

SNPA



P2P INITIATIVE

The Best of 2018
P2P Video Conferences

SNPA



P2P INITIATIVE

Top Revenue Ideas

Richmond Times-Dispatch Richmond, Va.

Retro Richmond

We've generated \$42K from eight Retro Richmond wraps to date.

The program should generate \$67K annually.

Tom Silvestri, President and Publisher
Richmond Times-Dispatch
(804) 649-6121 • tsilvestri@timesdispatch.com



Retro Richmond

Let's do the time warp.
Retro Richmond, a limited-edition series of historic front page wraps, features articles related to the hottest news stories in recent history. And with front covers that showcase the famous A1 pages of those stories, you'll be at the center of attention.



Full Back
Page Ad

Pricing:

Front page deck ad 6 col. x 3" \$2,000
Full back page ad 6 col. x 21" \$3,622

Call 804.649.6182 or your
account representative today.

Richmond Times-Dispatch



Washington Times Herald Washington, Ind.

Hidden Treasures Here at Home

We have had good luck with a **Hidden Treasures Here at Home....**

Double Truck with small ads sold around the outside for small mom and pops or local places that one might forget about being here locally, plus places to visit or eat. Published along with a map of the region, with the locations highlighted.

This has an Online Google Map component as well. It is published during tourism season here ... April thru October.

The last time we did this, it was tied to a combined project with the Chamber of Commerce, and brought in about \$17K for the whole tourist season.

Melody Brunson, Publisher/Editor
Washington Times Herald

(812) 254-0480, ext. 127 • mbrunson@washtimesherald.com

Dothan Eagle / Alabama Group

Let's Play Takeaway!

In a new contest last April, cash prizes were offered to Alabama Group sales professionals to “takeaway” from competing media any advertisers/ad dollars that currently were not running with the Dothan Eagle.
















As a team, the group booked more than \$33,000 in targeted-account contest revenue and reactivated 77 dark accounts from competing media.

[Download Excel template](#)

See next slide for contest details

Steve Smith, Regional Publisher
Dothan Eagle / Alabama Group
(334) 712-7930 • ssmith@alsmg.com



File		Home		Insert		Page Layout		Formulas		Data		Review		View		Tell me what you want to do	
 Paste		 Cut		 Copy		 Format Painter		Clipboard		Calibri 11 A A		  		 Wrap Text		Number	
		B <i>I</i> <u>U</u>								  		 Merge & Center		\$			
E2																	
	A	B	C	D	E												
1	Rep		Advertiser	Competitive Product	Amount Sold												
2	Jane Doe	1	Acme Fireworks	City Magazine													
3		2															
4		3															
5		4															
6		5															
7		6															
8		7															
9		8															
10		9															
11		10															
12		11															
13		12															
14		13															
15		14															
16		15															
17		16															
18		17															
19		18															
20		19															
21		20															
22																	

Dothan Eagle / Alabama Group (continued)

Let's Play Takeaway!

Here's how **"Let's Play Takeaway!"** works:

- Use your ad sales meeting to review products from local print competitors and websites of local radio and TV stations. Include direct mail pieces/advertisers and any other kind of ad spending.
- Identify all advertisers on the sites and in the print products. Notate which of your reps are currently working with each of those advertisers – and have your reps volunteer to call on advertisers that may not be on anyone's account list.
- To qualify for this contest, the account should not have spent ad money with the paper in the past 60 days.
- (Naturally, you should increase sales pressure on accounts that have run with your paper, but are also in the competing media, regardless of the contest aspect.)

See next slide for contest prizes

Dothan Eagle / Alabama Group (continued)

Let's Play Takeaway!

Cash prizes:

- \$500 will be awarded to the sales professional who generates the highest revenue amount directly related to these account assignments
- \$250 will be awarded to the second highest revenue sales professional
- \$100 will be awarded for third highest revenue
- \$150 will be awarded to the sales professional who generates the highest number of sold accounts
- \$75 will be awarded to the sales professional who generates the second-highest number of sold accounts

“Revenue amount” will be determined by ad orders entered into the system by the deadline. Each ad director should monitor and measure those amounts, which must be directly related to the “takeaway” account assignments.

“Sold accounts” means individual businesses sold.

Opelika-Auburn News Opelika, Ala.

Tastebuds

Previously known as “Just Menus,” Tastebuds is so much more!

Restaurant menus are featured alongside articles and columns all about food. Plus, participating restaurants are listed on a map showing hungry patrons exactly where they can be found.

Revenue: \$12K
Cost to print: \$3K

Rex Maynor, Publisher
Opelika-Auburn News
(334) 737-2558 • rmaynor@oanow.com



P2P INITIATIVE



tastebuds

a special publication from the opelika-auburn news

Previously known as “Just Menus”, Tastebuds is so much more!

Your menu will be featured alongside articles and columns all about food. What better way is there to drive business to your restaurant than by featuring images of your mouth-watering dishes next to hunger-inducing articles?

Plus, all participating restaurants will be listed on our map showing hungry patrons exactly where to find you!

\$399

Full page ad in the special section
8.375" x 10.875" *

Deadline: Friday, February 17, 2017
Publishes: Sunday, March 26, 2017

Did you know?

According to the National Restaurant Association, seven in 10 consumers say their favorite restaurant foods provide flavors they cannot easily duplicate at home. Perhaps that's one reason why nine in 10 consumers say they enjoy going out to restaurants.

* Please include an additional .25" bleed on all ads.

Ogden Newspapers

Recipe Cards

Recipe cards are published each day throughout the year.
Each month, use a different theme for the topic of the recipes published.

For example, search <http://www.thenibble.com/fun/more/facts/food-holidays.asp> or <https://foodimentary.com/today-in-national-food-holidays/> to find food holidays to use. Or, you can come up with your own themes such as Farm to Table, Soups and Sides, or Barbeque Side Dishes. You can even do something unique like DIY Pet Treats.

Do a header to match the theme you have chosen and use it for the entire month.

See next slide for examples from each month of the year



P2P INITIATIVE



CHOCOLATE MINT PARFAIT

Ingredients:

- 1 pkg. (3.9 oz.) JELL-O Chocolate Flavor Instant Pudding
- 2 cups cold milk
- 1/4 tsp. peppermint extract
- 1 cup thawed COOL WHIP Whipped Topping
- 6 drops green food coloring



Directions:

1. Beat pudding mix, milk and extract with whisk 2 min.
2. Whisk COOL WHIP and food coloring until blended.
3. Layer pudding alternately with COOL WHIP in 6 parfait glasses. Refrigerate 15 min.

www.kraftrecipes.com

SONNY BOY RESTAURANT
BREAKFAST SPECIAL EVERYDAY \$3.29
2 Eggs, Home Fries, Sausage, Toast & Jelly **only**

881 National Rd., Bridgeport • 740-635-9065

Hours: 6:00 am-8:00 pm Daily

WATCH EVERY DAY FOR MORE RECIPES.

Ogden Newspapers (continued)

Recipe Cards

The recipe card examples are 2x5 with ad space being 2x1. (A good tip is to schedule the ad for the same location every day.)

There are several ways to sell the ad space. One would be to open the sales effort up to everyone for each day and make sure sales reps are communicating when the ad is sold. The second (which seems to work the best) is to assign a set amount of days to each sales rep. For example, if there are 30 days in the month and you have 3 reps, each rep is responsible for 10 days of recipe card ads.

If pricing is set at \$31 for the 2x1 ad space, your revenue for a 31-day month is \$961. That would generate \$11,532 for the year.

Kim Collette, Project Coordinator
Ogden Newspapers
(740) 633-1131, ext. 757 • kcollette@ogdennews.com

Examples by month:

[January](#)
[February](#)
[March](#)
[April](#)
[May](#)
[June](#)
[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[Read more in this SNPA eBulletin article](#)

The Leader-Herald Gloversville, NY

Word Search Tab

This is a revenue idea that I started at my previous newspaper as the advertising manager.

We did a 24-page Word Search tab. The price was \$300 per strip ad, and generated \$5,400 in revenue.

The sales pitch offered two things:

1. You are getting a 6x3 strip advertisement, but the entire page is about you. All of the words readers are looking for are tailored to your business.
2. The reader will spend roughly 30 minutes looking at your ad/puzzle.

Trevor Evans, Publisher
The Leader-Herald

(518) 725-8616, ext. 303 • tevans@leaderherald.com

[Read more in this SNPA eBulletin article](#)



Find and circle each of the words from the list below. Words may appear forwards or backwards, horizontally, vertically or diagonally in the grid.

PIZZA
HAND TOSSED
CHEESE
PEPPERONI
ITALIAN SAUSAGE
PHILLY STEAK
BACON
CHICKEN
BEEF
HAM
SALAMI
ANCHOVIES
PEPPERS
MUSHROOMS
PINEAPPLE
PASTA
STUFFED CHEESY
BREAD
CINNASTIX
MARBLED COOKIE
BROWNIE
PARMESAN BREAD
BITES

3 - The Express - WORD SEARCH - THURSDAY, JULY 20, 2017

**DOMINO'S**

Lock Haven
203 N. Jay Street
570-748-3100

Jersey Shore
1138 Allegheny Street
570-398-7000

ALL DAY. EVERY DAY.
LARGE 3-TOPPING PIZZAS
CARRYOUT ONLY

\$7.99 EACH
9174

[View complete section](#)



P2P INITIATIVE

Savannah Morning News Savannah, Ga.

Savannah Brunch Festival

We launched a fantastic new event here in Savannah in Q4 of 2017 ... the Savannah Brunch Festival!

We have an existing and strong “foodie” brand here in the Coastal Empire with events like Savannah Buds and Burgers Week, Savannah Winter and Summer Restaurant Week and two editions of a magazine titled Dine Savannah.

Savannah Brunch Festival was an extension of that brand and an event that we hosted and it was a great success!

Laura Ray Iwanski, Digital Media Sales Director
Savannah Morning News
(912) 652-0230 • laura.ray@savannahnow.com



In the first year:

- Over 800 in attendance, 250 of those in our VIP section
- Over 35 vendors/restaurant booths
- Over \$42,000 in revenue

[Learn more](#)



P2P INITIATIVE

Lexington Herald-Leader Lexington, Ky.

Political Advertising Guide

We are currently going after political dollars as a strategy and expect to triple what we did in 2014's mid-term year.

There is a projection that – in 2018 – more than \$8 billion will be spent on political ads and advocacy overall and \$3.5 billion of that will be on local and state mid-terms.

Our political guide is now being used to get in front of local and state candidates and incumbents. [Download a copy](#)

[View a PDF of the 2014 results](#)

Rufus Friday, President and Publisher
Lexington Herald-Leader
(859) 231-3248 • rfriday@herald-leader.com



P2P INITIATIVE



Election
 **2018**
POLITICAL ADVERTISING GUIDE



The Telegraph Nashua, N.H.

Wrappers and Posters

We sold wrappers to go on the outside of our paper for The Big Game. The wraps ran once a week, the day before the game. The entire project was full color.

Strip with full page: \$1,700

Strip with 1/2 page: \$995 (Front page of wrapper or front page of sports for strip placement)

Half page: \$650

Quarter page: \$450

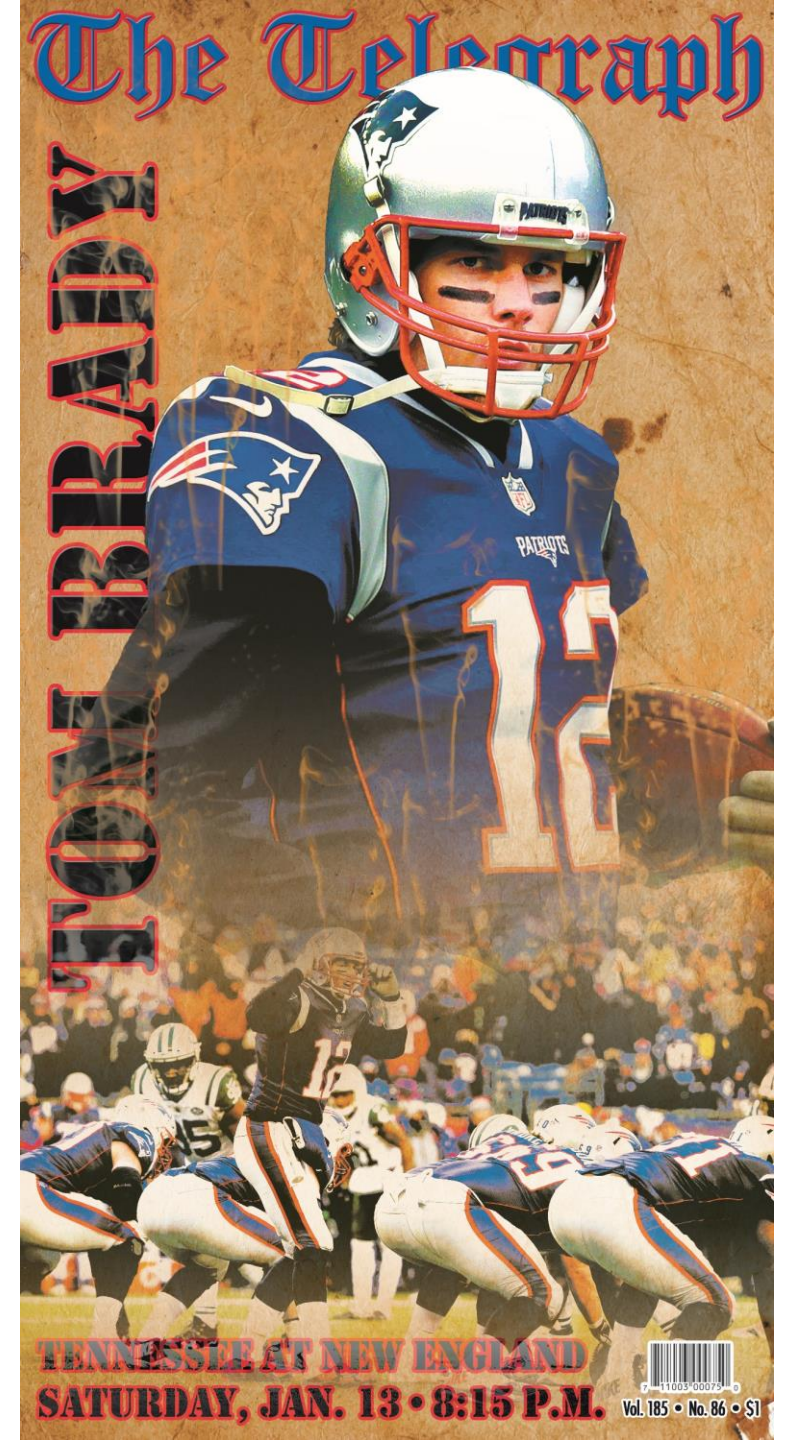
Eighth page: \$250

See next slide for info about posters

Autumn Williams, Advertising and Marketing Director
The Telegraph
(603) 594-1211 • awilliams@nashuatelegraph.com



P2P INITIATIVE



The Telegraph (continued) Nashua, N.H.

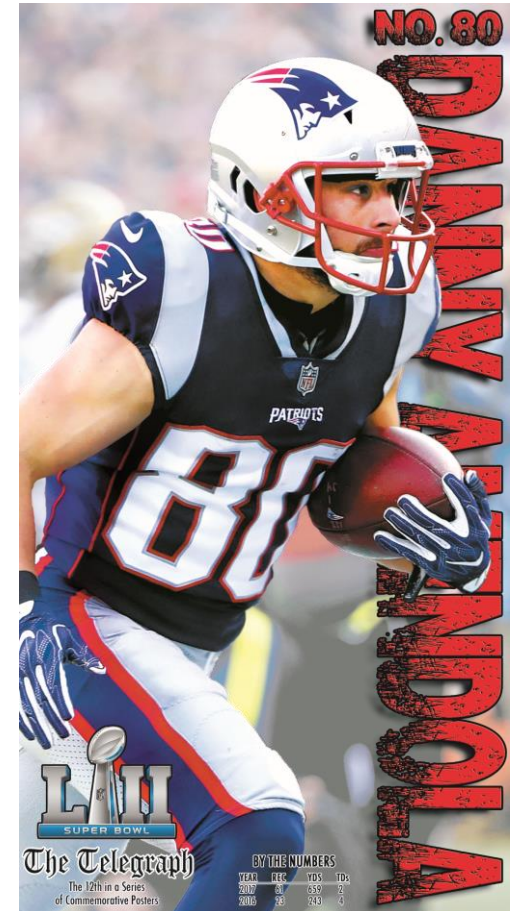
Posters

In addition, we printed posters every day for a week and a half including the day of the Big Game, which gave us 11 - 12 days' worth of posters. Each poster featured one player from the Patriots team who the community viewed as the most exciting or some of the more famous players (for example: Tom Brady, Rob Gronkowski, Bill Belichick).

We sold strip ads for \$450 with color. The posters ran on the back page of sports with jumps on the front page and the front page of sports.

Revenue: \$14,240

View more posters: [here](#) and [here](#)



Tulsa World
Tulsa, Okla.

RockNRoll Contest

This project is simple and we used decade dress themes (70s, 80s and 90s).

Each rep was given a real 45 record to break once they broke their sales record. The contest is still going on and the reps are having fun with it.

[Download PDF with full details](#)

See next slide for “how it works”

Bill Masterson, Jr., President and Publisher
Tulsa World
(918) 581-8502 • bill.masterson@tulsaworld.com



P2P INITIATIVE



How It Works

Sign new business commitments and reach Gold, Platinum, Multi Platinum and Diamond levels.

Break Your Record and you will literally "Break Your Record" in the next Tuesday Sales Meeting!

