

Top revenue and audience growth ideas

SNPA News Industry Summit
Oct. 8, 2014

RichmondDRIVES.com



The screenshot shows the homepage of RichmondDRIVES.com. At the top left is a red circular logo with the text "Richmond DRIVES" and a car icon. To the right of the logo, the text "Your local automotive online source" is displayed. Below this is a navigation bar with links: HOME, BUY, SELL, RESEARCH, TRAFFIC CAM, EVENTS & PROMOTIONS, and ABOUT US. In the top right corner, there are links for "MY DRIVES - Log in | Sign up". Below the navigation bar, there are social media icons for Facebook, Twitter, and Email. The main content area is divided into two sections. On the left is a search form titled "Find my ride!" with the subtitle "Find New and Used Cars". The form includes dropdown menus for "Condition" (set to "All"), "Make" (set to "All Makes"), and "Model" (set to "All Models"). It also has input fields for "Year" (from 1901 to 2015) and "Price" (from 1 to 100000+). A red "Search" button is at the bottom of the form, with a link to "Advanced Search" below it. On the right is a large image of a smiling woman sitting in the driver's seat of a car.

Richmond
DRIVES

MY DRIVES - Log in | Sign up

Your local automotive online source

HOME BUY SELL RESEARCH TRAFFIC CAM EVENTS & PROMOTIONS ABOUT US

Find my ride!

Find New and Used Cars

Condition
All

Make
All Makes

Model
All Models

Year
1901 to 2015

Price
1 to 100000+

Search

Advanced Search

- New and used
- More than 6,000 listings
- Auto articles
- Live traffic cams
- Not ready to surrender the auto vertical!

Richmond Times-Dispatch

Interactive holiday gift guide



- Cross-platform ad promotion
- Black Friday in print, plus extended life online
- One-of-a-kind caricature map with interactive web version
- Clicks on web icons take visitors to the businesses' websites
- Costs \$2,912, revenue \$11,700



Citizen Tribune, Morristown, TN
Teri Manning, promotions director
dmsalesmgr@lcs.net

Buy a car, get a gun!



- “2nd Amendment Sale”
- It’s a southern thing!
- Brainstorming in the dealer’s office, trying to save the month
- \$200 voucher at local firearms dealer with each sale
- Six pages of advertising
- 33 cars sold

The Daily Sentinel, Scottsboro, AL
Publisher Brad Shurett

Bargains | 361



Victoria (TX) Advocate

Chris Arlen, consignment channels manager

- Virtual consignment shop
- Readers bring items in
- Do online price checks
- Post items on selling sites, e.g. eBay, Etsy, Craigslist
- 50-50 revenue split
- Buyers pay shipping

E-mail marketing program



We're giving away a \$50 HESS gas card everyday now through July 7, 2011

The Post and Courier's PC VIP email deals are growing every day and we want you to take advantage of these money-saving offers! Come update your PC VIP email profile, and you'll be entered to win a \$50 HESS gas card. Your email address is your login, just [Click Here!](#)

As a PC VIP member you will enjoy money-saving tips, coupons and information on the latest news and entertainment options that interest you most. Just click below to join, set up your profile and you'll be entered to win a \$50 HESS gas card.

