



Corn Mazes America  
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## Corn Maze Publicity Package

A maze will not be successful unless you can get people to your farm. It is an initial investment with very little variable costs. This means that there are little expenses for each individual visitor, so the number of customers you have has a direct impact on how much income you can make. People need to know about you, so you need a strong marketing plan.

You do not always need to buy advertising. Your corn maze can be a great way to publicize your farm, and we have the tools to help you market it to the media and get free publicity. Let our public relations experts write a press release that gets your message across and catches the media's eye. With our Complete Coverage package, we will even find the media sources and mail out the releases for you! How much advertising can you purchase for this price?

Package	Basic	Advanced	Complete Coverage
Custom press release in early summer to inform media about your maze		X	X
Custom press release for just before season opening	X	X	X
Custom press release during the early season			X
We research 10 local media sources to contact*		X	
We research 15 local media sources to contact*			X
We mail all releases and provide paper, envelopes, and postage**			X
Aerial photo included in release (if available)			X
Web hosting of press releases and up to three print quality digital photographs		X	X
CMA phone support to help put your plan into action	X	X	X
	<b>\$200</b>	<b>\$400</b>	<b>\$700</b>

\*Owner may approve list or suggest media contacts

\*\* CMA can mail you the prepared sealed envelopes so you can mail through your local post office.

*Please note: All releases need at least a two week preparation time to ensure a quality release.*

For more information or to sign up your farm, please call (608) 352-0175 or email [sales@cornmazesamerica.com](mailto:sales@cornmazesamerica.com) today! Do not wait until the last minute for this great package.