****New business contracts/commitments only. Incremental does not count.**

Retail Outside, Recruitment Outside & Digital

Level	Revenue Sold	Reward
Gold	\$1,500	\$10 QT Gift Card
Platinum	\$3,000	Movie Tickets for 2
Multi Platinum	\$6,000	\$50 Dinner for 2
Diamond	\$10,000	\$100 Visa Gift Cards

OWG & Retail Inside

Level	Revenue Sold	Reward
Gold	\$1,000	\$10 QT Gift Card
Platinum	\$2,000	Movie Tickets for 2
Multi Platinum	\$3,000	\$50 Dinner for 2
Diamond	\$7,000	\$100 Visa Gift Cards

Recruitment Inside, Class Inside, CSR's & Majors/National

Level	Revenue Sold	Reward
Gold	\$500	\$10 QT Gift Card
Platinum	\$1,000	Movie Tickets for 2
Multi Platinum	\$2,500	\$50 Dinner for 2
Diamond	\$6,500	\$100 Visa Gift Cards

The Fine Print

New Business is defined as any business that has not published with Tulsa World/OWG in the past 12 months and does not have a current contract.

The only exception during that 12 month period is recruitment advertising or private party advertising on the account.

Recruitment - New Business is defined as any business that has not published a recruitment ad with Tulsa World/OWG in the past 6 months.

One time, one month sales will count if a one sheet proposal and complete needs analysis is submitted.

Steubenville Herald-Star Weirton Daily Times Steubenville, Ohio

Business Development Corporation Glossy magazine

The BDC uses this magazine to market its business.

This is a 24-page, 9 x 11.25" magazine and it's sold by one outside sales rep.

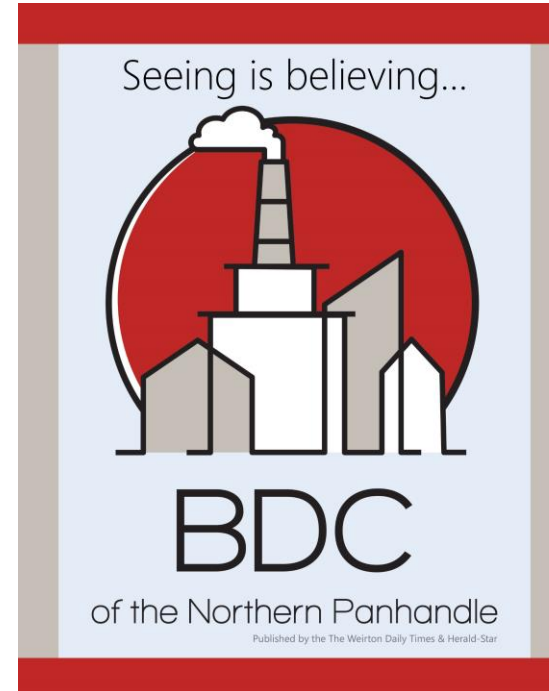
Revenue: \$13,450

[Download letter from BDC](#)

Tammie McIntosh, Publisher
Steubenville Herald-Star/Weirton Daily Times
(740) 284-7327 • tmcintosh@heraldstaronline.com



P2P INITIATIVE



 Business Development Corporation
of the Northern Panhandle

Welcome to Brooke and Hancock Counties

Phone: (304) 748-5041
Fax: (304) 914-4887
324A, Planco Road
Weirton, WV 26062

Inserted into Brooke & Hancock Counties
via the
Herald-Star and Daily Times
HeraldStarOnline.com WeirtonDailyTimes.com

Additional copies will be distributed by the BDC as their marketing piece.

THURSDAY, OCTOBER 26, 2017

This special full color, glossy magazine will showcase the positives of Hancock and Brooke Counties. It will be used as a marketing piece for the Business Development Corporation of the Northern Panhandle, under the direction of Patrick Ford. It will also be used as a tool to attract new business to our area, and will be distributed by the BDC.

**HELP BOOST
ECONOMIC GROWTH BY
PLACING YOUR ADVERTISING
MESSAGE IN THIS OFFICIAL
PROGRAM**

Special Advertising Rates	
Full Page.....	\$975
1/2 Page.....	\$525
1/4 Page.....	\$300
EXCLUSIVE POSITIONS	
Back Cover.....	\$1250
Inside Front Cover.....	\$1050
Inside Back Cover.....	\$1050

Please Contact _____
Advertising Representative

Phone **(740) 283-4711**, Ext. _____

Toll Free: 1-800-526-7987 • Fax (740) 282-4261

Advertising Deadline is Friday, Sept. 29, 2017

**Steubenville Herald-Star
Weirton Daily Times
Steubenville, Ohio**

Jefferson County Chamber of Commerce Book Glossy magazine

The Chamber uses this magazine to market the Chamber and as a handout at the annual Chamber Dinner.

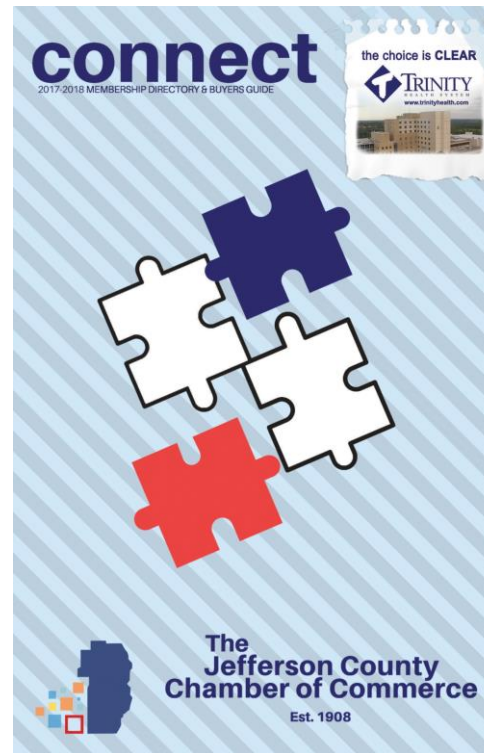
This is a 64-page, 5.62 x 8.63" magazine and it's sold by inside sales.

Revenue: \$26,177

Tammie McIntosh, Publisher
Steubenville Herald-Star/Weirton Daily Times
(740) 284-7327
tmcintosh@heraldstaronline.com



P2P INITIATIVE



2017 Membership Directory

Will feature a full color glossy magazine cover, inside pages printed on 40 lb. stock and will be inserted into the

HeraldStar
HeraldStarOnline.com

WEDNESDAY, OCTOBER 18, 2017

This Membership Directory will list your business alphabetically & by industry. Build a Partnership that lasts a lifetime. Be a part of this special Chamber Publication

*All ads
include full
color*

Dimensions:
FULL PAGE 5.125" x 8.125"
HALF PAGE HORIZONTAL..... 5.125" x 4"
QUARTER PAGE
HORIZONTAL 5.125" x 2"

By purchasing an ad in this publication, the Jefferson County Chamber receives a percentage of your ad investment.

<u><i>Premium Positions</i></u>	
<i>Full Color Glossy Magazine Positions</i>	
BACK COVER 5.125" X 6"	
& FRONT PEEL.....	\$1,550
INSIDE FRONT COVER.....	\$1,290
INSIDE BACK COVER.....	\$1,290

<u><i>Special Ad. Rates - Inside Pages</i></u>	
FULL PAGE	\$925
HALF PAGE HORIZONTAL.....	\$465
QUARTER PAGE	
HORIZONTAL	\$280

Please Contact: Julie Jones

Phone: (740) 283-4711, Ext. 124 jjones@heraldstaronline.com
Call Toll Free: 1-800-526-7987 Fax: (740) 282-4261

HeraldStar
HeraldStarOnline.com

HURRY DEADLINE FRIDAY SEPTEMBER 15, 2017

Marshalltown Times-Republican

Marshalltown, Iowa

Points of Pride

Our local Chamber was working on building pride within our community. Our newspaper decided to develop a list of things in our town for which every resident could be proud. Our staff contacted dozens of community leaders to get input on the list. We decided to name the publication “Points of Pride.”

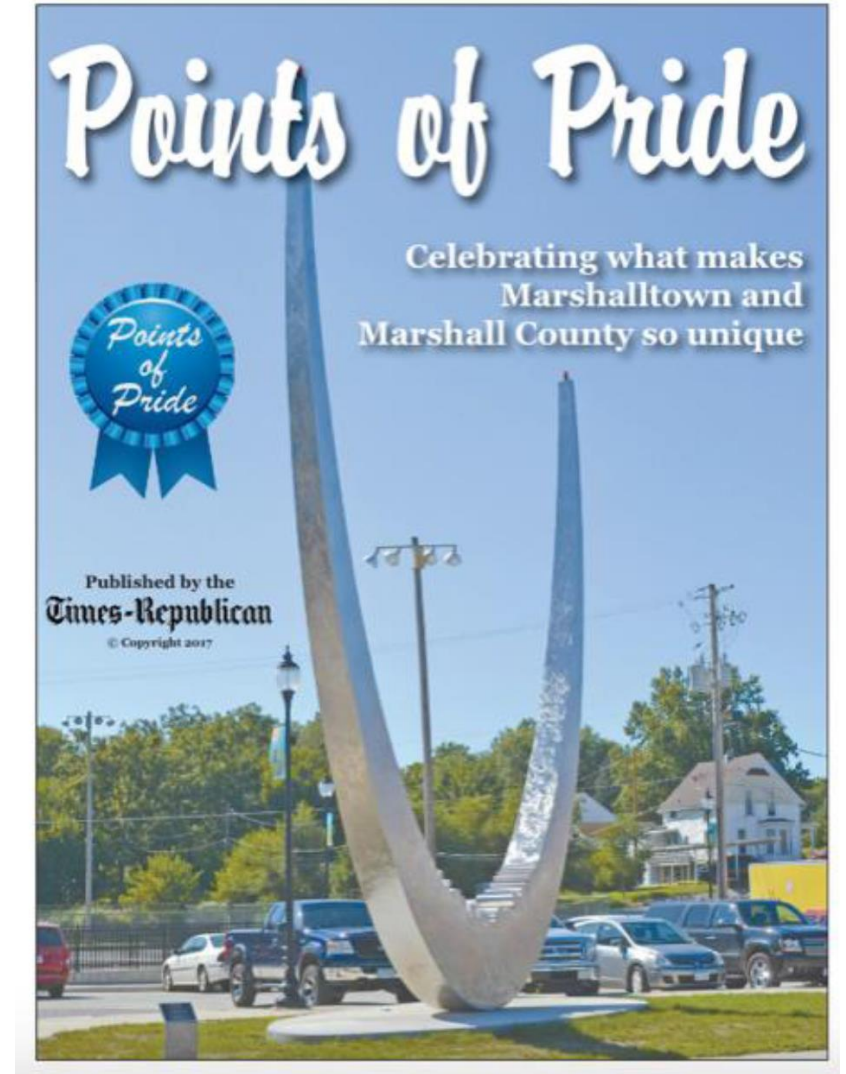
Over 100 places, organizations, businesses and events were named. Our editorial staff wrote a paragraph and took a photo of each entry, our ad staff sold over \$20,000 in ads and we compiled it all into a 64-page glossy magazine. The publication was inserted into the newspaper and a digital copy went on the website. We also did an overrun and distributed copies at various high-traffic drop points around town.

The magazine was an enormous success – readers loved it, advertisers were pleased, and our chamber was ecstatic.

Mike Schlesinger, Publisher
Marshalltown Times-Republican
(641) 753-6611, ext. 243 • mschlesinger@timesrepublican.com



P2P INITIATIVE



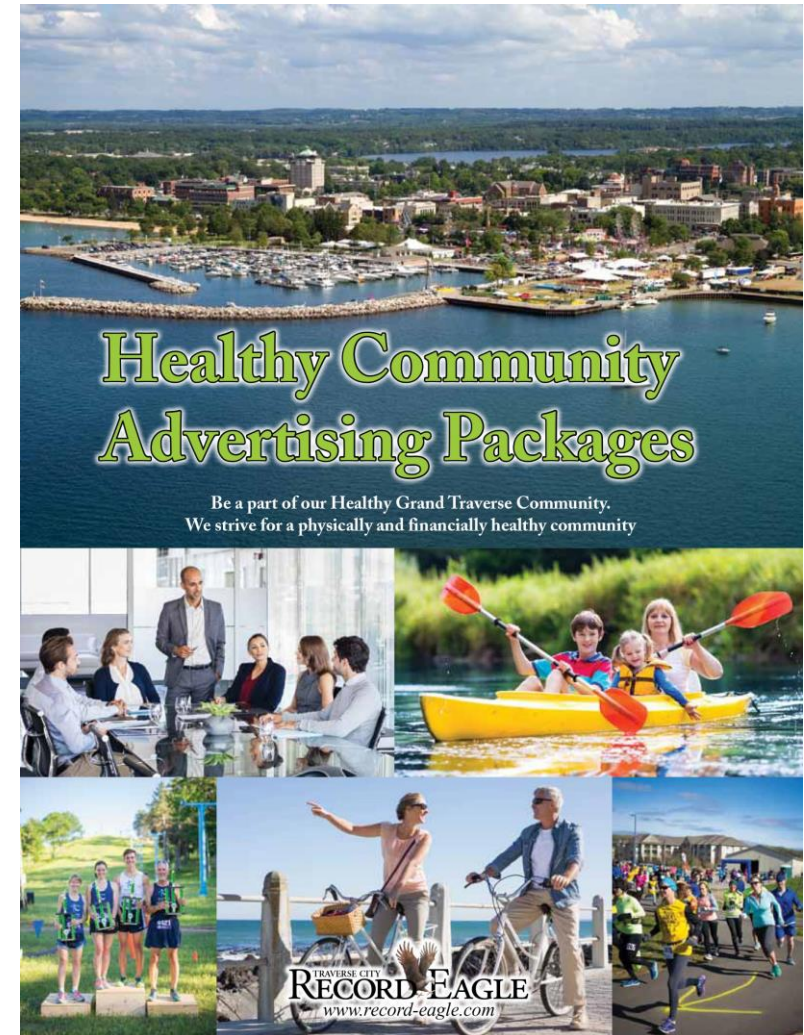
Traverse City Record-Eagle Traverse City, Mich.

Healthy Community Advertising Package

This goes beyond the standard print/digital packaging, by including targeted banner ads with the larger packages, a choice of magazines that are required to purchase, a weekly ad in our SMC, a logo sponsorship on our summer running series, and a healthy amount of added value to allow for larger sale ads.

See next slide for inside pages

Shawn Winter, Director of Advertising
Traverse City Record-Eagle
(231) 933-1413 • swinter@record-eagle.com



P2P INITIATIVE

Traverse City Record-Eagle (continued)

Traverse City, Mich.

Healthy Community Advertising Package



☐ **Endurance Package**

(8) 2 col. (3.58") x 3" Ads..... \$324
(4) 2 col. (3.58") x 3" Ads in North Coast \$90
10,000 Online Impressions \$150
Total Package \$564 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race

☐ **Fitness Package**

(8) 2 col. (3.58") x 5" Ads..... \$480
(4) 2 col. (3.58") x 5" Ads in North Coast \$120
20,000 Online Impressions \$300
Total Package \$900 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race
Bonus: Website takeover and Half-page ad in Record-Eagle

☐ **Stocks & Bonds Package**

(8) 3 col. (5.44") x 5" Ads..... \$630
(4) 3 col. (5.44") x 5" Ads in North Coast \$135
50,000 Next Gen BT \$500
Total Package \$1,265 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race
Bonus: Website takeover and Full-page ad in Record-Eagle

☐ **Bull Market Package**

(8) 3 col. (5.44") x 10.5" Ads..... \$1260
(4) 3 col. (5.44") x 10.5" Ads in North Coast \$220
50,000 Next Gen BT \$500
Total Package \$1,980 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race
Bonus: 2 Website takeovers and 2 Full-page ads in Record-Eagle



Each package requires a minimum
of 3 magazine ads purchased.

Please mark which issues you would like to advertise in.

Health & Wellness		Grand Traverse Scene	
<input type="checkbox"/> May 30th		<input type="checkbox"/> April 25th	
<input type="checkbox"/> August 22nd		<input type="checkbox"/> June 13th	
		<input type="checkbox"/> July 25th	
		<input type="checkbox"/> September 19th	

Size	Price	Size	Price
<input type="checkbox"/> Full page	\$649	<input type="checkbox"/> Full page	\$619
<input type="checkbox"/> Half page	\$399	<input type="checkbox"/> 2/3 page	\$469
<input type="checkbox"/> Quarter page	\$299	<input type="checkbox"/> Half page	\$419
		<input type="checkbox"/> 1/3 page	\$319
		<input type="checkbox"/> 1/6 page	\$199

All magazine ads include an additional 10,000 impressions.

If commitment is not fulfilled, added value
advertisements will be billed at earned rate.

These are 6 month packages. Offer expires 5/31/18.



Healthy Community Advertising Packages

- Endurance Package ☐ Stocks & Bonds Package ☐
Fitness Package ☐ Bull Market Package ☐

Specific Notes: _____

Business Name: _____

Authorized Signature: _____

Date: _____

Sales Rep: _____

TRAVERSE CITY
RECORD-EAGLE
www.record-eagle.com

120 W. Front Street • Traverse City, MI 49684
231-946-2000 • sewa.record-eagle.com

For more information contact your sales representative



Linda Côté
933-1463
lcote@record-eagle.com



Colleen Gerace
933-1505
cgerace@record-eagle.com



Ashley Giles
933-1504
agiles@record-eagle.com



Meghan
Mauc-Gondol
933-1454
mmauc@record-eagle.com



Ginny Thomas
933-1459
gthomas@record-eagle.com



Katie Wray
933-1450
kwray@record-eagle.com

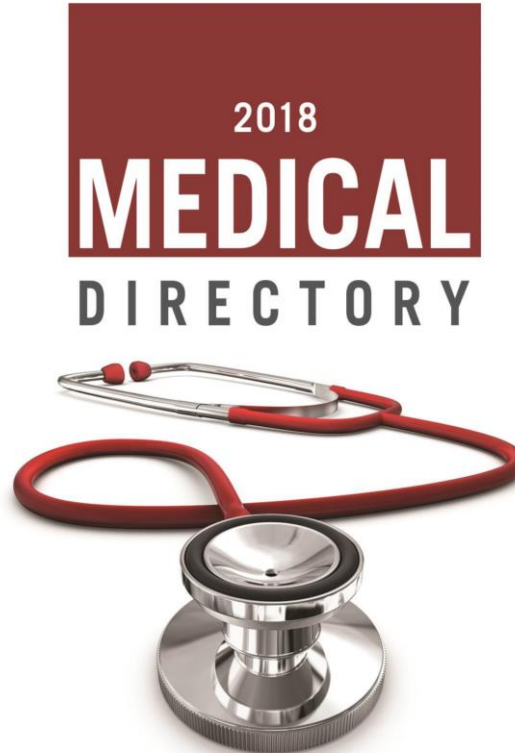
Morning News Florence, S.C.