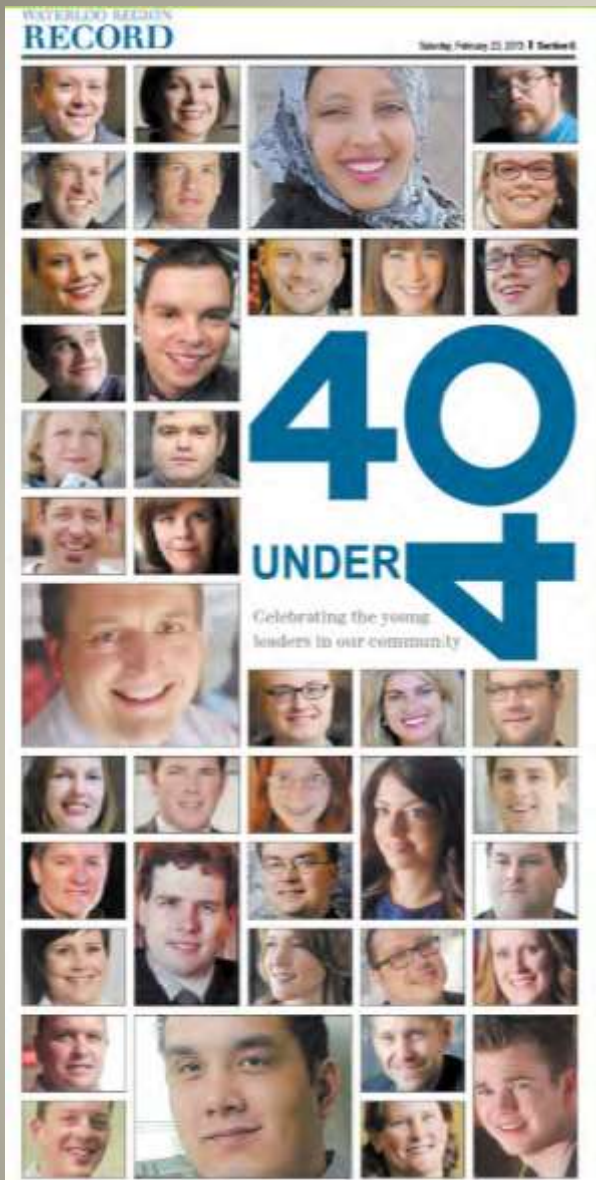


- Big drive to build opt-in email database
- Newsletters, special offers, deals, contests
- Scads of giveaways and offers
- Promoted in all channels
- 45,000 emails by August – up 43%
- Revenue up 89%
- YTD: \$93,000

The Post and Courier, Charleston, SC

Brad Boggs – bboggs@informedinteractive.com

Andy Morgan – amorgan@postandcourier.com



40 under 40

- 40 local leaders under 40
- Newspaper board chooses the winners
- Winners receive awards and full bio write-ups
- Awards presented at luncheon hosted by the newspaper
- Increase community interaction and engagement
- Section and contest's popularity have grown steadily
- Revenue - \$11,794

Gastro Post



- Focus on local food
- Local membership group, owned by members with user generated content
- Best photos submitted via social media printed weekly
- Revenue partners include grocer, livestock group and food awareness group
- Distributed in print and social media: Twitter, Instagram, Facebook, wired web.
- \$750,000 revenue over two years

E-Merchant

Stocking Stuffers!

Order online at www.SpecStore.ca

CHRISTMAS IN ONTARIO
Heartwarming Legends, Tales and Traditions
\$10.45
This compilation brings to life the very best holiday stories from across Ontario from the early days of settlement to the modern day, and from heartwarming inspirational tales to dangerous escapades, this is a collection to treasure for many years to come. Paperback - 128 pages.

SYDNEY OMARY'S ASTROLOGICAL GUIDE FOR YOU IN 2014
\$9.44
Beginning with fascinating projections, this amazing guide will give you advice on romantic development, career moves, love, and finance. Includes your dawn and detailed monthly moon predictions for every sign. Paperback - 320 pages.

A SHINKY LITTLE CHRISTMAS
\$12.59
With clever words, Christmas songs, and New Year's resolutions to "do less", this shinky little gift book reminds us that there is indeed a reason for the season with themes of friendship, thankfulness, family, home, and heart. Hardcover - 80 pages. Dimensions: 5 1/2" x 5 1/2"

TRIPLE SHOT DOUBLE PUMP NO WHIP ZITS
\$20.99
These Zits treatises are the perfect comic portrayals of life with an eye-rolling teenager and his perplexed but connected parents. Paperback - 208 pages.

ZITS EN CONCERT
\$20.99
These Zits treatises are the perfect comic portrayals of life with an eye-rolling teenager and his perplexed but connected parents. Paperback - 208 pages.

WONDERWORD MILLENNIUM SERIES #2
\$14.65
Millions enjoy Wonderword every day - are you one of them? It includes 100 puzzles, 20 of which are the larger 20 x 20 grid Get lost in the most unusual, hilarious and wondrous puzzle!

TO ORDER, COMPLETE AND MAIL THIS COUPON TO: SpecStore, 44 Friar St., Hamilton ON L8N 3G8
Attention: Stocking Stuffers OR - Order online at www.SpecStore.ca

