EVENT SUMMARY
MAY 25, 2021

Make smart decisions with your money.

ATTENDEE FEEDBACK
“The discussion regarding the housing market was particularly interesting.”

“I was impressed with the knowledge of all the speakers. The topics of retirement planning and real estate were my favorite.”

“The panel discussion regarding financial planning was very insightful and I was impressed by the resources PNC Bank offers.”

“Bernie’s response to the final question was outstanding.”

PROMOTIONAL CAMPAIGN
WITH PARTNER LOGO INCLUSION

DIGITAL CAMPAIGN – cleveland.com
- 5 high-impact positions
- Newsletter inclusions
- Digital multi-size campaign

1,658,805 digital impressions served

PRINT CAMPAIGN – PD and Sun News
- 5 Full-page ads in The Plain Dealer
- 6 Half-page ads in The Plain Dealer
- 5 Half-page ads in Sun News

Seen by an audience of 300k+ individuals – per ad date

SOCIAL – cleveland.com and Advance Ohio social channels
25+ social posts reaching over 721k followers

Event Emails + Real Deals email inclusion
8 Emails to PD newsletter list and AO Database
40k+ recipients | 22.9% Avg. open rate

Virtual Gift Bag
50.6% open rate

PARTNERS

SPEAKERS
2 Featured Speakers
11 Financial Experts

Bernie Kosar
Brandon Chrostowski
Melissa Smith
Brian Cantrall
Drew Martin
Bryan Bibbo
Greg Perelka
Walter Morris
Theresa Osborne
Kate Carden
Daniel Roberson
David Head
Scott Fink