2018 Medical Directory

A comprehensive guide to physicians and healthcare providers in the Pee Dee Region

[Download letter to healthcare providers and physicians](#) (includes categories and contact form)

Jane Comfort, Regional Advertising Director
Morning News
(843) 317-7232 • jcomfort@florencenews.com



A Comprehensive Guide to Physicians and
Healthcare Providers in the Pee Dee Region

Morning News

scnow.com

MEDICAL DIRECTORY Advertising Rate Card

The Medical Directory is an annual full color publication showcasing pictorial listings of regional physicians along with display ads and advertorial content separated by specialty. It is distributed in the Morning News, Hartsville Messenger, Marion Star, Mullins Enterprise and at participating hospitals and medical offices.

Specifications

DIRECTORY SIZE: 8.75 x 11 inches

AD SIZES:

Full Page:
8.25 x 10.5 inches

Half Page Horizontal:
8.25 x 5.15 inches

Half Page Vertical:
4 x 10.5 inches

Quarter Page:
4 x 5.5 inches

ELECTRONIC SUBMISSIONS:

- Artwork for ads must be received as camera-ready digital files.
- Only high resolution (300dpi) files, in either TIFF or PDF formats, will be accepted.
- Artwork must be submitted actual size, set to the sizes/specifications provided.

Advertising Rates

STANDARD POSITIONS

AD SIZES	COMMITMENT
Full Page	\$2,250.00 (Includes 100K imp on SCNOW Health Page)
Half Page	\$1,225.00 (Includes 50K imp on SCNOW Health Page)
Quarter Page	\$1,000.00 (Includes 50K imp on SCNOW Health Page)
Premium Position	\$5,150.00 (Inside Front, Page 3, Inside Back, Back Cover)

(Includes 150K imp on SCNOW Health Page or 1 Advertorial/Sponsored Content in Medical Directory and on SCNOW)

A LA Carte Pricing

Each Listing With Ad (Photo or Logo)	\$ 85.00
Solo Listing (Photo or Logo)	\$ 250.00
1 st Pre-Approved Advertorial/Sponsored Content	\$ 850.00 With Ad (call for details)
2+ Pre-Approved Advertorial/Sponsored Content	\$ 450.00 With Ad (call for details)
Digital Impressions – Minimum 50,000	\$ 8.00 CPM

Deadlines

Listing Deadline: February 28, 2018 Ad Deadline: March 7, 2018

Publish Date: April 1, 2018

Contact: 843-317-7223 / 843-317-7230 E-Mail: medicaldirectory@florencenews.com



P2P INITIATIVE

Commonwealth Journal Somerset, Ky.

2018 Pulaski County Worship Directory

Published Saturday, Dec. 30, by The Commonwealth Journal,
Somerset-Pulaski County Chamber of Commerce and the
Somerset-Pulaski County Ministerial Association.

A complete pictorial and information guide of the OVER 200
churches and worship centers in Pulaski County in a full-color, high-
quality, high-gloss 6" x 9" book.

Distributed FREE in the Commonwealth Journal, the Pulaski
County Chamber of Commerce and in high-traffic areas around
Pulaski County.

Robert McCullough III, Publisher
Commonwealth Journal
rmccullough@somerset-kentucky.com

Four ad sizes:

- **Full Page\$365**
(Full Page with bleed - \$375)
- **Half Page Banner.....\$195**
- **1/4 Page Banner.....\$115**
- **Sponsor Ad.....\$70**

Deadline: Thursday, Dec. 14 at 5 PM
**One Single Payment for the Entire
Year!**



P2P INITIATIVE

The Alpena News Alpena, Mich.

Desk of Cards

We sold advertisements on a deck of cards.

Revenue: \$22,425

Christie Werda, Advertising Manager
The Alpena News
(989) 354-3115 • cwerda@thealpenanews.com



STACK THE DECK

**In your Favor
with a
Great
"DEAL"**

Inside The Alpena News in mid-January each reader will find a customized deck of cards. Each of these boxed, premium quality playing cards will feature a unique advertisement on the face side of the card.

*Playing cards are great for summer camping,
family game night or any night fun!*

PREMIUM CARDS: ACES	TENS, JACKS, QUEENS, KINGS	DUECES thru NINES	JOKERS
\$650 per card 4 Total Cards Available	\$550 per card 16 Total Cards Available	\$385 per card 32 Total Cards Available	\$275 per card 2 Total Cards Available

What a great unique opportunity to promote your business for years to come. Call your sales representative today!

- Janel Muszynski, 989-358-5682
- Jennifer Robinette, 989-358-5684
- Ryan Sanders, 989-358-5695
- Shannon Knowlton, 989-258-5681
- Jennifer Torz, 358-5685

THE ALPENA NEWS
Northeastern Michigan's Newspaper

(989) 354-3111 • 1-800-448-0254
Fax (989) 354-2096

Live Image:
1.85" x 3"
(Actual size shown)

**THE
ALPENA
NEWS**

Don't Hesitate!
Reservations Close
September 29, 2017

The Free Lance-Star Fredericksburg, Va.

Downtown Fredericksburg Contest

Each year we do a scavenger hunt in cooperation with our downtown merchants, the city of Fredericksburg tourism and the city of Fredericksburg economic development

The promotion has become more and more successful over the years and it's a big boost to downtown Fredericksburg traffic and store sales. [Read last year's news story summary for more details.](#)

This would be a good promotion for anyone with a downtown cluster of merchants.

Bill Smith, Advertising Director
The Free Lance-Star
(540) 845-3009 • bsmith@freelancestar.com



P2P INITIATIVE

Participate as a sponsor in this popular 12TH ANNUAL DOWNTOWN FREDERICKSBURG CONTEST

Runs June 5–July 15

Itty Bitty City SCAVENGER HUNT



ONE-DAY HINT:

\$75

**+\$25 OR MORE
GIFT CARD**

- 2 col. x 3" Hint ad in *The Free Lance-Star*
- 300x250 online hint ad on fredericksburg.com
- Facebook contest promoting a chance to win your gift card

SPONSORS:

\$350

+\$25 OR MORE GIFT CARD

- 2 col. x 3" ad in the *Itty Bitty City* special section on Sunday May 29
- 2 col. x 3" Hint ad in *The Free Lance-Star*
- 300x250 online ad with 10,000 impressions on fredericksburg.com to promote your business
- 300x250 online hint ad on fredericksburg.com
- Facebook contest promoting a chance to win your gift card



Your \$25 Gift Card will drive more foot traffic to your business

We will ask players to stand in front of your business & take a photo & post it to Facebook for a chance to win your \$25 gift card



fredericksburg.com

Contact Your Sales Rep
540-374-5460

The Oklahoman Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

Goal:

- To support Mathis Brothers Furniture's Labor Day campaign
- To show Mathis Brothers a creative way to maximize results of its campaign
 - Drive more traffic/ups
- To track results and get credit for the audience we delivered

See next slide

Wayne Snow, Vice President of Sales
The Oklahoman
(405) 475-3771 • wsnow@oklahoman.com



P2P INITIATIVE

MATHIS BROTHERS OUTLET

Fall Campaign - September 2017



Labor Day Sale Rack Card



Shopping Spree Scratch Card

Newsprint Ads



TMC Ads



Email Blasts



The Oklahoman (continued)

Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

Description:

For their Labor Day Weekend sale, they invested in a Gatefold. To enhance their campaign, we printed rack cards, and placed in approximately 300 metro area racks, for 4 days (Friday, Saturday, Sunday and Monday), and sent an Email Blast to our opt-in subscribers.

Labor Day Weekend Results: With 1/10 of what they spent in TV, we delivered 50% of the ups they claimed TV delivered.

\$1,000 Fall Storewide Shopping Event @ Mathis Outlet / Mathis Scratch & Win Campaign

For the Mathis Brothers Fall Storewide Shopping campaign, they invested in 4 – ½ page color ads, to run each Saturday. To help track results of our readers, we developed and proposed a \$1,000 Shopping Spree. We ran 3 – 2x8” ads on Friday and Saturday, and an Email Blast to our opt-in subs.

See next slide

The Oklahoman (continued) Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

We produced and delivered 500 scratch cards to the Outlet Store prior to launch.

- Each card was a “WINNER”, with 499 cards offering an *in-store discount of \$25 off any purchase of \$299 or more (approx. \$12,000)*, provided by Mathis Brothers (helps identify “intent/interest”) *with expiration date (October 1st because the last ad ran Sept. 30th)*
- One scratch-off revealed a *\$1,000 shopping Spree courtesy of Mathis Outlet and The Oklahoman.*

An announcement ad was scheduled in The Oklahoman following the campaign to announce the winner of the promotion, with photo.

Result: We delivered 102 furniture shoppers/ups to their Outlet Store over a 3-week period, and had 2 winners of a \$1,000 Shopping Spree at their store.

Morristown Citizen Tribune Morristown, Tenn.

The Kids Design an Ad

We partnered with the County Middle Schools and their Arts departments.

We sell 40 businesses the opportunity to support the Arts in our County and have Middle School students design their ads to go into a special publication in the paper and online.

We sell the sponsorships in February to take to the teachers before Spring break and to have back by the first of April for the special publication.

See next slide



P2P INITIATIVE

CITIZEN TRIBUNE, Sunday/April 30, 2017/5

<p>AKITA EXPRESS JAPANESE GRILL</p>  <p>Akita Express Japanese Grill</p> <p>423-586-5888 3100 E Morris Blvd • Morristown</p> <p>JEORDIE MORALES • AGE 12 • 6TH GRADE EAST RIDGE MIDDLE SCHOOL</p> <p><i>Akita Express Japanese Grill</i></p>	<p>K&J AUTO SALES</p>  <p>K&J Auto Sales</p> <p>423-581-6636 904 S. Cumberland St • Morristown</p> <p>JAELE REA • AGE 14 • 8TH GRADE MEADOWVIEW MIDDLE SCHOOL</p> <p><i>K&J Auto Sales</i></p>
<p>CARPET CARE PLUS</p>  <p>Carpet Care Plus</p> <p>423-586-8015 3557 Falcon Rd • Morristown</p> <p>COURTNEY HORNOLD • AGE 13 • 7TH GRADE WEST VIEW MIDDLE SCHOOL</p> <p><i>Carpet Care Plus</i></p>	<p>EAST TENNESSEE NISSAN</p>  <p>NISSAN</p> <p>423-587-2506 5496 W Andrew Johnson Hwy • Morristown</p> <p>KIMBERLY PEREZ • AGE 13 • 8TH GRADE MEADOWVIEW MIDDLE SCHOOL</p> <p><i>EAST TENNESSEE NISSAN</i></p>

Morristown Citizen Tribune (continued)

Morristown, Tenn.

The Kids Design an Ad

We supply the students with the business logo, mission statement and/or other pertinent info. When we get them back, we judge the top 40 and place them in quarter-page blocks and put a border around them with the company's name, address, phone number and website.

We also award first-, second- and third-place for each school and an overall first, second, third and two honorable mentions. Each of the winners get gift cards and certificates. We also give each of the teachers gift cards to help replenish their art supplies.

This generates \$10,000 in advertising revenue.

Mike Walker, Sales & Marketing Director
Citizen Tribune
(423) 581-5630, ext. 350 • mwalker@citizentribune.com



P2P INITIATIVE

Idaho Press-Tribune Nampa, Idaho

New Sunday Section

In mid-2016 the Idaho Press-Tribune made some changes that resulted in the elimination of its Monday edition, a dramatically reduced TV book and an overhaul of the daily comics published.

All of these changes were made in an attempt to reduce costs and they seemed like good decisions at the time. They did save the company a significant amount of expense, but it also pushed more than 2,000 subscribers to cancel.

This 32-page tab section is an evolved version of some of the most traditional print newspaper elements, designed to bring subscribers back and increase advertising revenue.

See next slide



P2P INITIATIVE

IDAHO PRESS-TRIBUNE



idahopress.com

**We are excited to announce the
launch of your new Sunday Section!**



Description of Idea:

In mid-2016 the Idaho Press-Tribune made some changes that resulted in the elimination of its Monday edition, a dramatically reduced TV Book and an overhaul of the daily comics published.

All of these changes were made in an attempt to reduce costs and they seemed like good decisions at the time. They did save the company a significant amount of expense, but it also pushed over 2,000 subscribers to cancel.

This 32- page tab section is an evolved version of some of the most traditional print newspaper elements; Comics, TV & Puzzles. We've now combined the Sunday

Comics, some missing daily comics, an expanded TV grid of over the air channels and several new popular puzzles into a special Sunday tab called Lazy Sunday. We even added Newspaper Fun puzzles for kids.

The ultimate goal is to use this new Sunday section to bring back lost subscribers and hopefully increase advertising revenues in this category.

Historically the revenue generated from those content elements was \$0. Since the launch we've sold almost a dozen new advertisers on contract worth roughly \$50k annually.

Idaho Press-Tribune (continued) Nampa, Idaho

Since the launch, we've sold almost a dozen new advertisers on contracts worth roughly \$50K annually.

[View feedback from readers about Lazy Sunday Section](#)

Matt Davidson, Publisher and President
Idaho Press-Tribune
(208) 465-8101 • mdavidson@idahopress.com



TUNDRA

CHAD CARPENTER

THAT'S REALLY GOOD, WHAT'S YOUR MEDIUM? GUESS.

I REALIZE IT'S LOW MAINTENANCE, BUT CONSIDERING OUR VOCATION, DO YOU REALLY THINK VINYL SIDING IS A GOOD IDEA?

THE SHORT CAREER OF THE PIED PIPER WHO SPECIALIZED IN LEMMINGS

© Tundra 2018 www.tundracomics.com

What's Inside

SUNDAY COMICS 2

DAILY COMIC STRIPS ... 11

TV LISTINGS 14

PUZZLE PAGES 21

KIDS FUN 29

ANSWERS 31



Test Drive This Dual Electric Bike Today!



UBCO

Transform the way you...
Ride, Hunt, Farm, Fish & Play!
Learn More at
eMotorsWest.com

eMotorsWest.com

5803 Cleveland Blvd., Caldwell • 208.466.6250



P2P INITIATIVE

[View complete Lazy Sunday Section](#)

Valdosta Daily Times Valdosta, Ga.

150th Anniversary

We celebrated our 150-year anniversary in 2017.

In celebration, we prepared a hardbound coffee table style history book entitled "150 Years of The Valdosta Daily Times." We had reader-submitted photos and information along with many archived photos and items from the newspaper. The book has brought in over \$15,000 in sponsor ads and over \$23,000 in book sales so far. The book was very well received by our audience and we are still selling books.

The book was put together and printed by Pediment Publishing. My contact was Ashley Ainley ashley@pediment.com.

Jeff Masters, Publisher
Valdosta Daily Times
(229) 244-1880 • jmasters@cnhi.com



Lowndes County Through Our Eyes 150 Years of The Valdosta Daily Times

The Valdosta Daily Times

presents a unique glimpse of 150 years of Lowndes County history through stunning photographs. This beautiful hardcover, heirloom-quality coffee-table book features remarkable images of the life and times of the area. The book truly captures the rich history of the area from the 1800s to today.



Showcase your business in this hardcover book that will be treasured by the community for years to come.

One page \$1650

Two pages \$2900

Four pages \$4950

Book Sponsor: Logo on front page and 2 pages \$ 3500, Logo on front and 4 pages \$5500 (limited number available)

Deadline is September 8th. Book publishes in November. Contact Ann Jordan at 229-375-5786

The Greer Citizen Greer, S.C.

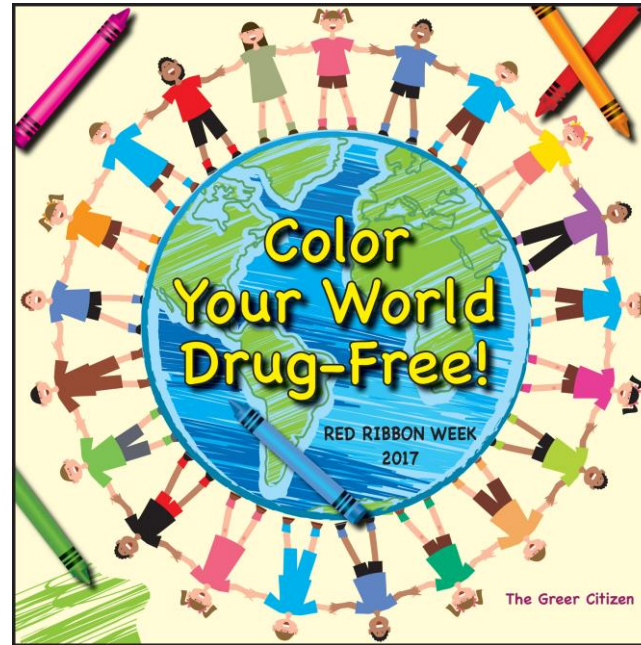
Just Say No

We print this as a black-and-white tab and it serves as a coloring book for the elementary schools in our area.

We sell page sponsorships mainly to our non-traditional advertisers.

Last year we went into 18 elementary schools. Two schools are not in our distribution area, but have requested these to give to their students. It is a great way to engage young students with the newspaper and the advertisers feel that they are helping to promote a good cause in the community.

Steve Blackwell, Publisher
The Greer Citizen
(864) 877-2076 • sblackwell@greercitizen.com



2 THE GREER CITIZEN

WEDNESDAY, OCTOBER 25, 2017

Share
hugs
-not
drugs!

JUST
SAY NO!