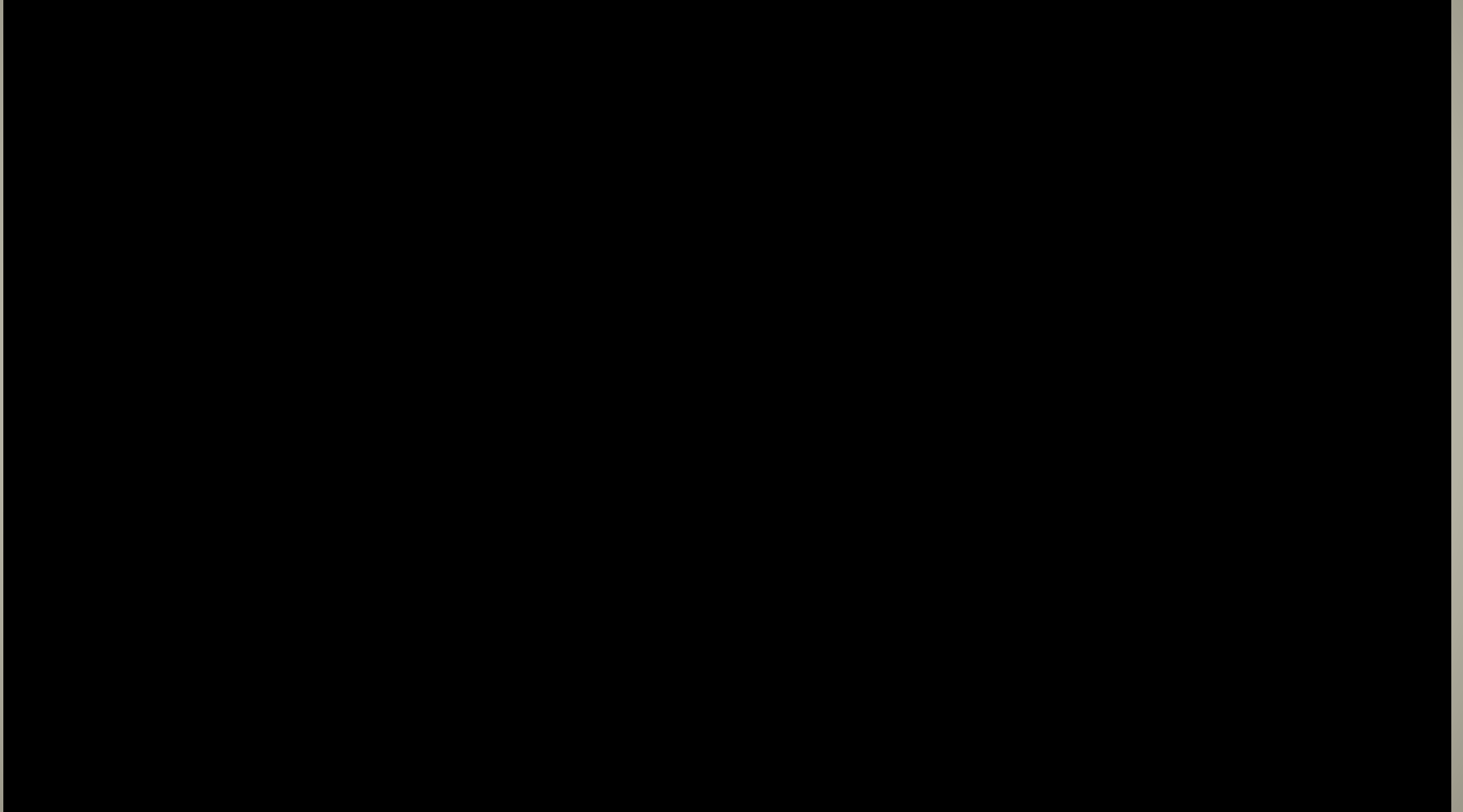
Name _____
Address _____
Apt. _____ City _____ Postal Code _____
Phone _____
Email address _____
Credit card _____ Expiry date _____
Make cheque or money order payable to SpecStore, or order online at www.SpecStore.ca. Please allow 3 weeks for delivery.

Please send me the following (all prices include applicable taxes):
 _____ copies of Christmas in Ontario @ \$10.45 ea. = \$ _____
 _____ copies of 2014 Astrological Guide @ \$9.44 ea. = \$ _____
 _____ copies of A Shinky Little Christmas @ \$12.59 ea. = \$ _____
 _____ copies of Zits Triple Shot @ \$20.99 ea. = \$ _____
 _____ copies of Zits En Concert @ \$20.99 ea. = \$ _____
 _____ copies of Millennium Series #2 @ \$14.65 ea. = \$ _____
SUBTOTAL = \$ _____
 For orders under \$15, please add \$5.25 shipping = \$ _____
 For orders over \$15, please add \$6.25 shipping = \$ _____
TOTAL = \$ _____

- Set up own e-retailing store for newspaper
- Sold
 - Books
 - Photo reprints
 - Page reproductions
 - Other newspaper merchandise
- Promoted through newspaper and online
- \$14,000 in sales in two months

The Hamilton Spectator - Hamilton, Ontario, Canada

Mosquito-repellant newspaper



Mawbima – Colombo, Sri Lanka

Photos then and now

166 comments

Swipe the photos and see Hurricane Katrina disaster dissolve into present-day recovery

By Ted Jackson, NOLA.com | The Times-Picayune
Email the author | Follow on Twitter
on August 25, 2014 at 12:56 PM, updated August 26, 2014 at 6:57 PM

Drag your cursor (on a computer) or swipe your finger (on a phone or tablet) across each photo below. The 2005 Hurricane Katrina photo will dissolve into a picture from the identical vantage point nine years later.



