



Promote Your Business During the W/X Viaduct Rehabilitation Project

1. Promote your Special Offer on Fix50.com

Caltrans welcomes businesses to advertise special offers on the W/X Viaduct rehabilitation project website: **Fix50.com**. A page on the site is designed for businesses to promote themselves through a special offer during the closure.

Examples:

- **Fix 50 Special:**
 - Mention Fix 50 and receive \$1 off a combo meal; or
 - Mention Fix 50 and receive 10% off any custom order
- **Happy Hour Special:** Mention Fix 50 and receive any appetizer 50% off from 4 to 6 pm from date to date

FIRST: Simply fill-out the following information about a business to get it uploaded on the promotion page.

Name of Business:	
Type of Business: (i.e. restaurant, hotel)	
Physical Address:	
Phone number:	
Web address:	
Description of special deal or discount given?	
Coupon (optional)	Is a physical coupon is required? Yes _____ No _____ If "Yes" please include a copy of the coupon with this form.

NEXT: Email the above information form, along with logos or printable coupons, to Rebecca@ProProse.com

2. Connect Your Business to the Campaign Using Social Media:

Connect with the Fix 50 campaign on Facebook and Twitter! "Like" and "Follow" the Fix 50 campaign with your business' Facebook page and Twitter account, and the campaign will provide an @mention to promote your business and specials in a news-feed update and tweet. Following are links to the Facebook Page and Twitter account.

Facebook: www.facebook.com/Fix50WX

Twitter (@Fix_50): www.twitter.com/Fix50

Instagram: @Fix_50

If you have any questions or difficulty, please call Rebecca at (916) 359-8316