P2P INITIATIVE

**LANGSTON
BLACK**
REAL ESTATE, INC.

We
Love
Greer!

1001 West Wade Hampton Blvd.
(Highway 29)
848-9070

STI SERVICE
TRANSPORT
INCORPORATED

In Life... ON TIME...or...ON US!

"Integrity is about
doing the right thing
when no one else is looking."

www.servicetransport.com • 800.849.2590

The Greer Citizen Greer, S.C.

12 That Make a Difference

This was a new tab for us last year. In addition to the revenue, we were able to generate a lot of good will, as a lot of those featured were the "shakers and movers" in the community.

We held a reception and presented each person honored with a plaque that they could display in their respective businesses.

View centerspread graphic on next slide

Steve Blackwell, Publisher
The Greer Citizen

(864) 877-2076 • blackwell@greercitizen.com



P2P INITIATIVE



Meet Jessica

Founder; Saved By The Heart

Husband: Nathan Monroe

Education: Hampton Park Christian School, Wade Hampton High School, Greenville Technical College

Bucket list: Travel

Favorite musician: Whitney Houston

Favorite food: Authentic Hispanic food

Good book: Love Warrior and Carry on Warrior by Milton

Movie: Star Wars

TV Show: Nashville

The Greer Citizen (continued)

Greer, S.C.



Meet Chuck

President; Langston Black Real Estate

Hometown: Whiteville, NC
Family: Wife Brenda; Children Megan, MacKenzie; Granddaughter Emory
Education: UNC Wilmington; CCIM Real Estate Designation (Held by five percent of realtors in US)
Favorite movie: Hoosiers
Favorite restaurant: Rivera's, Strip Club 104, The Clock
Currently reading: The Little Red Book of Selling
Role model: Dad, Charlie Langston



Meet Ed

City Administrator; City of Greer

Hometown: Lancaster
Family: Wife Christy; Children Kathryn, Mary Moore
Education: MBA Winthrop University; BA in Public Relations USC-Columbia; Associate in Science in Business Administration USC-Lancaster
Favorite artist: Jimmy Buffet
Favorite food: Steak
Guilty pleasure: Expensive wine
Role model: Father, Bill Driggers



Meet Keith

Lead Pastor; His Vineyard

Hometown: Easley
Family: Wife Debbie; Sons Dwight, Graham, John
Education: Anderson University, Southern Wesleyan University
Influences: Father, William Dwight Kelly
Favorite music: Bluegrass
Favorite TV show: Andy Griffith



Meet Candice

Greer Market Administrator; Countybank

Hometown: Greer
Family: Parents Michael and Terri Good
Education: USC Upstate
Favorite food: Macaroni and cheese, queso
Bucket list: Visit Italy, Meet Dolly Parton
Favorite TV show: Fixer Upper
Role model: Lysa TerKeurst



Meet Tony

President; Pelham Medical Center

Hometown: Auburn, AL
Family: Wife Leah; Sons Nick, Aidan, Sam
Education: Auburn University (Industrial Engineering)
Favorite band: U2, Led Zeppelin
Favorite food: Steak
Currently reading: Gifted Hands
Role model: Father, Costas Kouskolekas



Meet Mark

President/CEO; Netalytics

Education: Hampton Park Christian School, Clemson University (Computer Science, 1993)
Hobbies: Golf, fishing, camping
Favorite music: 80's Music
Favorite restaurant: The Strip Club 104, Rivera's
Currently reading: Barbarians at the Gate: The Fall of RJR Nabisco

What a difference 12 make



Meet Cristy

Founder/Executive Director; Greer Farmers' Market

Hometown: Johnson City, TN
Children: Lucy, Henry, Harrison, Lilly
Education: Spartanburg Day School (1995), University of South Carolina, Winthrop University, Wofford College (BA in English)
Hobbies: Hiking, karate, exercise, cooking, reading
Favorite band: Rolling Stones or The Beatles
Favorite 'Foodies' food: Scandinavian Bread Cheese
Bucket list: Travel



Meet Jennifer

President/CEO; CBL State Savings Bank

Family: Husband Walden; Children Carter, Eliza
Education: Greer High, Presbyterian College, South Carolina Bankers School, Graduate School of Banking Colorado
Favorite music: Country
Favorite food: Chicken Philly from old Calabash Restaurant



Meet Rosylin

VP of Communication; Greenville Spartanburg Intl. Airport

Hometown: Sumter
Family: Husband Jeff; Children Nelson, McKenzie
Education: University of South Carolina (Broadcast Journalism)
Last movie I saw: Girls Trip
Hobbies: Doing voiceover work, volunteering
Role model: Father, Marion Atkinson



Meet Junior

Manager; Greer Quality Foods

Hometown: Greer
Hobbies: Watching football, golf at Greer Country Club
Favorite music: Country
Favorite food: Hotdog or hamburger
Favorite TV show: Blacklist or Old Westerns
Bucket list: Go to Super Bowl



Meet Brian

Owner; The Galleries by Brian Brigham

Favorite music: Beach music
Favorite food: Any. "There's not a lot I don't like. I don't need to go to expensive places or anything like that, but I do love meat. I also enjoy cooking if I get the time."
Hobbies: "I do this all the time. I really do. This is my main thing. I'm a workaholic."



Meet Jessica

Founder; Saved By The Heart

Husband: Nathan Monroe
Education: Hampton Park Christian School, Wade Hampton High School, Greenville Technical College
Bucket list: Travel
Favorite musician: Whitney Houston
Favorite food: Authentic Hispanic food
Good book: Love Warrior and Carry on Warrior by Milton
Movie: Star Wars
TV Show: Nashville

Omaha World-Herald Omaha, Neb.

Win Back Big!

The goal of this campaign was to get appointments with people who used to do business with us but have not in at least one year.

In addition to a letter that went out to clients from Terry Kroeger, multiple additional incentives were offered:

- First, just for meeting with the sales rep, they are entered into a drawing for a \$5,000 ad package.
- Second, if they choose to advertise with the paper again, they can select one of the offered bundles or take a standard 25% discount off all advertising.

Keely Byars, VP of Advertising
Omaha World-Herald
(402) 444-1110 • keely.byars@owh.com

[Read more in this SNPA eBulletin article](#)



P2P INITIATIVE



New Business Drive

Win Back – re-engage with former customers
Win Big – make big pitches anywhere to anyone

Win Back +\$108,000

- 403 letters sent, 371 called
- 72 appointments made = 19% return rate
- 26 sales – 36% close
- Average \$4,115

Win Big +\$419,000

- Taught us to be creative and put together aggressive proposals

Total SOLD +\$527,000

[Download full details](#)

The Post and Courier Charleston, S.C.

Monetizing Newsletters

We changed our focus, added or redirected staffing to oversee all newsletters and craft daily news newsletters, and changed our sales approach.

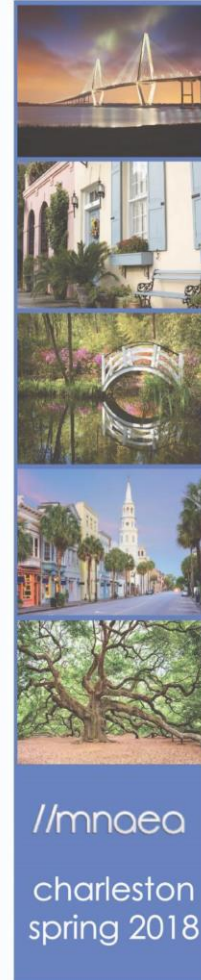
[Download full details here](#)

Scott Embry, Director of Advertising
The Post and Courier
(843) 937-5405 • sembry@postandcourier.com

[Read more in this SNPA eBulletin article](#)



P2P INITIATIVE



Revenue Impact

- We're projecting 45K in incremental ad revenue year one.
- Reader engagement has grown digital subscriptions from 1,200 to over 4,000 since October 2017.
- We've already added a second ad position due to advertising demand.
- We planning to add additional newsletters on a consistent bases.

Charleston Gazette-Mail
Charleston, W.Va.

Non-Profit Advertising in our Monday e-Edition

We eliminated our Monday print edition.

Advertisers were not keen on paying for the e-edition. We decided to feature non-profit advertising in the Monday e-edition thinking community influencers would see an impact from these ads and begin to advertise businesses. I cannot tell you if these have had an effect as we have been in a constant state of turmoil, but it might work for a paper exploring the elimination of a day of their print edition.

Susan Shumate, Publisher
Charleston Gazette-Mail
(304) 348-4877 • susan.shumate@wvgazettemail.com



[View a copy of Monday's e-Edition,](http://wvgazettemail.com)
[which includes non-profit ads](http://wvgazettemail.com)



P2P INITIATIVE

Culpeper Star-Exponent Culpeper, Va.

Hometown Christmas

The Culpeper Star-Exponent hosted a Holiday Marketplace on Dec. 10 from 11 a.m. to 4 p.m. Vendors included direct sales companies like Scentsy and Lularoe, two local authors, a florist, as well as local crafters and artisans.

In conjunction with the Holiday Marketplace, a glossy magazine was distributed in the Sunday, Nov. 26 paper. The magazine contained content, ads from vendors appearing in the show, other local advertising and promotion for the marketplace.

Lynn Gore, General Manager and Advertising Director
Culpeper Star-Exponent
(540) 825-0772 • lgore@starexponent.com



*See additional details
on the following slides*

[Download full details](#)



P2P INITIATIVE

Magazine Sales Flyer – promoted to local advertisers who would not be a vendor at the Holiday Marketplace

Celebrations
Decorating & Entertaining

Back to Basics
Expert tips, recipes, and inspiration to:
• Plan the Perfect Meal
• Deck the Halls Naturally
• Put the Perfect Tree
• Upgrade Your Cookie Game
...and More!

Celebrations
MAGAZINE
Decorating & Entertaining
Ideas, Tips and Recipes!

Just in time for the holidays!

Glossy Magazine in the paper on Sunday, November 26

- Additional copies distributed at the Hometown Holiday Expo
- Includes Community events for the holidays
- Information about the Hometown Holiday Expo on December 10
- Long shelf life – Readers will hang on to this throughout the holiday season!

ADVERTISING RATES

Inside Front / Back Page (9.44" x 10")	\$699	(Price includes 10k online impressions)
Full Page (9.44" x 10")	\$599	(Price includes 10k online impressions)
Half Page Horizontal (9.44" x 4.695")	\$379	(Price includes 10k online impressions)
Half Page Vertical (4.665" x 9.44")	\$379	(Price includes 10k online impressions)
Quarter Page (4.665" x 4.695")	\$199	(Price includes 5k online impressions)
Eighth Page (4.665" x 2.25")	\$129	(Price includes 5k online impressions)

Glossy magazine publishes in the Culpeper Star-Exponent on Sunday, November 26
Advertising deadline: November 9—All advertising includes full color!

CALL 825-0771 FOR INFO! CULPEPER STAR-EXPONENT
Your Hometown Newspaper

Digital Advertising

VENDORS WANTED!
HOLIDAY MARKETPLACE
 Sun., Dec. 10 • 11 am–4 pm
 Germanna's Daniel Technology Center

[Click for more information!](#)

Holiday Marketplace
 Germanna's Daniel Technology Center

Exhibiting products perfect for gift giving

Sunday, December 10th
11 am–4 pm
\$10 admission

Half of the door proceeds will be donated to the Culpeper Food Closet!

Email lgore@starexponent.com for questions or more information or visit starexponent.com/christmas for pricing, terms and to reserve your space

2017 Hometown Christmas Holiday Marketplace
\$5 OFF Adult Admission
Must present at entrance. Good Sunday, December 10. Day of marketplace.

HOLIDAY MARKETPLACE
 Sun., Dec. 10 • 11 am–4 pm • \$10 admission
 Germanna's Daniel Technology Center
Exhibiting products perfect for gift giving
Half of the door proceeds will be donated to the Culpeper Food Closet!

[Click for more information!](#)

Digital Advertising for the Holiday Marketplace included a call for vendors starting in August, then switched to ads geared to attendees in November.

Digital promotions included online impressions, email blasts and social media.

Digital art was shared with vendors for use in social media.

VENDORS WANTED!
HOLIDAY MARKETPLACE
 Sun., Dec. 10 • 11 am–4 pm
 Germanna's Daniel Technology Center

[Click for more information!](#)

Print Advertising



- Print advertising mirrored what was run in digital formats.
- Provided postcard and sign art to vendors.



Communication was key throughout the process. FAQs were sent to vendors as soon as they signed up and frequent emails kept everyone informed prior to the event.



Frequently Asked Questions

How many attendees do you expect?
Our best estimate is 300, but we are hoping for more!

When is payment due?
Payment for the Advertising and Booth packages is due by Tuesday, November 21. We will continue to sell booth space without ads as long as it is available.

What is included with my booth space?
Premium booths are approximately 8' x 4' and include a 6' table and two chairs. Table spaces consist of a 6' table and two chairs, but do not have space between the tables. Spaces will NOT be divided by pipe and drape. Limited electricity is available. If you need electricity, please let your rep know and we will place you as near to an outlet as we can.

Can I offer a prize and giveaways at my booth?
YES! Small giveaways or favors are encouraged. You may have customers register at your booth for a drawing. If you wish to provide a prize of \$25 or more in value, we will be drawing for prizes throughout the day and your business will be announced when your prize is given away.

Can we have tasting of food and beverages in our booth?
Absolutely. Tastings are great.

How big can our display be?
If you have a Premium Booth, You can display whatever you can fit on and behind a 6' table in about a 4' depth. If you have a very large display, consider purchasing another space.

If you have a Table, you will have the 6' table length, and about 4' in depth (including the table). If you have a large display, consider purchasing two tables. We can place them side-by-side or back-to-back.

What time can we arrive to set up?
Sunday, Dec. 10 at 8 AM. Everyone must be ready to go when the show opens at 11 AM.

What time should we be done?
The show ends at 4 PM – please do not start breaking down your booth until after that time. We must be cleaned up and out by 7 PM.

What else do I need to know?
Tablecloths and extension cords are not provided.
Open flames are prohibited.
Food warmers (flammable gel) are permitted, but must be on a non-combustible surface.
Nothing is to be hung from or affixed to any projection screens or monitors.
No tape/adhesive devices may be used on tables or walls.

What about bad weather? If inclement weather forces us to reschedule, we will email all exhibitors as early as possible on the day of the event.

Vendor Application and Contract



2017 Application / Contract

Email to: lgore@starexponent.com

Bring or Mail to: Culpeper Star-Exponent, 122 West Spencer St., Culpeper, VA 22701

Name: _____ Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Website: _____ Email: _____

Phone: Bus _____ Cell: _____ Home: _____

Do you have social media accounts? Please list them: _____

Please choose the package you would like:

		Ad Only	With Booth	With Table
Inside Front, Inside Back or Back Cover	9.889" x 19.5"	\$ 699	\$ 729	\$ 699
Full Page	9.889" x 19.5"	\$ 599	\$ 629	\$ 609
Half Page	9.889" x 9.75"	\$ 379	\$ 499	\$ 429
Quarter Page	4.889" x 9.75"	\$ 199	\$ 329	\$ 299
Eighth Page	4.889" x 4.75"	\$ 129	\$ 279	\$ 229
Business Card	3.22" x 2"	\$ 59	\$ 209	\$ 159
Booth Only 8' x 4' with table and 2 chairs	-		\$ 149	
Table only 6' table & 2 chairs	-			\$ 99
Add 10,000 online impressions for only \$99				

Method of Payment: Deposit \$ 50 ☐ Check ☐ Visa ☐ American Express

Credit Card Number: _____ Exp. Date: _____

Signature Authorizing Charge: _____

Do you need electricity? _____

Any special requests? _____

Please include clear photos of item(s) to be displayed.

Summary of work:

Initials - Print

Recap & Results

- 38 Vendors participated in the marketplace.
- A DJ played Christmas music.
- Door prizes provided by the vendors were announced throughout the day.
- Three food trucks were there along with an area to sit and eat.
- Local singers and a children's choir entertained in the eating area.

Revenue	
Vendor Space Revenue	\$ 4,315
Door proceeds	\$ 720
Magazine Ad Sales	\$ 3,459
Total Revenue	\$ 8,494
Expenses	
Contribution to Culpeper Food Closet	\$ 360
Signage	\$ 75
Bags	\$ 309
Content That Works	\$ 119
Printing	\$ 2,100
Total Expenses	\$ 2,963
Net Revenue	\$ 5,531

The Sault News

Sault Ste. Marie, Mich.

We Salute You

One thing that we did back in 2016 for The Sault News that yielded us \$9,590 in print revenue was “We Salute You.”


This was a glossy magazine that had 88 internal pages with pictures of local veterans and advertising. This year we are going to do it again but we are going to include online, as well as get sponsors for the Second Street promotion. This will allow people to go online and enter their own photos and stories, instead of them having to come to us to scan and get information for the book.

David Zewicky, Publisher
The Sault News
(906) 203-9694
dzewicky@gatehousemedia.com



P2P INITIATIVE

[Read more in this SNPA eBulletin article](#)




WE SALUTE YOU



The Sault News will be publishing a special edition that will honor the great men and women who have served so proudly for us in the armed services. Be a part of helping us honor them in this special edition that will publish November 11, 2016 in the Sault News.

Inside front cover: \$445
Inside front cover 1/2 page: \$250
Inside back cover: \$400
Inside back cover 1/2 page: \$200
Back cover: \$500

Contact Andrea Today!
apayment@sooeveningnews.com

**THE SAULT NEWS**
SAULT STE. MARIE, MICH.

109 Arlington St. • Sault MI • 906.632.2235




WE SALUTE YOU

The Sault News will be publishing a special edition that will honor the great men and women who have served so proudly for us in the armed services. Be a part of helping us honor them in this special edition that will publish November 11, 2016 in the Sault News.

1/4 Page: \$125
1/2 Page: \$175
Full Page: \$349

Contact Andrea Today!
apayment@sooeveningnews.com

**THE SAULT NEWS**
SAULT STE. MARIE, MICH.

109 Arlington St. • Sault MI • 906.632.2235

Indiana Media Group Greensburg, Ind.

