 1/16

April



Prentiss Brewer &lt;prentiss@brevardncchamber.org&gt;

**Re: Co-op Ad Schedule Updated**

1 message

Karen Tessler &lt;ktessler@mktconnections.com&gt;

Fri, Jan 3, 2020 at 10:19 PM

To: Prentiss Brewer &lt;Prentiss@brevardncchamber.org&gt;

Cc: Pam Norman &lt;PNorman@mktconnections.com&gt;, Clark Lovelace &lt;clark@brevardncchamber.org&gt;, Nathan Jordan &lt;NJordan@mktconnections.com&gt;, Mary Jo Gordon &lt;maryjo@brevardncchamber.org&gt;, Christian McLaughlin &lt;cmclauchlin@mktconnections.com&gt;

You go Pren!!!!

Sent from my iPhone

On Jan 3, 2020, at 4:21 PM, Prentiss Brewer &lt;Prentiss@brevardncchamber.org&gt; wrote:

Thanks, Pam! Here is where we are on all three Spring co-ops:

**Our State**

1. Davidson River Outfitters - use same ad as 2019 Spring Our State co-op
2. Killer Bees Honey - sending materials to me soon
3. The DFR Room - use same ad materials as 1/3-page AG ad with copy tweaked (I'm happy to do that part)

**WNC Magazine**

1. DD Bullwinkel's - same ad as Winter Cap at Play
2. Greystone - waiting for proof - same ad as Winter Cap at Play ad with new copy sent to Nathan
3. Davidson River Outfitters - use same ad as 2019 Spring Our State co-op

**Blue Ridge Outdoors**

1. Greystone - waiting for proof - same ad as Winter Cap at Play ad with new copy sent to Nathan
2. DD Bullwinkel's - same ad as Winter Cap at Play
3. Heart of Brevard - same ad as Winter Laurel co-op but resize to 1/6-page

Let me know if there are any questions.

Thanks!

Prentiss

***Prentiss Brewer***

Operations &amp; Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

www.explorebrevard.com



On Fri, Jan 3, 2020 at 12:11 PM Pam Norman <pnorman@mktconnections.com> wrote:  
Hi Pren,

Attached is the co-op campaign spreadsheet with updated information for your reference. The only change was to Our State. That is an April ad placement and is due on 1/30. Please let me know if you have any questions or if I may be of further assistance. Thanks!

On Mon, Dec 30, 2019 at 4:18 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
Thank you!

Pren

***Prentiss Brewer***

Operations & Outreach Coordinator

Transylvania County Tourism

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On Mon, Dec 30, 2019 at 8:25 AM Pam Norman <pnorman@mktconnections.com> wrote:  
Hi Pren,

No apology necessary. To the best of my understanding, those are all of the current due dates and placements. I was able to get an extension on the WNC Magazine and that is reflected by the 1/16 date. When I return to the office on Thursday, I will confirm with Karen just to be sure. Thanks!

On Friday, December 27, 2019, Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
I am sorry to be so confused but are these still the due dates for the other spring co-ops? I have sent in the info for Greystone and need a proof. I have half of an approval from Bullwinkel's. I cannot get in touch with Kevin or Vanessa at DR Outfitters, despite emailing them ten days ago. I believe they will be back in January and hope they will approve the use of a previous ad.

Thanks,

Pren

***Prentiss Brewer***

Operations & Outreach Coordinator

Transylvania County Tourism

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On Wed, Dec 11, 2019 at 3:37 PM Pam Norman <[pnorman@mktconnections.com](mailto:pnorman@mktconnections.com)> wrote:  
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