

PUBLICITY INFORMATION & RESOURCES TO PROMOTE THE “FALL OPEN HOUSE” – OCTOBER 17, 2015

Grand Lodge encourages lodges to enhance their exposure by advertising in their local media. To support this effort Grand Lodge is pleased to again offer the **Cooperative Advertising Program**.

- **Grand Lodge Supplied Advertising**

Before every open house, Grand Lodge provides Lodges with a customizable print ad and digital files of our radio spots to promote the Open House in their community. For lodges using these ads, **we will pay the first \$50** in the form of a reimbursement. For each additional dollar the lodge invests, Grand Lodge will reimburse it one dollar to the **maximum matching reimbursement of \$225**. For example:

- The lodge's advertising costs \$50 or less. Grand Lodge will reimburse them for the total amount.
- The lodge's advertising costs \$100. Grand Lodge will reimburse them \$75 dollars: the first \$50 + \$25 reimbursement to match the lodge's \$25 investment. This formula applies to amounts between \$50 and \$400.

The lodge's advertising costs more than \$400. Grand Lodge will reimburse them \$225 dollars: the first \$50 + \$175 reimbursement to match the lodge's \$175 investment. The lodge is responsible for the balance greater than \$400.

In the past we sent a DVD with the official materials to every Master, Secretary, and Ambassadors. To better manage our costs, all of the materials have been posted online. To download the materials, visit MassMasons.org or OpenHouseFiles.MassFreemasonry.net.

- **Lodge/Building/District Developed Advertising**

For lodges, buildings, or district that elect to use their own advertising, the program will operate as it has in the past, i.e. in the form of a reimbursement, Grand Lodge will match every dollar a lodge spends on advertising to the maximum of \$200. For example:

- If a lodge spends \$200, they will receive \$100 from Grand Lodge to match their \$100 investment.
- If the ad costs \$400, Grand Lodge will contribute \$200 to match their \$200 investment.
- For ads that cost more than \$400, Grand Lodge will contribute \$200 and the lodge will be responsible for the balance.

- Lodges sharing the same building or in the same district may combine their resources and augment their effort.

Lodges are encouraged to consider local cable and/or radio advertising. For the similar cost of running a single newspaper ad, a radio or television commercial can be run multiple times over the course of several days.

To receive the reimbursement, an invoice from the media outlet and a copy of the ad (for print) or the schedule of when the ad runs (for radio and cable) must be submitted to my attention at Grand Lodge.

As we have in the past, the Grand Lodge will provide every lodge building with a decal with this fall's Open House date to place on the existing banner. The decals will be distributed through the District Deputies. If your lodge building's banner is missing or lost, please let me know as soon as possible.

Good luck planning your promotional efforts. Do not hesitate to let me know if I can be of further service to you. I thank you for all that you do for your lodge, and through your lodge, for Massachusetts Freemasonry as a whole.

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