Section Planning

This is our timeline for section planning. It could help others challenged with meeting deadlines.

[Download Excel template](#)

Laura Welborn, Regional Publisher
Southeastern Indiana Media
(812) 663-3111, ext. 7001
laura.welborn@indianamedia group.com



P2P INITIATIVE

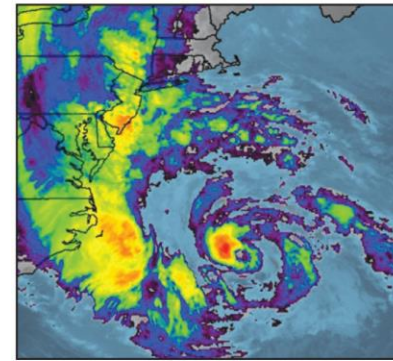
	A	B	C	D	E	F	
1							
2							
3	SECTION/PAGE					DATE	
4							
5	REP	PRIOR YR	GOAL	ACTUAL	% to PY	% to GOAL	
6							
7	Batesville						
8	B1						
9	B2						
10	TOTAL						
11							
12	Greensburg						
13	G1						
14	G2						
15	G3						
16	TOTAL						
17							
18	Rushville						
19	R1						
20	R1						
21	TOTAL						
22							
23	TOTAL SEI						
24							
25	DEBRIEF - Things to correct next year to improve product.						
26							
27	1						
28	2						
29	3						
30	4						
31	5						
32	6						
33	7						
34	8						
35	9						
36	10						
		SECTION TIMELINE	CHECKLIST	HS AD SCHED	SECT. P.L.	GOALS.DEBRIEF	

The Press of Atlantic City Pleasantville, N.J.

Storm Ready Guide

Our Storm Ready Guide generated \$26,000 in revenue in 2017.

Michelle Rice, VP of Sales and Marketing
The Press of Atlantic City
(609) 272-7100 • mrice@pressofac.com



STORM READY

This special magazine will be a **MUST READ** for locals and second homeowners.

It will serve as a guide for emergency preparedness and recovery.

**100,000 copies inserted in the
Current's and Gazette's August 22nd - 24th**
TARGETED READERSHIP - LONG SHELF LIFE

SPECIAL PRICING *includes color*

Back Cover \$1,395 • Inside Front/Inside Back Page \$1,195

Front Strip \$995 (7.5" x 2")

Full Page \$995 (7.5" x 9.5") • Half Page \$695 (7.5" x 4.75") or (3.67" x 9.5")

Quarter Page \$445 (3.67" x 4.7") • Eighth Page \$299 (3.67" x 2.29")

Includes an E-Edition emailed to opt in subscribers

DEADLINE: AUGUST 9TH

☒ ***YES I want to participate in Storm Ready!***

NAME OF BUSINESS: _____ DATE: _____

ADDRESS: _____

AD SIZE: _____ AMT: _____ SALES REP: _____

PRINTNAME: _____ SIGNATURE: _____

THE CURRENT
NEWSPAPERS

THE GAZETTE
NEWSPAPERS

1000 W. WASHINGTON AVE. PLEASANTVILLE, NJ 08232



P2P INITIATIVE

Grad Tab

The "Grad Tab" is a 24-page broadsheet section published annually.

This section features photos of the graduation class at all schools in our readership area. It publishes the Thursday prior to graduation weekend.

Advertisers have the opportunity to show their support by congratulating the featured students.

Revenue in 2017: \$7,718

[View additional page](#)

Fred Scheller, Publisher
The Daily Star
scheller@thedailystar.com



THE CLASS OF 2017

Morris

Louis Miller-Bullard
"Here For You."
 Morris • 143 Main Street
 607-263-5795 • www.morrisfuneralhome.com

Congratulations to the Class of 2017!

Johnston Funeral Home
 60 South Broad St., Morris
263-5795

Congratulations Class of 2017!

24 HOUR EMERGENCY SERVICE

J&B's Line Cleaning & Plumbing Services
 Hot Water / Leak Location - Septic Repairs
 Sump Pumping - New Septic Systems
 History Line Clearing
 Stop Of The AC To Life Centers

J&B Plumbing
 607-262-4455 (ext.22)
 Locally Owned and Operated
www.johnstonsplumbingnj.com

Morris Insurance Agency
Congratulations to the class of 2017!
 128 Main St.
 Morris, NY 13808
 607-263-5170
morrisinsuranceagency.com

Congratulations and Best of Luck to the Class of 2017!

Bieritz Insurance Agency
 Your Honorable Insurance Specialist


 13 Main St, Morris, NY 13808
 (607) 263-5170 • bieritzinsurance.com

Oneonta Community Christian School

--	--	--	--	--


24 THURSDAY, JUNE 22, 2017 CONGRATULATIONS GRADUATES THE OREGONIAN

CONGRATULATIONS




CLASS OF

2017




Pursue some path, however narrow
and crooked, In which you can walk
with love and reverence.

-Henry David Thoreau



Five Star Subaru



The Daily News Iron Mountain, Mich.

Highlighting A Charity Each Week

Once a week we highlight a local area charity and sell telemarket ads to support the editorial.

This is going over well with readers and annual revenue is expected to be \$7,500 to \$10,000.

We had no problem finding more than 52 non-profits in our area.

Corky DeRoeck, Publisher
The Daily News

(906) 774-2772, ext. 11 • cderoeck@ironmountaindailynews.com



P2P INITIATIVE

The Palm Beach Post West Palm Beach, Fla.

Obituary Profitability

By discontinuing free death notices and charging a fee to list the death notices in our paper in print and online, we grew obituary revenue year-over-year. We also saved on newsprint, as we had fewer death notices listed once we no longer printed them all for free.

See next slide for a graphic showing how we turned a cost center into a profit center

Ellen Sanita, Multi Media Sales Manager
The Palm Beach Post
(561) 820-4501 • Ellen.Sanita@coxinc.com



P2P INITIATIVE

The Palm Beach Post (continued)

West Palm Beach, Fla.

Turn Cost Center into Profit Center

Newspaper of Origin: The Palm Beach Post

Description: No more complimentary death notices, we now charge for each death notice, and feature them online.

Business Category Targeted: Obituaries

Hyperlink:

<https://www.legacy.com/obituaries/palmbeachpost/obituary.aspx?n=eleanor-corson&pid=188338150&fhid=15240>

Results: Obituary revenue increased YOY by \$108,000. Digital increased by \$162,000. Number of death notices decreased but so did the work of processing them as well as the newsprint expense.



P2P INITIATIVE

OBITUARIES *In Memoriam*
For more information call the Obituary desk at 561.820.4376

ASHK, Janice Raandon
Sept. 17, 1936-Feb. 27, 2018
Janice was a loving wife and mother who lost her husband at the young age of 40. She raised her 2 daughters while holding a full time job. Janice spent 40 years of her life working for FBI Federal Credit Union and worked her way up from teller to loan officer to eventually becoming the President/CEO. She was also involved in local and state credit union organizations as well as being a past Chairman of the Florida Credit Union League and a graduate of Florida Credit Union Management Institute. She is survived by daughter Tracy Sutton (Spouse: Bruce Sutton) and family: John, Janice, Vanessa, Charles, 4 grandchildren: Steven, Sabrina, Summer and Spring and 11 great grandchildren. Janice was a member of St. Thomas Moore Catholic Church. Friends may visit with the family between the hours of 2:00 to 7:00 PM on Saturday, March 3, 2018 at: **QUATTLEBAUM FUNERAL, CREMATION AND EVENT CTR** with a Celebration of Her Life to be held at 5:00 PM in lieu of flowers, donations may be made to either the Peggy Adams Animal Rescue League (peggyadams.org) or Branches of St. Jude Children's Hospital.

ENGELKE, Eugene F.
Eugene Frederick Engelke was a loving husband, father, and grandfather who always put his family first. A devoted friend, a U.S. Army veteran, an aerospace engineer, a handy man extraordinaire, and an avid car enthusiast. He died on Feb. 26, 2018 at home in North Palm Beach surrounded by his beloved family. He was 87.
Gene was born in Huntington, Long Island, NY on March 4, 1930 to parents Carl and Helen. He was raised in St. Petersburg, FL, graduating from St. Petersburg High in 1948. Always the adventurer, Gene took motorcycle trips across the country as a teen and later took his young family on many cross-country car trips, visiting Yellowstone and other national parks along the way. In later years, he enjoyed annual cruises with his family and annual family reunions at Samsel Island.
Gene served as an Army Heavy Weapons Battalion Sergeant in Korea, earning a Bronze Star. When he returned from the war he took flying lessons at Albert Whitted Airfield in St. Petersburg. He became a small plane flight instructor. He married Barbara Ruth on Sept. 11, 1954. They had two children, Charles Eugene and Carolyn Alys.
Gene graduated from the University of Florida in 1961 and worked nearly 30 years at Pratt and Whitney United Technology as an Aerospace Engineer. The engines he worked on took men to the moon.
Gene was a true gem. He was a modest proponent who engaged whatever he was doing to help anyone who asked. His adored sister, Evelyn Dahlberg (also in family), always had a hot line for him; his kind heart was always at the ready. He restored a prize-winning antique motorcycle and a 1950 Plymouth sedan. He almost finished a 1961 Cadillac Convertible and three powered completion.
After the death of Barbara in 1999, Gene met Sally Bostel, also a widow, at a bereavement group meeting. They married in 2001 and enjoyed years of dancing, entertaining at home, and family outings. Gene belonged to several antique car clubs, including the American Road and Builders Builders of 40 states.

OLLIGES, William E. "Bill"
William "Bill" E. Olliges, 85, Palm City, FL, passed away peacefully on Wednesday, February 28, 2018 surrounded by his loving family.
He was the CEO and Chief Technical Officer of Prime Engineering, Inc., and CEO and Chief Scientific Officer of Boron Laboratories, Inc., and a member of the Entomology and Laboratory Sciences. He was a member of the Federation of American Scientists and holds 38 patents. His favorite sport was fishing, and was a member of the Stuart Smith Club.
He is survived by his loving wife of 17 years, Betty Olliges, his loving children: Tracy (Duke) Kuehnert of Portland, OR, K.O. Riddington of Arlington Heights, IL, Kendra Vassallo of Glenview, IL and Dirk (Katie) Olliges of Grand Forks, ND and his loving stepchildren: Steven (Dorothy) Scher of Ocala, FL, Susan (Randy) Saunders of Williamson, WV and Scott (Dorothy) Scher of Lake Zurich, IL. His thirteen grandchildren and six great-grandchildren, and his sister Linda Ruder of Naperville, IL.
A Visitation will be held on Friday, March 2, 2018 from 4:00 PM to 6:00 PM at Martin Funeral Home, Stuart Chapel, 961 S. Kanter Highway, Stuart, FL 34994.
A Funeral Service will be held on Saturday, March 3, 2018 at 11:00 AM at Martin Funeral Home officiated by Pastor Rick Audin followed by a graveside service at Fort Hill Memorial Gardens, Stuart.
In lieu of flowers, memorial donations can be made to Florida Southern Youth Ranch Scholarship Fund in loving memory of the William E. Olliges Engineering Scholarship Fund, PO Box 2990, Kissimmee, FL 32744.
Funeral Arrangements have been entrusted to the care of Martin Funeral Home, Stuart Chapel, 961 S. Kanter Highway, Stuart, FL 34994 772.373.5400.
Online condolences and expressions of sympathy can be made by visiting www.MartinFuneral.com.

GARBANO, Anthony
Anthony Garbano

The Palm Beach Post Obituaries

SPONSORED BY Legacy.com® OBITUARIES | FUNERAL HOMES | SEND FLOWERS | MEMOIRS

ELEANOR CORSON
Obituary Flowers

RESOURCES
More Obituaries for Eleanor Corson
Looking for an obituary for a different person with this name?
Find a Different E. Corson
See More >

CORSON, Eleanor Margaret Age 95, of West Palm Beach, passed away Feb. 23, 2018. All County Funeral Home & Crematory, Lake Worth, FL.
Published in The Palm Beach Post on Mar. 2, 2018

Facebook Twitter Google+ Email Print

The Fayetteville Observer Fayetteville, N.C.

Favorite Santa Photo Contest

The results were strong. We sold two sponsors.



1,115 Participants
91 Photo Entries
1,501 Votes
37% Opt in

80% Female
20% Male

Prizes:
1st \$500 Shopping at Westwood +
Giftbag with \$200 gift certificate

2nd \$200 Shopping at Westwood +
Giftbag with \$100 gift certificate

3rd \$100 Shopping at Westwood +
Giftbag with \$50 gift certificate

Random drawing - \$50 Westwood

Campaign: Entry 11/22/17-12/4/17 • Vote 12/6/17-12/17/17

Lynnie Guzman, Advertising Director
The Fayetteville Observer
(910) 486-2726 • lguzman@fayobserver.com



P2P INITIATIVE

Favorite Santa Photo Contest



Don't miss this fun marketing opportunity that is sure to capture the attention and business of your customers. Photo contests are one of the most popular promotions among our readers, especially during the holidays. Achieve your marketing objectives the opportunity to reach our large audience as they engage with the ever popular "Favorite Santa Photo Contest". This opportunity includes the strength of integrated media with high engagement and social sharing.

- SPONSOR BENEFITS
- Reach Your Target Audience
 - Gain Valuable Database
 - Leverage High Engagement
 - Increase Social Interaction

Co-Sponsors (Only 2 available)

- Supporting Sponsorship Recognition
- Logo on promotional elements for the contest (over \$15K in promotional advertising)
- Six 1/4 page (5.13" x 10") color ads on or before 12/25/17
- 150K Targeted Digital Display ads
- 1 email to 25K
- 50K Impressions on FayObserver.com
- Social Boost Campaign
- Creative Design
- Enhanced Directory at local.fayobserver.com

Value: \$18,815 **Investment: \$4,220**

Plus a prize for 1st, 2nd and 3rd place winners

Deadline: Monday 11/21/17



The Fayetteville
Observer
fayobserver.com

Don't Miss Out – Contact Us Today!
910.486.2726 | Advertise@FayObserver.com



The Lufkin News

Lufkin, Texas

Entertainment Guide

We are a community 7-day newspaper with 9,000 circulation.

We have always had a TV Guide, generating around \$15K per year. When Advantage Newspaper Consultants contacted us about having them coming out to sell it, I was reluctant.

We decided to turn it into an ENTERTAINMENT guide, which was the key to our success. We committed to LOCAL content being in the guide: local entertainment, local sports, local movie reviews. We even added a local food critic to do weekly restaurant reviews.

See next slide

Larkspur
By Cantex Continuing Care Network
Transitional Care • Skilled Nursing Care • Long-Term Care
Rehabilitation Inpatient/Outpatient • 24 Hour Nursing
Private Rooms w/ Enhanced Amenities
Free WiFi • Free Telephone • Free Satellite TV
Call for Inquiries and Tours 936-632-3346

THE LUFKIN NEWS
EAST TEXAS ENTERTAINMENT
• For the week of December 3 - 9, 2017 •

New Location
All Things "Vander Mall"
"Boutique, Gifts and More"
516 South Chestnut
Chestnut Village Shopping Center
936-899-7165

JUKI
Serger
654
BOVE SEWING CENTER
634-2146 • 501 Lufkin Ave.
Mon.-Fri. 9 AM-5 PM • Sat. 9 AM-2 PM

MUSIC
Cowboy Christmas
Michael Martin Murphey and his band
will take the stage at Pines Theater at
7 p.m. Monday for a stop on his annual
Cowboy Christmas tour. **PAGE 36**

Come in and get your immunizations today!
ABELDT'S GASLIGHT PHARMACY
200 GASLIGHT BLVD.
639-2346 • Refill Line 634-7764
abeldtspharmacy.com

Compounding Lab
Convenient 2-Lane Drive Thru
City Wide Delivery Service
Medical Supplies and Equipment • Jobst Compression Hose
BCBS, Medicare & Most Other Insurance Accepted
Therapeutic Shoes • Mastectomy Fitting Room
Open Monday-Friday 8-6:30 • Saturday 9-1

[View complete issue](#)



P2P INITIATIVE

The Lufkin News (continued) Lufkin, Texas

Entertainment Guide

Last year was our first year to relaunch this once-stale product and we had \$90K in sales! This year, we had many renewals and some new customers and sold \$120K!!! It's an easy once-per-year sale.

Contact info for the company that comes out to help us sell it:

Saundra Stringer, Division Sales Manager
Advantage Newspaper Consultants
910-323-0349 Office
903-730-1166 Cell
sstringer@newspaperconsultants.com
www.newspaperconsultants.com

Tammy Kedrowicz, Advertising Director

The Lufkin News

(936) 631-2630 • tkedrowicz@lufkindailynews.com



P2P INITIATIVE

The Lufkin News

Entertainment Package

52 Week Rates

AD SIZE	52 WEEK
Rate per inch	\$10.00
3 "	\$30.00
4 "	\$40.00
5 "	\$50.00
6 "	\$60.00
7 "	\$70.00
8 "	\$80.00
9 "	\$90.00
10 "	\$100.00
12 "	\$120.00
15 "	\$150.00



PREMIUM POSITIONS	
Left Skybox	\$ 80.00
Left Side Upper	\$ 60.00
Left Side Lower	\$ 90.00
Bottom Strip	\$250.00

BENEFITS
⇒ 7-day shelf life
⇒ Local TV listings
⇒ Cable channels
⇒ Guaranteed placement/exclusivity
⇒ Easy to use pull out publication
⇒ Option to change ad copy weekly
⇒ Features, puzzles & articles updated weekly
⇒ Inserted every Sunday

VALUE ADDED PACKAGE	
⇒ Free color where available in TV Book	⇒ P/up with no changes in Mon. or Tues. paper. (Color ads will be picked up in color when available.)

First PUB Date: Sunday, February 11, 2018

The Advertiser-Tribune

Tiffin, Ohio

Winter Sports

To promote the beginning of High School Winter Sports, The Advertiser-Tribune publishes three 12-page broadsheet sections with team photos, coaches' comments about the upcoming season and league predictions from the 14 area high schools and two universities in our readership area. One section features two facing pages (shown on next screen) with the boys and girls basketball schedules from each school, sponsorship ads along the left and right side, plus two banner ads across the top of the page.