CANAL STREET | By Ted Jackson

Through many years of covering hurricanes, I've learned that it's important to "photograph the wind." That's tough in a still picture, but that was my intent while driving down Canal Street while the storm was in its fury. The wind was violently shaking my truck and sheets of tin were peeling off rooftops and flying in my direction. I found the billboard banner wrapped on power lines. Finding this spot nine years later

THE MYSTERIOUS WISTERIAS STARRING RICKY GRAHAM **PURCHASE TICKETS!**

THE MYSTERIOUS WISTERIAS
STARRING RICKY GRAHAM
OCTOBER 3 - NOVEMBER 23, 2014
STAGE DOOR CANTEN AT THE NATIONAL WWII MUSEUM
PURCHASE TICKETS!

video photos

St. Bernard Project kicks off 96 Hour house build in New Orleans
5:04 PM
Uploaded by Ted Jackson, NOLA.com | The Times-Picayune



See more hurricane Katrina video coverage >

looking back

Share your Katrina stories from past to present



- A dozen images from Katrina coverage
- Swipe or drag to see same scene today
- Great use of web technology
- Guaranteed to make you say “Wow”

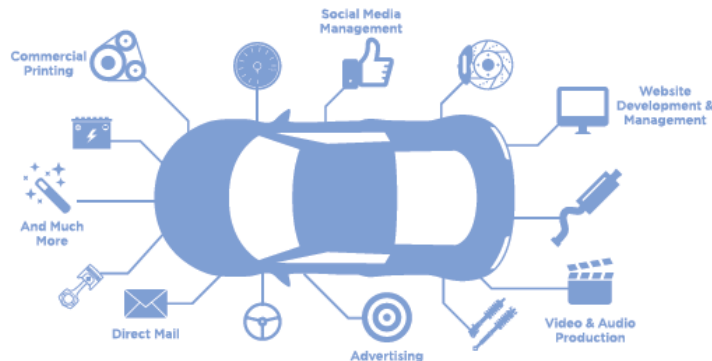
The Times-Picayune | NOLA
New Orleans

Ted Jackson, photographer

More info: <http://goo.gl/0vR2nR>

Digital marketing agency

Get off the
assembly line.



Find all the parts you need to customize your ride.

OPUBCO Digital Marketing Services is one of the best in class firms in the United States today because of our strong staff and commitment to follow the tenants of Google and Bing.

Our processes are constantly evolving with the fluid landscape of search marketing. Because we do not rely on automated systems that have to be modified when the algorithms change, we can, and do, adapt quickly to evolving best practices. Our strategies for organic search, content marketing, paid search and even social media management that we utilize today are not the same as six months ago and will continue to evolve as the industry demands.

At OPUBCO Communications Group, we offer our clients a variety of services, from designing your message to delivering it. With more experts, more awards, and more services, no other media company in the state can deliver more results for your business.



- Started in 2010
- Grew from 2 FTEs to 32
- Started with SEO, now full suite of digital services
- 71% retention rate
- Doing \$4 million revenue

OPUBCO / The Oklahoman
Marilyn Hoeffner, mhoeffner@opubco.com

Digital marketing guidance



- Print-focused company wanted to start a digital services business
- Retained MSP to vet and compared digital solution partners
- MSP negotiated terms
- Narrowed choice to three

Media Solutions Partners

Debbie Reetz, debbie.reetz@mediasolutionspartners.com

Turnkey digital marketing



- Vendor source for suite of digital marketing solutions
- Results-based sales model
- 3 days of staff training
- Ongoing sales support
- 30+ newspaper partners

Tru Measure

Charity Huff, founder chuff@trumeasure.com

EZ Pay promotion

- Targeting credit-card subscribers not on EZ Pay
- “Make life EZ-ier with EZ Pay”
- Emails to 12,000 names
- Premium offer: coupon book
- 318 EZ Pay accounts – 2.64%
- Why not?

Austin American-Statesman

Sylvia Rodriguez, sylvia.rodriguez@coxinc.com



Dear Statesman subscriber:

Shorten your monthly to-do list today: **Sign up for EZ Pay**

EZ Pay makes life EZ-ier because your credit card is automatically billed every cycle. Plus, updating your credit card is a snap. As an added bonus, when you **sign up for EZ Pay**, you will receive a City of Savings coupon book worth \$1,000 in savings.

Yes, I want to sign up for EZ Pay.

Austin American-Statesman



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Newspaper open house



For years, we've brought
news to your door.
Now, we're welcoming you to ours.



PUBLIC OPEN HOUSE
THE WINDSOR STAR
SATURDAY, MAY 11TH, 2013

The Windsor Star's move to 300 Chesnut Avenue from 147 Front Street provides an exciting new chapter in our history. Our ever-evolving business will use its location to provide high quality and relevant local, national and international content as a variety of platforms. And we will carry on our tradition of supporting the downtown core, helping build its revitalization from a state-of-the-art facility.

We're never just from about delivering the news to you; we're always back a part of this exceptional, one-of-a-kind community. With the grand opening of The Windsor Star News Cafe, we're even more excited to welcome you to our doors, where we can engage, debate and converse about the things that matter to you and Windsor-Essex.



