

Ask The Expert

Program Details

- New program created as a valuable tool for our readers/community in a time where there are many unknowns and questions for experts across a variety of industries; to include finance, taxes/accounting, healthcare, home improvement, insurance, education, automotive/repair, real estate, and mortgage lenders.
- Online survey that is available through a tab on our Record-Eagle Facebook Page from April-July where people enter their contact information, select which industry/industries they would like to hear from an expert on and submit their questions for each expert.
- Promote entries with print, total audience impressions, rich media, and email marketing.
- Record-Eagle selects the top questions for each expert every Wednesday at 4pm and sends to the respective sponsor(s).
- Experts have until Thursday at 4pm to submit their response. Responses must be 2 paragraphs or less (with 2-3 sponsors) or 6 sentences or less (with 4-5 sponsors). Sponsors can also submit (1) photo, video, etc. each week to supplement their response that will be included on the FB post ONLY.
- The expert responses will publish in the Business section of the Traverse City Record-Eagle every Sunday, as well as on our Record-Eagle Facebook page.
- Create database of questions that have been responded to and maintain on a weekly basis as to not have duplicates.
- We will re-evaluate program length 1 month prior to current end date of 7/31/20, based on engagement.

Sponsorship Information

- Industry exclusive opportunity to be seen as an expert resource that is providing valuable insight to support our community during these trying times.
- Introductory price of \$199/mo available through 7/31/2020
- Logo on (2) 1/8 page Ask The Expert promotion ads/week
- Logo on (1) ¼ page Ask The Expert response ad weekly in the Business Section of the Traverse City Record-Eagle
- Business tagged on Facebook post of Ask The Expert response every Sunday on the Record-Eagle page (over 24,000 followers)
- Business name and logo displayed on Ask The Expert Entry Form through the Record-Eagle Facebook page