Banner ads are sold at \$200 each and the 1x2 sponsor ads are \$50 each.

See next slide for full-page graphics

Michelle Steinmetz
Advertising Director and Circulation Marketing Manager
The Advertiser-Tribune
(419) 448-3238 • msteinmetz@advertiser-tribune.com



P2P INITIATIVE

The Advertiser-Tribune (continued) Tiffin, Ohio

© — The Advertiser-Tribune, Tiffin, Ohio, Thursday, November 30, 2017

**BOLTE**
Real Estate
23 S. Washington St. • 419-447-8579
bolterealty.com

GOOD LUCK Area Teams!

 Follow us on Facebook



Tiffin Motors & De Inc.
1441 N. Maple Road
Tiffin, Ohio 44883



PAULUS EYECARE ASSOCIATES, INC.
Optometrists • Contact Lenses
1115 S. Market St., Tiffin, OH 44883
419-447-8579



SABER SPORTS & FITNESS
1154 E. McPherson Hwy
PO Box 246
Clyde, OH 44401
1-800-736-5849



Fastenal Co.
1525 N. Hill St.
Tiffin, Ohio 44883
419-447-8579
www.fastenal.com



FASTENAL



Lalcom
5950 W. Tiffin St.
Tiffin, Ohio 44883
419-447-8579



WEININGER
Brandt L. Weininger, DDS
2540 E. St. 100
Tiffin, Ohio 44883
www.weiningerfamilydentistry.com



Tiffin Paper Company
255 South Ave.
Tiffin, Ohio 44883
419-447-2121



TPC



The Advertiser-Tribune
527 N. Hill St.
Tiffin, Ohio 44883
419-448-5200
1-800-448-5250
theadvertisertribune.com

BOYS		Bellevue		GIRLS	
128	Sandusky	1100	Margaretta		
129	@ Wilford	1202	Sandusky		
130	@ Perkins	1208	Perkins		
131	@ Wilford	1212	Wilford		
132	@ Sandusky	1216	Napicon @		
133	@ Sandusky	1218	Source Challenge		
134	@ Sandusky	1220	Margaretta		
14	@ Columbian	1222	Shelby		
16	Cycle	1224	Columbian		
17	@ Sandusky	1226	Shelby		
173	@ Ontario	1228	Shelby		
176	@ Sandusky	1230	Holiday Classic		
178	@ Sandusky	1232	Shelby		
179	@ Sandusky	1234	Holiday Classic		
180	@ Sandusky	1236	Shelby		
181	@ Sandusky	1238	Shelby		
182	@ Sandusky	1240	Shelby		
183	@ Sandusky	1242	Shelby		
184	@ Sandusky	1244	Shelby		
185	@ Sandusky	1246	Shelby		
186	@ Sandusky	1248	Shelby		
187	@ Sandusky	1250	Shelby		
188	@ Sandusky	1252	Shelby		
189	@ Sandusky	1254	Shelby		
190	@ Sandusky	1256	Shelby		
191	@ Sandusky	1258	Shelby		
192	@ Sandusky	1260	Shelby		
193	@ Sandusky	1262	Shelby		
194	@ Sandusky	1264	Shelby		
195	@ Sandusky	1266	Shelby		
196	@ Sandusky	1268	Shelby		
197	@ Sandusky	1270	Shelby		
198	@ Sandusky	1272	Shelby		
199	@ Sandusky	1274	Shelby		
200	@ Sandusky	1276	Shelby		
201	@ Sandusky	1278	Shelby		
202	@ Sandusky	1280	Shelby		
203	@ Sandusky	1282	Shelby		
204	@ Sandusky	1284	Shelby		
205	@ Sandusky	1286	Shelby		
206	@ Sandusky	1288	Shelby		
207	@ Sandusky	1290	Shelby		
208	@ Sandusky	1292	Shelby		
209	@ Sandusky	1294	Shelby		
210	@ Sandusky	1296	Shelby		
211	@ Sandusky	1298	Shelby		
212	@ Sandusky	1300	Shelby		
213	@ Sandusky	1302	Shelby		
214	@ Sandusky	1304	Shelby		
215	@ Sandusky	1306	Shelby		
216	@ Sandusky	1308	Shelby		
217	@ Sandusky	1310	Shelby		
218	@ Sandusky	1312	Shelby		
219	@ Sandusky	1314	Shelby		
220	@ Sandusky	1316	Shelby		
221	@ Sandusky	1318	Shelby		
222	@ Sandusky	1320	Shelby		
223	@ Sandusky	1322	Shelby		
224	@ Sandusky	1324	Shelby		
225	@ Sandusky	1326	Shelby		
226	@ Sandusky	1328	Shelby		
227	@ Sandusky	1330	Shelby		
228	@ Sandusky	1332	Shelby		
229	@ Sandusky	1334	Shelby		
230	@ Sandusky	1336	Shelby		
231	@ Sandusky	1338	Shelby		
232	@ Sandusky	1340	Shelby		
233	@ Sandusky	1342	Shelby		
234	@ Sandusky	1344	Shelby		
235	@ Sandusky	1346	Shelby		
236	@ Sandusky	1348	Shelby		
237	@ Sandusky	1350	Shelby		
238	@ Sandusky	1352	Shelby		
239	@ Sandusky	1354	Shelby		
240	@ Sandusky	1356	Shelby		
241	@ Sandusky	1358	Shelby		
242	@ Sandusky	1360	Shelby		
243	@ Sandusky	1362	Shelby		
244	@ Sandusky	1364	Shelby		
245	@ Sandusky	1366	Shelby		
246	@ Sandusky	1368	Shelby		
247	@ Sandusky	1370	Shelby		
248	@ Sandusky	1372	Shelby		
249	@ Sandusky	1374	Shelby		
250	@ Sandusky	1376	Shelby		
251	@ Sandusky	1378	Shelby		
252	@ Sandusky	1380	Shelby		
253	@ Sandusky	1382	Shelby		
254	@ Sandusky	1384	Shelby		
255	@ Sandusky	1386	Shelby		
256	@ Sandusky	1388	Shelby		
257	@ Sandusky	1390	Shelby		
258	@ Sandusky	1392	Shelby		
259	@ Sandusky	1394	Shelby		
260	@ Sandusky	1396	Shelby		
261	@ Sandusky	1398	Shelby		
262	@ Sandusky	1400	Shelby		
263	@ Sandusky	1402	Shelby		
264	@ Sandusky	1404	Shelby		
265	@ Sandusky	1406	Shelby		
266	@ Sandusky	1408	Shelby		
267	@ Sandusky	1410	Shelby		
268	@ Sandusky	1412	Shelby		
269	@ Sandusky	1414	Shelby		
270	@ Sandusky	1416	Shelby		
271	@ Sandusky	1418	Shelby		
272	@ Sandusky	1420	Shelby		
273	@ Sandusky	1422	Shelby		
274	@ Sandusky	1424	Shelby		
275	@ Sandusky	1426	Shelby		
276	@ Sandusky	1428	Shelby		
277	@ Sandusky	1430	Shelby		
278	@ Sandusky	1432	Shelby		
279	@ Sandusky	1434	Shelby		
280	@ Sandusky	1436	Shelby		
281	@ Sandusky	1438	Shelby		
282	@ Sandusky	1440	Shelby		
283	@ Sandusky	1442	Shelby		
284	@ Sandusky	1444	Shelby		
285	@ Sandusky	1446	Shelby		
286	@ Sandusky	1448	Shelby		
287	@ Sandusky	1450	Shelby		
288	@ Sandusky	1452	Shelby		
289	@ Sandusky	1454	Shelby		
290	@ Sandusky	1456	Shelby		
291	@ Sandusky	1458	Shelby		
292	@ Sandusky	1460	Shelby		
293	@ Sandusky	1462	Shelby		
294	@ Sandusky	1464	Shelby		
295	@ Sandusky	1466	Shelby		
296	@ Sandusky	1468	Shelby		
297	@ Sandusky	1470	Shelby		
298	@ Sandusky	1472	Shelby		
299	@ Sandusky	1474	Shelby		
300	@ Sandusky	1476	Shelby		
301	@ Sandusky	1478	Shelby		
302	@ Sandusky	1480	Shelby		
303	@ Sandusky	1482	Shelby		
304	@ Sandusky	1484	Shelby		
305	@ Sandusky	1486	Shelby		
306	@ Sandusky	1488	Shelby		
307	@ Sandusky	1490	Shelby		
308	@ Sandusky	1492	Shelby		
309	@ Sandusky	1494	Shelby		
310	@ Sandusky	1496	Shelby		
311	@ Sandusky	1498	Shelby		
312	@ Sandusky	1500	Shelby		
313	@ Sandusky	1502	Shelby		
314	@ Sandusky	1504	Shelby		
315	@ Sandusky	1506	Shelby		
316	@ Sandusky	1508	Shelby		
317	@ Sandusky	1510	Shelby		
318	@ Sandusky	1512	Shelby		
319	@ Sandusky	1514	Shelby		
320	@ Sandusky	1516	Shelby		
321	@ Sandusky	1518	Shelby		
322	@ Sandusky	1520	Shelby		
323	@ Sandusky	1522	Shelby		
324	@ Sandusky	1524	Shelby		
325	@ Sandusky	1526	Shelby		
326	@ Sandusky	1528	Shelby		
327	@ Sandusky	1530	Shelby		
328	@ Sandusky	1532	Shelby		
329	@ Sandusky	1534	Shelby		
330	@ Sandusky	1536	Shelby		
331	@ Sandusky	1538	Shelby		
332	@ Sandusky	1540	Shelby		
333	@ Sandusky	1542	Shelby		
334	@ Sandusky	1544	Shelby		
335	@ Sandusky	1546	Shelby		
336	@ Sandusky	1548	Shelby		
337	@ Sandusky	1550	Shelby		
338	@ Sandusky	1552	Shelby		
339	@ Sandusky	1554	Shelby		
340	@ Sandusky	1556	Shelby		
341	@ Sandusky	1558	Shelby		
342	@ Sandusky	1560	Shelby		
343	@ Sandusky	1562	Shelby		
344	@ Sandusky	1564	Shelby		
345	@ Sandusky	1566	Shelby		
346	@ Sandusky	1568	Shelby		
347	@ Sandusky	1570	Shelby		
348	@ Sandusky	1572	Shelby		
349	@ Sandusky	1574	Shelby		
350	@ Sandusky	1576	Shelby		
351	@ Sandusky	1578	Shelby		
352	@ Sandusky	1580	Shelby		
353	@ Sandusky	1582	Shelby		
354	@ Sandusky	1584	Shelby		
355	@ Sandusky	1586	Shelby		
356	@ Sandusky	1588	Shelby		
357	@ Sandusky	1590	Shelby		
358	@ Sandusky	1592	Shelby		
359	@ Sandusky	1594	Shelby		
360	@ Sandusky	1596	Shelby		
361	@ Sandusky	1598	Shelby		
362	@ Sandusky	1600	Shelby		
363	@ Sandusky	1602	Shelby		
364	@ Sandusky	1604	Shelby		
365	@ Sandusky	1606	Shelby		
366	@ Sandusky	1608	Shelby		
367	@ Sandusky	1610	Shelby		
368	@ Sandusky	1612	Shelby		
369	@ Sandusky	1614	Shelby		
370	@ Sandusky	1616	Shelby		
371	@ Sandusky	1618	Shelby		
372	@ Sandusky	1620	Shelby		
373	@ Sandusky	1622	Shelby		
374	@ Sandusky	1624	Shelby		
375	@ Sandusky	1626	Shelby		
376	@ Sandusky	1628	Shelby		
377	@ Sandusky	1630	Shelby		
378	@ Sandusky	1632	Shelby		
379	@ Sandusky	1634	Shelby		
380	@ Sandusky	1636	Shelby		
381	@ Sandusky	1638	Shelby		
382	@ Sandusky	1640	Shelby		
383	@ Sandusky	1642	Shelby		
384	@ Sandusky	1644	Shelby		
385	@ Sandusky	1646	Shelby		
386	@ Sandusky	1648	Shelby		
387	@ Sandusky	1650	Shelby		
388	@ Sandusky	1652	Shelby		
389	@ Sandusky	1654	Shelby		
390	@ Sandusky	1656	Shelby		
391	@ Sandusky	1658	Shelby		
392	@ Sandusky	1660	Shelby		
393	@ Sandusky	1662	Shelby		
394	@ Sandusky	1664	Shelby		
395	@ Sandusky	1666	Shelby		
396	@ Sandusky	1668	Shelby		
397	@ Sandusky	1670	Shelby		
398	@ Sandusky	1672	Shelby		
399	@ Sandusky	1674	Shelby		
400	@ Sandusky	1676	Shelby		
401	@ Sandusky	1678	Shelby		
402	@ Sandusky	1680	Shelby		
403	@ Sandusky	1682	Shelby		
404	@ Sandusky	1684	Shelby		
405	@ Sandusky	1686	Shelby		
406	@ Sandusky	1688	Shelby		
407	@ Sandusky	1690	Shelby		
408	@ Sandusky	1692	Shelby		
409	@ Sandusky	1694	Shelby		
410	@ Sandusky	1696	Shelby		
411	@ Sandusky	1698	Shelby		
412	@ Sandusky	1700	Shelby		
413	@ Sandusky	1702	Shelby		
414	@ Sandusky	1704	Shelby		
415	@ Sandusky	1706	Shelby		
416	@ Sandusky	1708	Shelby		
417	@ Sandusky	1710	Shelby		
418	@ Sandusky	1712	Shelby		
419	@ Sandusky	1714	Shelby		
420	@ Sandusky	1716	Shelby		
421	@ Sandusky	1718	Shelby		
422	@ Sandusky	1720	Shelby		
423	@ Sandusky	1722	Shelby		
424	@ Sandusky	1724	Shelby		
425	@ Sandusky	1726	Shelby		
426	@ Sandusky	1728	Shelby		
427	@ Sandusky	1730	Shelby		
428	@ Sandusky	1732	Shelby		
429	@ Sandusky	1734	Shelby		
430	@ Sandusky	1736	Shelby		
431	@ Sandusky	1738	Shelby		
432	@ Sandusky	1740	Shelby		
433	@ Sandusky	1742	Shelby		
434	@ Sandusky	1744	Shelby		
435	@ Sandusky	1746	Shelby		
436	@ Sandusky	1748	Shelby		
437	@ Sandusky	1750	Shelby		
438	@ Sandusky	1752	Shelby		
439	@ Sandusky	1754	Shelby		
440	@ Sandusky	1756	Shelby		

The Independent Grand Island, Neb.

Best of Grand Island

Revenue total with print and digital was \$74,761.

Link to flipping book:

http://gidedicated.com/special/2017/09/Best_of_Grand_Island/

See next slide

Terrie Baker, General Manager
The Independent
terrie.baker@theindependent.com



P2P INITIATIVE

The Grand Island Independent

special sections:

**Best of Grand Island
September 24, 2017**



Our loyal readers will vote online for their favorite "Best of" in Grand Island. Lots of categories and lots of votes.

Advertising Packages

3 Packages available!

This is your opportunity to "Thank" your loyal customers for voting you as the "Best of Grand Island 2017".

Publishes:

Sunday, September 24

Format:

Magazine

Advertising Deadline:

Friday, September 1 - 5:00 p.m.

Proof Back Ok'd/Camera Ready Deadline:

Wednesday, Sept. 6 - 5:00 p.m.

Added bonus:

You will receive a certificate and door decal to display proudly if you are a category winner. Full color glossy premium pages are sold on a first come, first served basis. Inside front, inside back, back cover, front of spread and back of spread are available for \$829 each. Center two page spread is available for \$1500. Advertisers on the glossy pages will receive a free 8x10 plaque along with their certificate and door decal.

Color available for an additional \$99 on non-glossy pages.

If you are a winner, an 8x10 plaque is available for an additional \$42. Delivery time is approx. 2-3 weeks after the magazine publishes on Sept. 24.

1/4 page 4.875" x 4.875" (no bleeds)	1/2 page 10" x 4.875" (no bleeds)	Full page 10.5" x 10.5" If preparing a camera-ready ad, please call for dimensions.
\$285	\$424	\$674

Contact your advertising representative today
or call 308-382-1000

The Independent (continued)

Grand Island, Neb.



Voting period:
August 7 - 20



Best of Grand Island Voting Packages

Our loyal readers will vote online for their favorites in the "Best of Grand Island." Lots of categories and lots of votes!

Take advantage of a captive audience by promoting your business on the Best of Grand Island voting website. This is our most popular contest of the year - don't miss your chance to tell Grand Island why you are the best!

Online Display Packages:

Package A - \$350

- One 15,000 impression run-of-site banner on theindependent.com to encourage people to vote for you in the Best of Grand Island
- Two 2x5 print ads to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Package B - \$250

- One 15,000 impression run-of-site banner on theindependent.com to encourage people to vote for you in the Best of Grand Island
- One 2x5 print ad to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Suggested Listings:

First listing - \$75

- Put your business top-of-mind with our voters as a suggested listing on the Best of Grand Island online ballot. Your business will be pre-populated as a voting option in one sub-category of your choice.

Additional listings - \$35

- Additional suggested listings in other categories can be purchased for \$35 each.

Banner Deadline:
Monday, July 31

Sponsored Listing Deadline:
Wednesday, August 2

Contact your advertising representative today
or call 308-382-1000



Voting period:
August 21 - September 5



Best of Grand Island Voting Packages

Our loyal readers will vote online for their favorites in the "Best of Grand Island." Lots of categories and lots of votes!

Take advantage of a captive audience by promoting your business on the Best of Grand Island voting website. This is our most popular contest of the year - don't miss your chance to tell Grand Island why you are the best!