See you on the 11th or 12th at the open house.

For details on our open house, visit windsorstar.com/openhouse or view the event details below or visit us today at Windsor Star.

- The Windsor Star opened its building to community for tours and interaction
- 3,000 people came through
- Included vendor support and trade show
- Generated \$80,000 in revenue through sponsorships

Mobile Web and voting system

- Custom mobile website allowed visitors to rate houses on 1-to-5 scale
- Digital parade showcased 180 homes
- Participants were entered into a drawing for a TV
- \$20,000 incremental
- Traffic increased 82% over prior years due to mobile

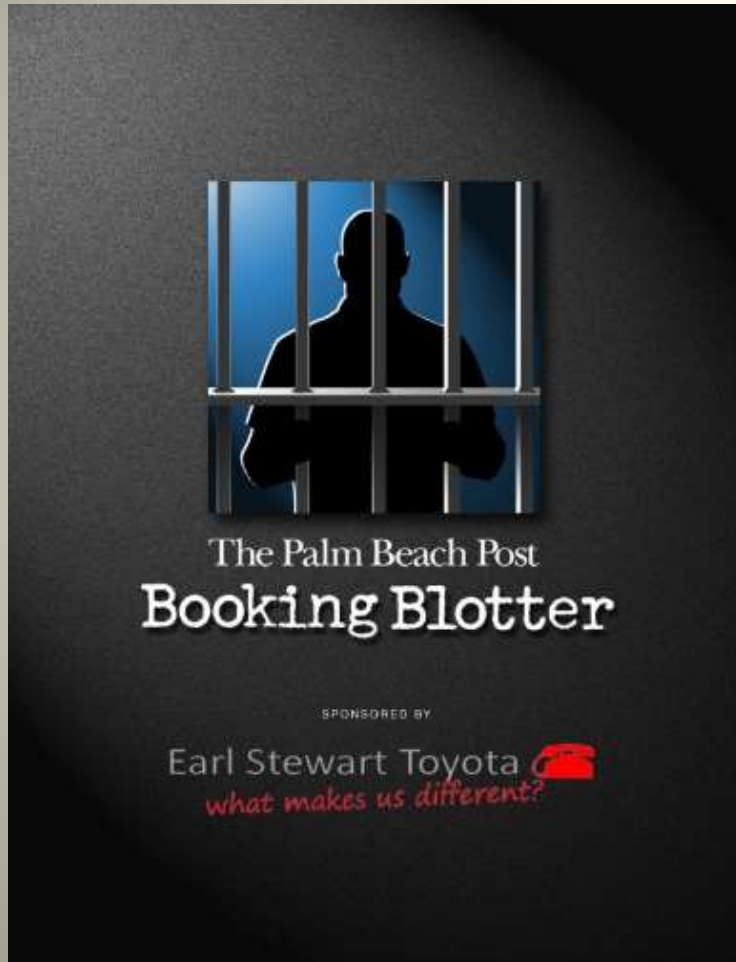


Waterproof newspaper as umbrella



Diario Extra - Guayaquil, Ecuador

Booking Blotter app

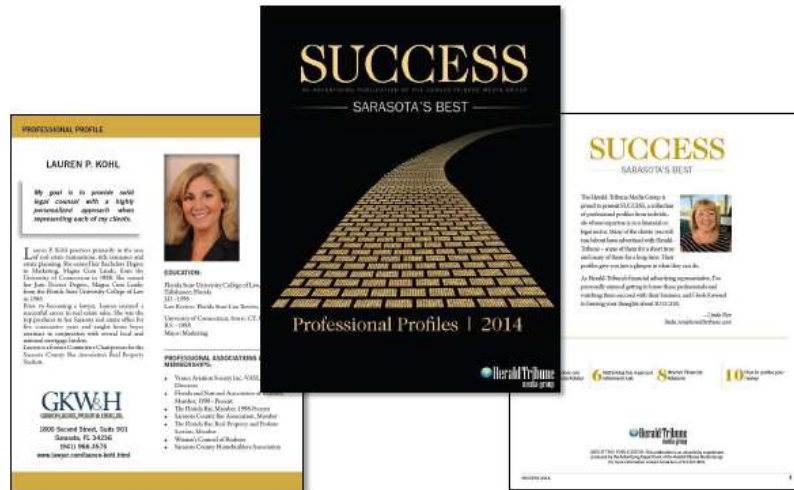


- 1st place in SNPA Best Revenue Contest
- Free mobile app
- Scads of scary-looking individuals
- \$60,000 in car-dealer sponsorship revenue
- Boosting dealer's web traffic 25%
- Marketing plan: print, digital, iPad, mobile, social

Palm Beach Post
Gwen Berry, innovation manager

Success magazine

- Annual glossy magazine
- Promotes local financial professionals – advisers, wealth management, etc.
- Exceeded 36-page goal
- “Owned” by a single rep
- 90-day sales cycle
- Compelling advertorial
- 20% margin



