

MPAartfest 2008 Media Analysis

Media	# articles/mentions/ads	Circulation/Reach
<i>Postal Mailings:</i>		
MCC Program Guide	2 ads: Spring and Fall	21,000 per issue
MPA artfest postcards	1 mailing	3,500
MPA newsletter	2 mailings	5,000 per mailing
<i>E-mailings:</i>		
MCC E-news	3x	4,500 per emailing
MPA Eblasts	6x	675 per emailing (1,900 for 2009)
<i>Newspaper:</i>		
Fairfax Times	6 articles	150,000
Falls Church News Press	3 articles	30,000
McLean Connection	4+ articles	9,000
Sun Gazette	2 + 2 McEneaney ads	30,000
Washington Post Fairfax Extra	2	
<i>Magazines:</i>		
Elan	2	33,000
<i>Broadcast:</i>		
Cox Communications Interview	40x	9,960 households
WUSA Interview	1	3,586 households
NewsChannel 8 Interview	1	1,106 households
<i>Online Community Calendars:</i>		
Smooth Jazz 105.9		
WTOP		
WJLA/Newschannel 8		
WMZQ		
DC Art News		
Arts Council of Fairfax County		
Fxva.com		
<i>Blogs:</i>		
Painterly Visions		
DCArtNews		
CherieLester		
Adventures of Hoogrrl!		
Supernovamom		
Washington Post City Guide		