Online Display Packages:

Package A - \$400

- One 728x90 run-of-site banner that will rotate through the top and bottom positions on the Best of Grand Island voting site
- Two 2x5 print ads to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Package B - \$300

- One 728x90 run-of-site banner that will rotate through the top and bottom positions on the Best of Grand Island voting site
- One 2x5 print ad to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Suggested Listings:

First listing - \$75

- Put your business top-of-mind with our voters as a suggested listing on the Best of Grand Island online ballot. Your business will be pre-populated as a voting option in one sub-category of your choice.

Additional listings - \$35

- Additional suggested listings in other categories can be purchased for \$35 each.

Deadline: Friday, August 11

Contact your advertising representative today
or call 308-382-1000

Opelika-Auburn News
Opelika, Ala.

Readers Choice
Vote for Me Special Section

Revenue: \$10K

See next slide

Rex Maynor, Publisher
Opelika-Auburn News
(334) 737-2558 • rmaynor@oanow.com



Don't miss your chance
to encourage our readers to
vote your business the
Best of East Alabama!

Our readers will vote for their favorites in over 100 categories
online at oanow.com and by submitting ballots published in
the Opelika-Auburn News

Votes will be accepted September 1st through 15th.

**Don't miss this opportunity to have your
business at the top-of-mind for voters!**

Suggested Listing - \$175

Put your business top-of-mind with our voters. Your business will be
listed alongside an easy "vote" button. Readers can still write-in votes,
but this easy voting option helps keep your business top of mind.

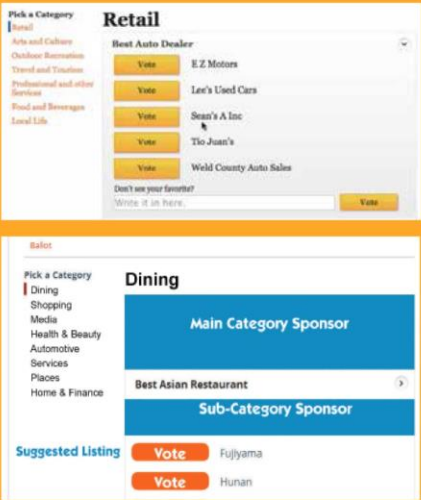
Sub-Category Sponsorships - \$350

For even more exposure, place a banner ad at the top of the voting
sub-category of your choice that displays to voters. Only one position is
available in each sub-category on a first-come first-serve basis. Includes
one suggested ballot listing in the sub-category of your choice.

Category Sponsorships - \$450

Only 6 Available

For maximum exposure, place a banner ad at the top of the voting
category of your choice that displays to voters. Only one position is
available in each of six categories on a first-come first-serve basis.
Includes one sub-category sponsorship of your choice and one
suggested ballot listing in the sub-category of your choice.



Deadline Monday, August 21, 2017

Contact your Opelika-Auburn News Advertising
Representative for more information. 334-749-6271



Opelika-Auburn News
Opelika, Ala.

Readers Choice
Winners Special Section

Revenue: \$37K

Rex Maynor, Publisher
Opelika-Auburn News
(334) 737-2558 • rmaynor@oanow.com



The votes are in,
and you're a
Winner!*

Don't miss this opportunity to celebrate
your selection and thank your customers!

Ad Size	Price
Eighth	\$225
Quarter	\$350
Vertical Half	\$595
Horizontal Half	\$595
Full	\$960



With the purchase of an ad, you will receive:
A plaque in recognition of your award
Your ad to run on oanow.com

Deadline Monday, October 16th
Publish Date Sunday, October 29th

Contact your Opelika-Auburn News Advertising
Representative for more information at 334-749-6271



****We ask that you please not announce that you are a winner until the section publishes on Oct. 29th.****

Richmond Times-Dispatch
Richmond, Va.

Veterans Day Special Insert

The Veterans Day special insert is the known emerging home run in that we are approaching our initial \$35K goal, but it’s not just a Richmond Times-Dispatch project. It’s a product that’s being done throughout BH Media with each location doing its own version.

So, it’s an example of a companywide effort being customized to each market. I don’t feel right taking credit as it’s being led by Alton Brown out of Winston-Salem, but it’s an example of taking something right in front of you and making it bolder.

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com



Generations of men and women with military service form a core part of this nation's identity: personal sacrifice to uphold the freedom of others. We want to honor veterans by asking them to share their stories. We will publish some of their stories in a special insert on Sunday, November 11, and online for 1 year.

You can honor and recognize those veterans who work in your organization in addition to thanking all veterans for their service.

PREMIER PROFILE PACKAGE: \$4595 (1 Available)
Includes sponsor ad (banner) on profile page, full page in section, 200,000 online impressions in Veterans Gallery or Richmond.com and logo inclusion on promotional material

Back Page	\$3595	Includes 100,000 online impressions in the Veteran's Gallery or Richmond.com
Full Page	\$2995	Includes 100,000 online impressions in the Veteran's Gallery or Richmond.com
1/2 Page	\$1695	Includes 100,000 online impressions in the Veteran's Gallery or Richmond.com
1/4 Page	\$995	Includes 50,000 online impressions in the Veteran's Gallery or Richmond.com
Profile strip ad	\$1295	Includes 50,000 online impressions in the Veteran's Gallery or Richmond.com

Deadlines Friday, Oct. 19 | Publishes Sunday, Nov. 11

To advertise in this section, call your account representative or (804) 649-6251.

Richmond Times-Dispatch

Richmond Times-Dispatch Richmond, Va.

Take 3 Digital Campaign

This digital package concept has not been proven, but it's an interesting approach in theory.

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com



P2P INITIATIVE

TAKE 3 DIGITAL CAMPAIGN

BOOST YOUR BUSINESS BEFORE END OF YEAR

TAKE 3 AND RECEIVE THE SPECIAL PRICE OF
\$750 PER PRODUCT*

- 100,000 IMPRESSIONS RICHMOND.COM**
30 DAYS ROS
- RTD E-BLAST* TO 55K**
OPT-IN SUBSCRIBERS
- \$750 FACEBOOK CAMPAIGN**
30 DAYS
- 75,000 IMPRESSIONS RETARGETED BANNERS**
30 DAYS
- 75,000 IMPRESSIONS RTD MOBILE APP**
30 DAYS ROS



CHOOSE ANY 3 CAMPAIGNS (or more)
and run them from Oct. 1, 2018, to Dec. 31, 2018,
to lock in these special rates!

*SUBJECT TO AVAILABILITY OF REQUESTED DATES

Richmond Times-Dispatch

To advertise, contact your advertising representative or call 804-649-6251

826173-01

Take-Over Package: Spadea and Website Premium Position

The program has generated over \$110,000 in incremental revenue in three months, and has let local advertisers experience the impact our audience can have on their business.

The idea came about out of necessity. We realized that we had a very large stock of spadea paper that was aging and had to be used or it would get too old to use, and would have to be written off. We decided to make lemonade out of this lemon.

What we discovered is that our pricing has been higher than the market would pay, and that with strategic packaging and discounting, advertisers will find additional funding and commit to larger buys than they normally would. The increased business has added to our bottom line. We only allowed the packages Monday through Saturday so we would not put our regular Sunday spadea business at risk.

Chadi Irani, Senior Director, Sales Strategy
(561) 820-4373 • cirani@pbpost.com

[Read more in this SNPA eBulletin article](#)



The Palm Beach Post West Palm Beach, Fla.

Shortening Introductory Subscription Rates

Our top revenue-generating idea from Audience/Consumer Marketing was shortening introductory subscription rates from 12 months to six months.

We found that giving customers longer discounted terms did not increase retention, but did add \$500K in discount expense (or did not allow us to increase their subscription rate for an additional six months).

Either way, most companies -- like cable, Dish, internet, etc. -- only offer six-month introductory rates. So, we decided to do the same, and it is paying off.

I've made this move at two other newspapers in the past five months with similar success.

Mark A. Sasser, Senior Audience Director
(561) 820-4952 • msasser@pbpost.com



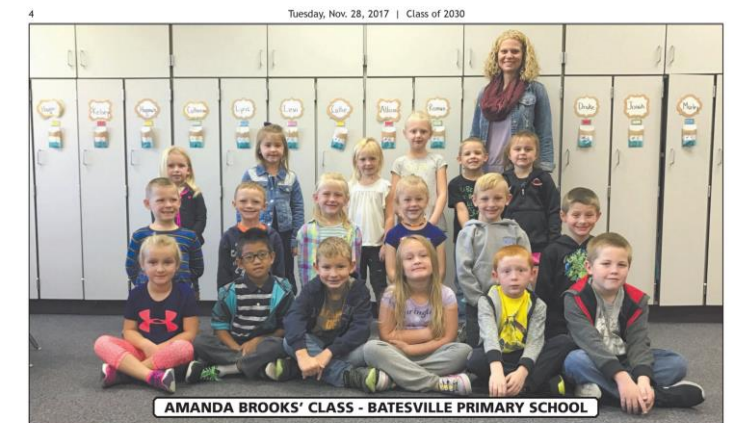
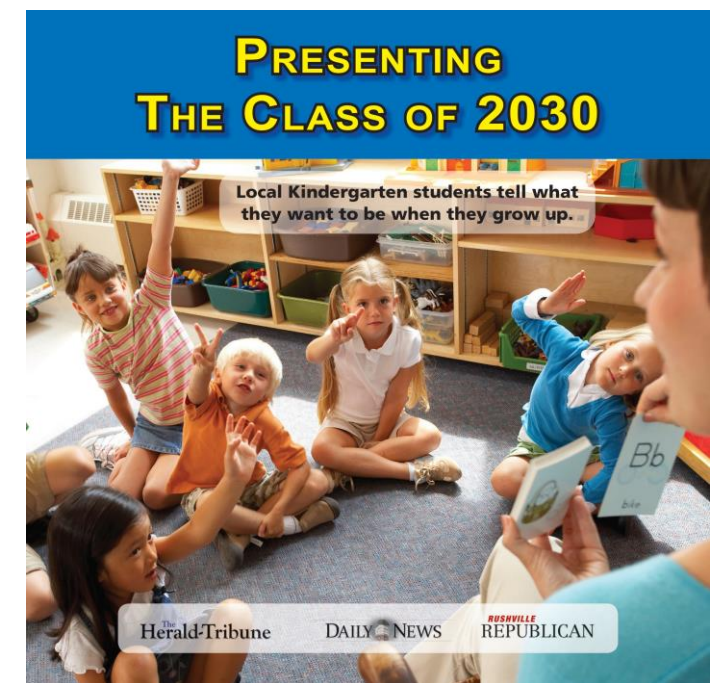
P2P INITIATIVE

Southeastern Indiana Media Greensburg, Ind.

When I Grow Up

My suggestion garnered over \$7,500 in unbudgeted revenue. “WHEN I GROW UP” was a special section featuring kindergarten classes – with pictures of classes and what students want to be when they grow up. It was popular since parents and grandparents love seeing their kids’ pics in print. Kids grow up wanting to be everything from astronauts to garbage collectors.

Laura Welborn, Regional Publisher
(812) 663-3111, ext. 7001 • laura.welborn@indianamediaigroup.com



Lyla – Singer
David – Singer
Caleb – Police Officer
Marley – Teacher
Jonah – Toy Maker
Drake – Cowboy
Landon – Fireman
Roman – Singer
Allison – Vet
Callie – Chef with my Brother
Levi – Police Officer
Lyric – Police Officer
Catherine – Doctor
Hannah – Police Officer
Kelsey – Police Officer
Hannah – Singer
Wesley – Police Officer
Addison – Teacher
Teacher – Amanda Brooks
Student last names have been omitted per the school's request



Raver Ready Mix Concrete, LLC

State Approved
Quality Concrete
812-662-7900



7935 E. State Road 46
Greensburg, IN 47240
New Point Plant

www.raverconcrete.com

Birthday Mailer



Direct Mail That Celebrates



Oklahoman Media Company

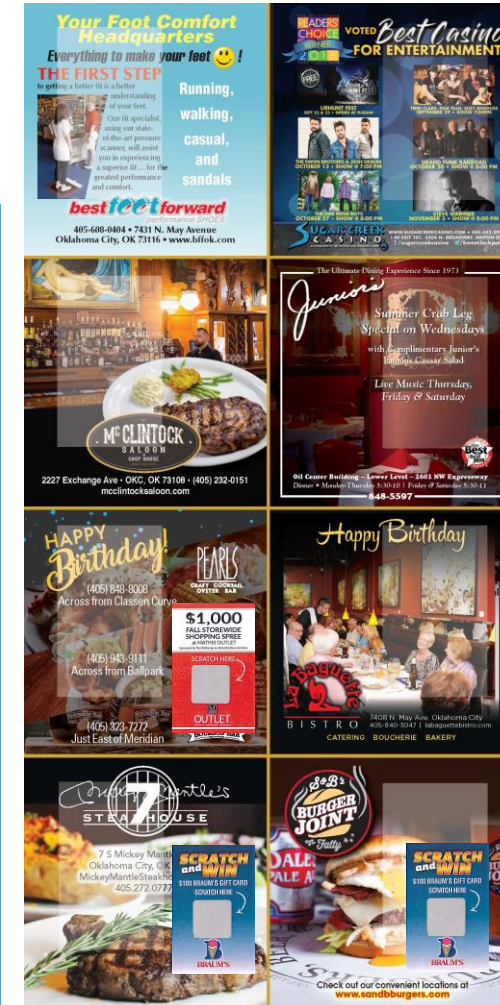
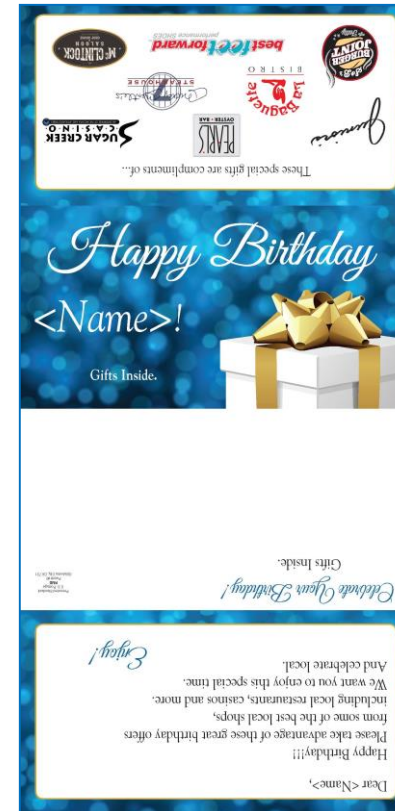
A monthly Celebration Mailer targeted to households with a Birthday or Anniversary in that month. The four-panel mailer allows for eight retailers to offer special discounts in a “scratch-off” for the targeted households.

The mailer is geographically targeted to improve results.

Business Category Targeted:

Local advertisers, mainly restaurants. With this opportunity, we are able to capture some of the restaurant revenue we had been missing out on.

Results: We generated \$14,400 in revenue from eight advertisers, of which five are restaurants.



P2P INITIATIVE

Wayne Snow, Vice President, Sales
(405) 475-3771 • wsnow@oklahoman.com

The Wilson Times Wilson, N.C.

2018 School Communication Folders

Our Readers' Choice contest holds the title of "Best Revenue Idea," but everyone knows how to do those. I wanted to submit something a little different that made us a nice chunk of change.

School Communication Folders were a partnership with our local public school system. Folders are distributed to all local elementary schools and used as a communication tool between teachers and parents/caregivers during the school year.

This project sold out in a week.

Total revenue \$6,455.

[View the four-page PDF](#)

[Read more in this SNPA eBulletin article](#)

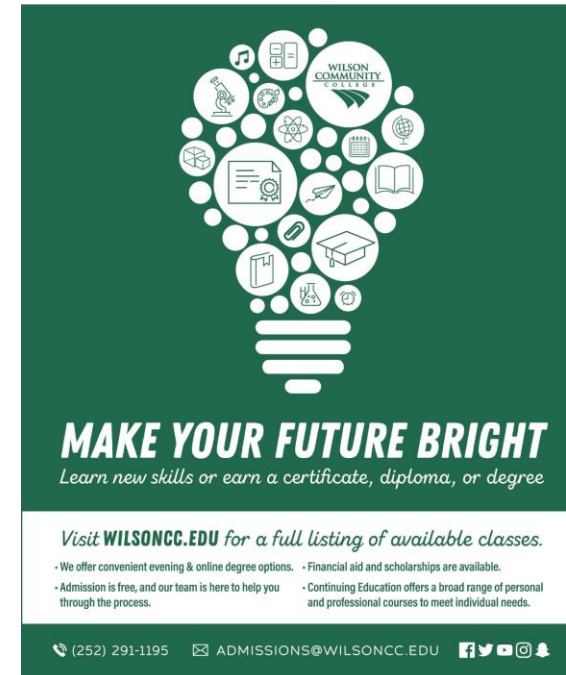


P2P INITIATIVE



117 N Tarboro Street | PO Box 2048
Wilson, NC 27894
(252) 399-7700
www.wilsonschooalsnc.net

Learn. Create. Inspire.



2018/2019 folders provided by

The Wilson Times

Student

Teacher/School

Shana Hoover, Director of Sales and Marketing
(252) 265-7858 • shana@wilsontimes.com

The Moultrie Observer Moultrie, Ga.

Colquitt County Packer Football “Schedule” Poster

High School football is king in South Georgia. In order to capitalize on the community support we have for local sports, we decided to print the “schedule” on a poster and sell sponsorships to local businesses. This poster was a great way to showcase a photo of the 2018 team, as well as the team schedule.

This was very easy to sell. I have three sales reps who actually only spent one afternoon making telesales calls. We had many more businesses that wanted to be a sponsor, but we simply ran out of room. This could be a great idea not only for High School sports, but College and National sports teams as well.

We offered posters free to the public. However, next year, I believe we could sell them for as little as a \$1 each, which would pay for the printing & shipping of the posters.

34 sponsors
1,000 posters printed
18”x24” - 80# Gloss Coat

\$3,400 total revenue
\$959 printing / shipping & delivery
\$2,441 profit



P2P INITIATIVE

Laurie Gay, General Manager and Advertising Director
(229) 985-4545 • laurie.gay@gafnews.com

The Dispatch Columbus, Miss.