SUCCESS OVERVIEW

Publication Date	January 19, 2014
Space Deadline	December 20, 2014
Frequency	Annual
Format	Glossy magazine
Distribution	Home delivery and overruns

RATES

Full page profile	\$1,495* (up to 2 photos, 1 logo, 250 words)
Full page color ad	\$1,250
Premium ads	\$1,869 (Page 2, Page 3, Inside Back Cover, Back Cover)

* Clients have two options in developing a profile—one option is to supply text that we can use to create the profile. The second option is for us to assign a writer to each client, who will then conduct a phone interview and provide text to be used for the profile. Photographs and logos are the client's responsibility, and must be high resolution (300dpi) for proper printing.

SPACE RESERVATION

Email linda.ren@heraldtribune.com or call 941-361-4005


Herald-Tribune, Sarasota, FL
Shari Brickley, director of advertising

Sunday print upsell

- Target: 1,340 digital-only subscribers
- Offer: 28% discount on Sunday home delivery
- Tag: “Adding More to Your Sundays”
- 40% opened the email
- 121 (9%) took the offer

For no additional cost, add Sunday print delivery to your account.
Problems viewing? Click to view online.

Adding More to Your Sundays



Dear Statesman subscriber:

We would like to show our gratitude for your readership by **offering you the Sunday print edition at no additional cost.**

Now, your Sundays can slowly unfold one section at a time — from in-depth investigative stories, local politics and the latest on the Longhorns to events, book reviews, the crossword puzzle, comics and more. The print edition is the perfect complement to your Sunday cup of coffee.

This offer is available until May 7, 2014. Add more to your Sundays today.

Yes, give me Sundays!

Austin American-Statesman

f t p

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Austin American-Statesman

Sylvia Rodriguez, sylvia.rodriguez@coxinc.com

Loyalty program

- Deals, offers, tickets
- Business sponsorships – free or \$150
- Offers and specials printed in the paper
- Letter mailed to subscribers
- Key tags attached

Dear Valued Subscriber,

Here they are, your 2014 KNE Press Pass cards. We hope that in 2013 you found the new KNE Press Pass program to be a valuable addition to your subscription to the Kentucky New Era. It is our intention to continue to add more and more valuable sponsors to our program in 2014.

Also, look for us to offer discounts to area events such as sporting events, plays, shows, etc.

Be sure to watch the Kentucky New Era for new and changing specials offered by our sponsors. If you are out and about and don't have access to the print edition, simply scan the QR code on the back of the card with your smart phone to see the offers. Also, watch for the daily Perks Plus offer at the top of the Kentucky New Era to find extra special offers.

If you are still not 100% sure about how to get the most out of your Press Pass card, see the back of this letter for an in depth explanation.

You can now discard your 2013 Press Pass keytags as they will no longer be valid.

We hope you enjoy your savings with the KNE Press Pass, and we thank you for your continued support of the area's most comprehensive news source, the Kentucky New Era.

Kentucky New Era
1618 E. 9th St.
Hopkinsville, KY 42240
270-887-3290
circulation@kentuckynewera.com



Kentucky New Era
Sheryl Ellis, business manager

Profiles in Excellence



- Slick glossy magazine to promote 21 of the most respected businesses in Squamish
- 5,000 copies distributed in paper and at key business locations
- Beautifully written, photographed and designed
- Participants each received 50 embossed copies and a plaque mount of the story
- Total sales \$41,895

Santa Clause fund



**Show
Us
Your
Claus**

DONATE NOW & help us buy gifts for kids in need.

2013 Goal: \$1.6 Million. To donate by VISA, Discover, MasterCard or AMEX, call 416-869-8847. Online: www.thestar.com/santaclausfund

Or, complete this form and make cheque payable to: The Toronto Star Santa Claus Fund, One Yonge Street, Toronto, Ontario, M5E 1B5.
Enclosed is my cheque or money order for \$_____.

Name: _____
Address: _____
City/Town: _____ Province: _____ Postal Code: _____
Telephone number: _____

I would like my contribution published as follows:
Example 1 in memory of Mrs. Smith
Example 2 Anonymous
Example 3 In lieu of a cash gift to charity of Smith & Co.
Call 1-888-____

Toronto Star Santa Claus Fund

- A 120-year tradition of The Toronto Star
- Benefiting needy kids
- Designed to reach 45,000 children with distribute age- and gender-appropriate gifts
- Raised over \$1,600,000

Toronto Star – Toronto, Ontario, Canada

Turning tragedy around



- After extensive citywide flooding where 5 died and 100,000 people evacuated their homes
- Newspaper published 3 special sections providing credible information on repairing and rebuilding
- The three sections generated \$44,000 in new revenue
- The paper also donated over \$100,000 in advertising space to victim relief and advocacy groups in the community

Calgary Herald, Alberta, Canada

Newspaper promotion



- Three-month promo campaign
- Billboards, radio, testimonial ads
- Who says newspapers are dying?

