

Media Publicity for the Quilt Show.

The **Florida Register** publishes every other month. Our show was in February so we wanted to be in the January/February edition. That happened to be the annual Quilting, Needlework and Sewing issue. The deadline is the by 1st day of the month prior to the publication. For the January/February edition it would be December 1. We reached out to them at the end of October and got our ad information to them a month earlier which was good because we had a very good spot in the paper for our ad. Recommendation is to reach out to them 3-4 months prior to the publication so that you can get all of the info needed and send the ad in early.

We did a 5" x 3" ad at a cost of \$145.



The Southwest Florida Quilters Guild
will hold its biennial quilt show

February 27 & 28, 2026

at Charlotte Harbor Event and
Conference Center in Punta Gorda.
The show will run from 9 am to 4 pm.

Admission is a \$10 donation.
Return the 2nd day for no charge.

Over 250 quilts will be on display along with many vendors and the
opportunity to purchase quilts and other handmade goods.

Please join us and bring a friend!

Florida Weekly – I went to their website floridaweekly.com and posted our event on their online calendar. The deadline for posting in their actual paper (What to Do, Where to Go section) is by noon for the following weeks publication. Check with the paper to confirm these dates are still correct. They will accept email text, jpegs or word documents NO PDF's.

Note – our event was held in Charlotte County so the actual posting in the newspaper calendar was in the Charlotte county edition. Not the Lee county (Ft. Myers, Cape Coral editions).

News Press –This is powered by EVVNT. To appear in the Calendar section of the newspaper. I went to www.news-press.com/things-to-do/events and registered our event. I opted for the Premium listing so it published on 45 listing sites, with featured position, premium map points, social reposting, promotion until the end of the event. The cost was \$129. Because our event was in Charlotte County I believe it published mainly in that area. We did get on the Sun Weekly Calendar of Events for Charlotte, DeSoto and Sarasota counties.

Attached is the report from EVVNT.

Also check for Quilt shows in the area prior to our show. This may be a good opportunity to buy an ad in their show program. I bought an ad in the Disconnected Piecers Show Program. Reach out to the Show Chairperson to find out who is in charge of the ads. I would recommend doing this two months prior to their show. I bought a 4" x 5" ad in their show program.

Also social media is a great place to promote the event. Our Show Chairs can assist with that.

Lastly reach out to Gulf Coast News, Wink News and any other news stations in this area. They may come and do a segment for their news show. There was an on-air mention of our show on Saturday morning at 6:40 am on one of the stations. I did not hear it but was told by a visitor to our show that they heard it.

For some of the events I was unable to get a check from the Show treasurer due to publication deadlines or for the online events that were by credit card only. I paid and submitted the charges to the Show treasure for reimbursement.

Submitted by: Ginny Koleda