The Brunswick News, GA
Buff Leavy, publisher

This is a testimonial advertisement for 'The Brunswick News'. It features a blue background. At the top, 'IT'S ALIVE!' is written in large white letters. Below it is a small image of the newspaper's masthead. The headline for the testimonial is 'It's ALIVE For Bill Tipton'. The text of the testimonial is in a small font, with a photo of Bill Tipton, an older man with glasses wearing a red jacket, on the right. At the bottom, contact information for subscriptions and advertising is provided in white text on a dark blue background.

IT'S ALIVE!

THE BRUNSWICK NEWS

It's ALIVE For Bill Tipton

By The Brunswick News

By Bill Tipton

The Brunswick News is my daily link to our community. I read it every day because I want to know what is going on in our community, what elected and appointed representatives are doing for our community and our state, what areas need more attention, what is our community doing through the efforts of the editor. Though I cannot read, do not agree with the opinions expressed by individuals, what is happening in the sports world, and who has all the sports.

Having spent 20 years in the public arena of this community (which I loved), I know the importance of The Brunswick News to be fair and objective when the news is not as bright and shiny. I know how hard it is to report things when a source does not want to be identified but wants information made public. Not releasing sensitive news and rumors, and not bending to the will of special interest groups of all types in reporting and how they operate. I continue to read The Brunswick News every day.

It's had one wish for the younger generations, it would be that they would "get it" and read the real paper (even if they read it online) to be informed about what is going on in their own back yards. I cannot imagine not reading The Brunswick News on a day basis. I would feel like I was on a deserted island.

Bill Tipton

**To subscribe to The Brunswick News call 912-265-1104
For advertising information call Brunswick 912-265-8320
or on St. Simons Island 912-638-7601**

**"When the football game ends,
and the crowd leaves the stadium,
a sports reporter's job begins."**

— Carlos Silva Jr.
STANDARD-TIMES HIGH SCHOOL SPORTS WRITER



"The start of the high school football season is a fun and exciting time for us here at the Standard-Times. There's a buzz of excitement in the air, and everything seems right with the world."

— Patrick Dove
STANDARD-TIMES PHOTOGRAPHER



Standard-Times
gosanangelo.com
PUTTING YOUR WORLD IN YOUR HANDS.

For unlimited digital access to all high school sports coverage, activate your subscription at gosanangelo.com/activate today.

Branding reporters & content

- Collaboration by Marketing, Editorial and Circulation
- House ads and rack cards
- Promoting reporters and local coverage
- "Showcase who we are and what we're about"

San Angelo Standard-Times, TX

Debbie Velasquez, marketing director

Deborah.velasquez@gosanangelo.com

Golf card program



**Swing Into Spring with
the 2014 Journal Sentinel
GOLF CARD**

If greens fees are the only handicap to your golf game, the 2014 Journal Sentinel Golf Card gives you access to 12 of the area's most popular courses for only \$99—all you pay is the cart fee! Valued at more than \$400, the 2014 Golf Card is your all-access pass to the courses you've always wanted to play—without breaking your budget.

The 2014 Golf Card includes a round of golf at each of the following courses:

- Castle Course at Northern Bay ■ New Berlin Hills ■ Naga-Waukeee ■ Kettle Moraine Golf Club
- Kettle Hills Golf Course ■ Hartford Golf Club ■ Windwood of Watertown ■ Wanaki Golf Course
- Rock River Country Club ■ Songbird Hills Golf Club ■ Rock River Hills ■ Lake Lawn Resort

CLICK HERE TO BUY YOURS!

MILWAUKEE • WISCONSIN
JOURNAL SENTINEL
jsonline.com



Second Street

Julie Foley, julie@secondstreet.com

- Milwaukee Journal program
- 12 local courses; \$99 for a \$450 value
- Using Second Street deals platform
- \$80,000 in gross revenue

Philanthropist ad series

- Showcase achievements of Scott Niswonger, local philanthropist/businessman
- Emphasize his projects
- Standardized ad layout
- Eight sponsors
- \$6,500 in ad revenue



Landair

METRO Plus Business

Industry Publication of Revenue-Generating Concepts & Ideas for Over 80 Years

METROFEATURE

PUZZLE ADS
A Fitting Tribute to Community Benefactor

The Greeneville Sun
GREENEVILLE, TENNESSEE

■ Inspiration for ad campaigns can be found everywhere. For Wendy Wilder, Account Manager for The Greeneville (Tennessee) Sun, inspiration took the form of a statue of a boy flying a model airplane at the local children's hospital. That boy grew into an extraordinary businessman named Scott Niswonger, who, in addition to founding two successful transportation companies, is a major philanthropist whose contributions funded a children's hospital and performing arts venue, revitalized historic buildings and local colleges, and provided college scholarships for local high school students both in his birthplace — Van Wert, Ohio — and his adopted hometown of Greeneville, Tennessee.

"We were working on our annual progress edition," Wilder recalls, "and when I saw that statue, it reminded me of what a difference Scott Niswonger has made in our town and inspired me to honor him in some way in our progress edition."

The result of Wilder's inspiration was a seven-part ad campaign with six puzzle-piece-shaped individual ads and a seventh that features all of the pieces put together with three additional pieces down the middle — including a photo of the statue of the young Scott Niswonger flying the model airplane. The ad's headline reads, "One boy's dream changed our community..." At the bottom of the ad is a quote from Niswonger that begins, "The whole is greater than the sum of its parts is a philosophy that perfectly applies to building a community" along with the logo of the Niswonger Foundation.

While Wilder had come up with the idea of using individual puzzle-piece-shaped ads a few years ago, she had never found a fitting use for them. Upon deciding to honor Scott Niswonger's many gifts to the city of Greeneville, she knew that she had landed on a perfect opportunity for the puzzle-themed ad campaign. Each puzzle piece shows one of the philanthropist's gifts to Greeneville — the children's hospital, the performing arts venue, a ballpark, the local college, and the building that houses Landair, Niswonger's company.

Rather than find local sponsors for each of the seven ads, Wilder decided to take the campaign to Niswonger himself.

"I took the ads directly to him and sold him on the idea of inspiring others in our progress edition," she explains. "That was the only way to approach him with it because he would not have been sold on the idea of celebrating himself. He liked the idea and the format and all of the ads that went in that edition. The six quarter-page puzzle pieces were scattered throughout the section and then came together in a final, full-page ad showing the whole puzzle."

Wilder says that Niswonger liked the puzzle-themed ads so much that he is considering purchasing the images from The Greeneville Sun for use elsewhere. He also had the individual ads blown up for display in his conference room.

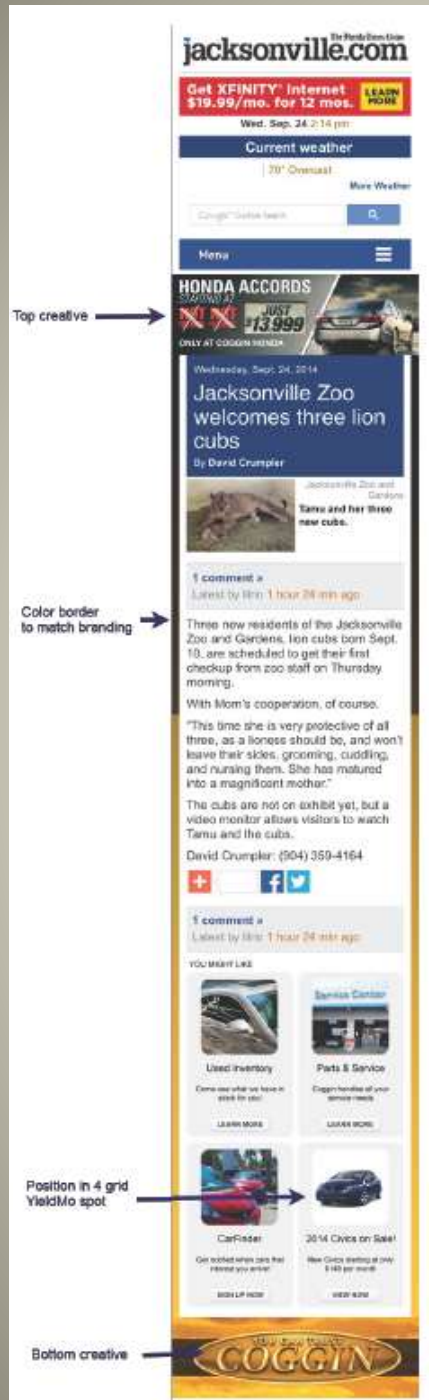
Adds Wilder, "The ad campaign was very effective and gave our readers a new appreciation for what this man has done for our city. And I heard from the Niswonger Foundation that they received a lot of calls after the progress edition ran. There may have been no call to action in the ads, but they really did inspire a response from people in the community."

M (P1459820312)

The Greeneville Sun, TN
Artie Wehenkel, advertising director
Artie.wehenkel@greenevillesun.com

Mobile ad wrap

- Monetize your mobile web pages at premium rates
- Wrap format puts header, footer and side rails around the page
- Doesn't impede reader experience
- Sell it yourself or YieldMo will
- Effective local CPMs of \$16-\$22; national CPMs of \$6-\$14
- Sell to premium accounts as day sponsorships in six-month contracts
- YieldMo provides sales training



YieldMo

Tony Wills Tony@yieldmo.com