Best of the Triangle

Our revenue idea is just a new twist on a very tried and true special section. We hold our annual reader's poll each year in June by running our ballot in both of our area newspapers and on our website.

We increased our revenue for this section, which we call "Best of the Triangle," by 40% when we decided to not only present awards to the first-place winners but to also present award certificates to the second- and third-place winners in each category. We did not label them as second or third, but "Among the Best."

Businesses are thrilled to be recognized and proudly display their "Among the Best" certificates, and most importantly, purchase ads for our special section -- to thank our readers for their votes.

Beth Proffitt, Advertising Director
(662) 328-2424, ext. 137 • bproffitt@cdispatch.com



P2P INITIATIVE



Food Section Sponsorship

[illegible]

rethink grocery.

Wednesday 8/29 - Tuesday 9/4

now starting on Wednesday!

while supplies last!

1.79⁺ /lb.

whole chicken w legs, family pack

super deal

4 for \$11⁺

Coca-Cola®, Diet Coke® or Sprite®

- 12 - 12 fl. oz. cans
- limit 1.5 units per customer
- tax, stock, exp., varies

33% OFF

1.46⁺ each

beef franks

- 15 oz.
- tax, stock

height adjustable from 29.3" - 55.1"

3 year warranty

featured

9.99⁺ /pb.

visit lidl.com to find your nearest store!

© 2018 Lidl USA, Inc. All rights reserved. Lidl USA, Inc. is a registered trademark of Lidl USA, Inc. All other trademarks are the property of their respective owners. Prices and availability subject to change without notice. Tax and stock vary by location.

[illegible]

Launched September 1, 2018

Sales To Date:

- Lidl - 3 dates
- Weis Markets - 2 dates

No impact on circulars

Bill Smith, Advertising Director
bsmith@freelancestar.com



P2P INITIATIVE

The Daily Progress Charlottesville, Va.

Welcome Guide

The Daily Progress has published a Welcome Guide for the Charlottesville area for decades, but to keep it a top revenue generator, we had to adapt.

This year's section is in a glossy magazine format of 116 pages that is perfect bound.

In addition to distribution through The Daily Progress, we have copies sent to newcomers to the region throughout the year. And, the magazine has a strong digital component.

We have also updated and upgraded the quality and quantity of the content and design to make it a desired resource for our readers.

These improvements helped us to exceed our sales goal of \$67,000 for this year and position this as our top revenue-generating special project for 2018.

This format also has served as a launching pad for several other smaller initiatives in the same format, including a new Seniors magazine that will publish in November and include \$40,000 in advertising revenue.



P2P INITIATIVE

Peter S. Yates, Publisher
(434) 978-7203 • pyates@dailyprogress.com



2018
welcome

Curated for the in-the-know local and the newcomer – this is the complete guide for Central Virginia attractions, arts & leisure, festivals, recreation, government, and Readers' Choice winners.

This is where readers will get to know this town, inside and out!

2018
RATES
& INFO

[**View the media kit**](#)

Bristol Herald Courier Bristol, Virginia/Tennessee


Premium Position Sell-Out

One of the most successful revenue ideas that our advertising sales team implemented this year is our Premium Position Sales Campaign, which we conducted in January 2018. This was a three-week focused effort, to sell annual agreements to lock in advertisers and to increase active local accounts. These Premium positions consisted of Front Page Footers and Headers, Sports Front Footers and Headers, Weather Page Sponsor, Market Page Sponsor, T.V. Grid and Crossword Sponsor.

We conducted a pre-sale appointment-setting campaign, to ensure that we were calling on qualified customers to avoid switch business and to focus on new money or increased spends.

We were able to close \$85,000 and 32 contracts during this three-week time period. Remaining open positions were sold over the following three weeks at a reduced incentive to the sales staff. All Premium spots not contracted were sold at A La Carte pricing throughout the year. Nine months into this program, the churn rate has been minimal. What made this effort so impressive, was that it came on the heels of the annual TV Book sales campaign.


MONDAY

Front Page Footer 6 Col x 2" \$100 <small>(1,000 only ad impressions)</small>	Sports Front Footer 6 Col x 2" \$75 <small>(1,500 only ad impressions)</small>	Boulder Look Stone Sports Front Header 3 Col x 1.5" Color \$35 <small>(1,500 only ad impressions)</small>	Weather Sponsor 6 Col x 1.5 Color \$60 <small>(1,000 only ad impressions)</small>		Top TV Grid Sponsor 2 Column x 7.5" \$105 <small>(1,000 only ad impressions)</small>	Bottom TV Grid Spons. 2 Column x 4" \$40 <small>(1,000 only ad impressions)</small>	Ad Page Sponsor 6 Column x 3" \$100 <small>(1,000 only ad impressions)</small>
--	---	---	--	---	---	--	---

TUESDAY

Front Page Footer 6 Col x 2" Full Color \$100 <small>(1,000 only ad impressions)</small>	Sports Front Footer 6 Col x 2" \$75 <small>(1,500 only ad impressions)</small>	Empire Ford Sports Front Header 3 Col x 1.5" Color \$35 <small>(1,500 only ad impressions)</small>	Gatton Chevy Weather Sponsor 6 Col x 1.5 Color \$60 <small>(1,000 only ad impressions)</small>	Market Sponsor 3 Col x 4" \$50 <small>(1,000 only ad impressions)</small>	Top TV Grid Sponsor 2 Column x 7.5" \$105 <small>(1,000 only ad impressions)</small>	Bottom TV Grid Spons. 2 Column x 4" \$40 <small>(1,000 only ad impressions)</small>	Kid's Scoop Sponsor 6 Column x 2" \$60 <small>(1,000 only ad impressions)</small>
---	---	--	--	--	---	--	--

WEDNESDAY

Abingdon Progress Front Page Footer 6 Col x 2" Full Color \$150 <small>(1,000 only ad impressions)</small>	Gatton Chevy Sports Front Footer 6 Col x 2" \$90 <small>(1,500 only ad impressions)</small>	Appalach. Ortho. Sports Front Header 3 Col x 1.5" Color \$45 <small>(1,500 only ad impressions)</small>	Pioneer Chevy Weather Sponsor 6 Col x 1.5 Color \$60 <small>(1,000 only ad impressions)</small>	Edward Jones Market Sponsor 3 Col x 4" \$50 <small>(1,000 only ad impressions)</small>	Top TV Grid Sponsor 2 Column x 7.5" \$105 <small>(1,000 only ad impressions)</small>	Bottom TV Grid Spons. 2 Column x 4" \$40 <small>(1,000 only ad impressions)</small>	
--	---	---	---	--	---	--	---


THURSDAY

Gatton Honda Front Page Footer 6 Col x 2" Full Color \$100 <small>(1,000 only ad impressions)</small>	Sports Front Footer 6 Col x 2" \$75 <small>(1,500 only ad impressions)</small>	Empire Ford Sports Front Header 3 Col x 1.5" Color \$35 <small>(1,500 only ad impressions)</small>	Weather Sponsor 6 Col x 1.5 Color \$60 <small>(1,000 only ad impressions)</small>	West State Furniture Market Sponsor 3 Col x 4" \$50 <small>(1,000 only ad impressions)</small>	Top TV Grid Sponsor 2 Column x 7.5" \$105 <small>(1,000 only ad impressions)</small>	Bottom TV Grid Spons. 2 Column x 4" \$40 <small>(1,000 only ad impressions)</small>	NASCAR Page Sponsor 6 Column x 3" \$115 <small>(1,000 only ad impressions)</small>
---	---	--	--	--	---	--	---





FRIDAY

Front Page Footer 6 Col x 2" Full Color \$150 <small>(1,000 only ad impressions)</small>	Gatton Chevy Sports Front Footer 6 Col x 2" \$90 <small>(1,500 only ad impressions)</small>	Gatton Honda Sports Front Header 3 Col x 1.5" Color \$45 <small>(1,500 only ad impressions)</small>	Pioneer Chevy Weather Sponsor 6 Col x 1.5 Color \$60 <small>(1,000 only ad impressions)</small>	Market Sponsor 3 Col x 4" \$50 <small>(1,000 only ad impressions)</small>	Top TV Grid Sponsor 2 Column x 7.5" \$105 <small>(1,000 only ad impressions)</small>	Bottom TV Grid Spons. 2 Column x 7.5" \$40 <small>(1,000 only ad impressions)</small>	Sports Listings Sponsor 6 Column x 2" \$60 <small>(1,000 only ad impressions)</small>
---	---	---	---	--	---	--	--

SATURDAY

Front Page Footer 6 Col x 2" Full Color \$100 <small>(1,000 only ad impressions)</small>	Pioneer Chevy Sports Front Footer 6 Col x 2" \$75 <small>(1,500 only ad impressions)</small>	Gatton Honda Sports Front Header 3 Col x 1.5" Color \$35 <small>(1,500 only ad impressions)</small>	Weather Sponsor 6 Col x 1.5 Color \$60 <small>(1,000 only ad impressions)</small>	Market Sponsor 3 Col x 4" \$50 <small>(1,000 only ad impressions)</small>	Top TV Grid Sponsor 2 Column x 7.5" \$105 <small>(1,000 only ad impressions)</small>	Bottom TV Grid Spons. 2 Column x 4" \$40 <small>(1,000 only ad impressions)</small>	
---	--	---	--	--	---	--	---

SUNDAY

Boothe Chiro. 660" Full Color x 30 imps. \$220		Clear Creek Golf Sports Front Header 3 Col x 1.5" Color \$50 <small>(1,500 only ad impressions)</small>	Weather Sponsor 6 Col x 1.5 Color \$80 <small>(1,000 only ad impressions)</small>		CROSSWORD Sponsor 2 Column x 7.5" \$135 <small>(1,000 only ad impressions)</small>		
--	---	---	--	---	---	---	---

[View Bristol Premium Positions](#)
[View A La Carte Pricing Spreadsheet](#)



P2P INITIATIVE

Jim Maxwell, Regional Publisher
(276) 645-2552 • jmaxwell@bristolnews.com

The News & Advance Lynchburg, Va.

Own the Day

Own The Day is an opportunity for advertisers to get their customers' and new customers' attention like never before. The program includes a front-page note, desktop note, mobile presence and an email blast -- all in one day.

With the many programs that we launched with frequency programs, these blasted messages are tailored to specific days. Advertisers can buy multiple days throughout the year.

We focused on this for two weeks and generated \$65,710 with six new clients -- or a third of the total in new business.

Idea submitted by: Kelly Mirt, regional publisher
For more information, contact: Kevin Smith, Advertising Director
ksmith@newsadvance.com



P2P INITIATIVE

[Read more in this SNPA eBulletin article](#)

OWN THE DAY!

YOU CAN DOMINATE THE DAY

in **PRINT** and **ONLINE** with:

- **Front Page Sticky Note** ad
- **Desktop** (1920x600)
- **Mobile** (800x250)
- **Email Blast**

Save
Up to
50%



Entice 86,000
consumers who
can make your
bottom line sing!

Getting customers' attention has never been more affordable!

Citizen Tribune Morristown, Tenn.

State of the Schools

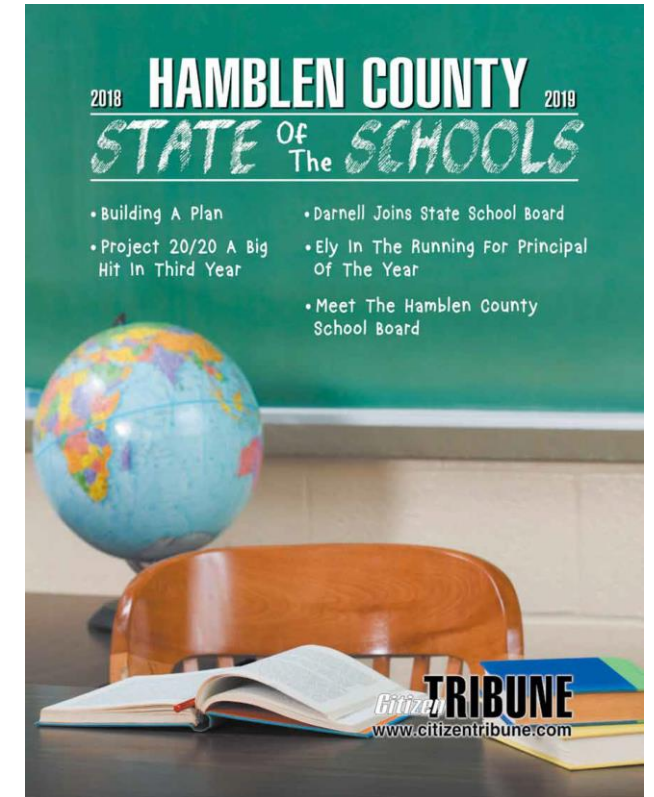
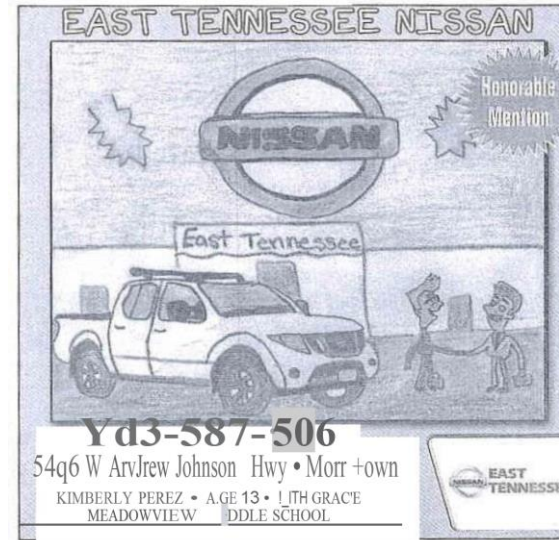
This is a partnership between the newspaper and the Hamblen County School System.

We met with the Director of Schools and committed to putting information about the school year and the state of the schools in a 24-page full-color glossy publication.

This publication is distributed to every student in the Hamblen County School System (in their backpacks), as well as to every faculty member and all other school Board employees. The Hamblen County Board of Education is in charge of making sure all the books get distributed by or before the last week of September.

We printed 11,500 copies and made nearly \$9,800 in revenue.

[View 24-page State of the Schools publication](#)
[View ads created by children](#)



P2P INITIATIVE

Mike Walker, Sales & Marketing Director
(423) 581-5630, ext. 350 • mwalker@citizentribune.com

Summerville Communications Summerville, S.C.

Business Card Directory

We created a new Business Directory that was a big success in June.

This section generated \$25,400. The net profit was \$20,000 after printing the glossy 18-page directory.

We included digital in the package rate, for either Friends2Follow or a 300x100 on our site for a year, as an early closing bonus. That way, we got commitments early in the sales process instead of waiting until the deadline to get commitments.

[View the Business Directory](#)

Rebecca Alexander, Publisher/Ad Director
(843) 873-9424, ext. 211 • ralexander@journalscene.com



P2P INITIATIVE

Business Card Directory 2018

Glossy Business Card Directory & Online Directory for a Year!

Wouldn't it be great to deliver your business card to **Summerville, Nexton, Cane Bay, Carnes Cross Roads Moncks Corner, Knightsville, Oakbrook, Sangaree Goose Creek, and Crowfield Plantation**

Don't miss this opportunity to showcase your business and reach thousands of consumers!

PLUS LOCAL SEO! Your business will be featured in Marketplace Online Business Directory on all 3 websites for one year for LOCAL SEO and you will receive a VISIBILITY REPORT *Value \$1,380!*

Print and Online for a Year!

One Business Card \$595 *value \$2,200*

Two Business Cards \$895 *value \$4,400*

Print: Glossy Print 4" x 10.75"

Online: Marketplace Directory Listing

Publication: June 27, 2018

Deadline: June 4, 2018

Distribution: 23,000 Print + Online 12 mo.

Delivered in Journal Scene and Berkeley Independent and distributed in other areas to participating business locations.



One Business Card 3.4125" x 1.95"
Two Business Cards 3.4125" x 4.06"



Online Business Directory Marketplace Featured Listing on our websites for LOCAL SEO!



The Leader-Herald Gloversville, N.Y.

Dog Days of Summer

We chose the summer as a time to give away \$500 cash to one lucky reader of our newspaper. We give away a lot of prizes to our readers and this is one of our most popular.

We charged \$400 for a full-page ad with color. The total revenue was right under \$4,500. This has the potential to be a \$10,000+ project in the future.

The concept is easy ... read the entire tab, count the pawprints, guess the correct number, and enter to win \$500.

[View Dog Days of Summer PDF](#)

Trevor Evans, Publisher
(518) 725-8616, ext. 303 • tevans@leaderherald.com



**THE DOG DAYS OF AUGUST
GREAT SUMMER
GIVEAWAY**

Drawing will be held on
August 30th
Winner will be
notified by phone.

To enter The Leader-Herald's Great Summer Giveaway just find and count all the pawprints (like the one at right) in this special section, fill out this form and bring or mail to:

Great Summer Giveaway, C/O
The Leader-Herald
8 East Fulton St., Gloversville, NY 12078

Name _____
Address _____
Phone _____
Email _____

Are you a subscriber? Yes _____ No _____

Number of Paw Print graphics in this special section: _____
(Do Not Count Any On This Cover)
AND PAWPRINTS MUST LOOK LIKE THE ONE TO THE LEFT, AND CAN BE IN VARIOUS SIZES

One lucky winner will be drawn at random from all correct responses and will win \$500 from The Leader-Herald!
Entry Deadline is Wednesday, August 29, 2018.

Must be 18 years of age or older as of July 1, 2018. Winner picked by random drawing of all correct and fully complete entry forms. Incomplete, illegible, copies or inaccurate entries are void. Entries must be received by Wednesday, August 29, 2018 by 5:00 p.m. Employees of The Leader-Herald and the businesses appearing in this supplement and each of their respective division, affiliates, parent companies, subsidiaries, advertising and promotion agencies (including their family members or those living in the same household) are not eligible to enter the contest. By completing this form you give The Leader-Herald permission to contact you.



P2P INITIATIVE

The Courier-Tribune Asheboro, N.C.

Contests and Promotions

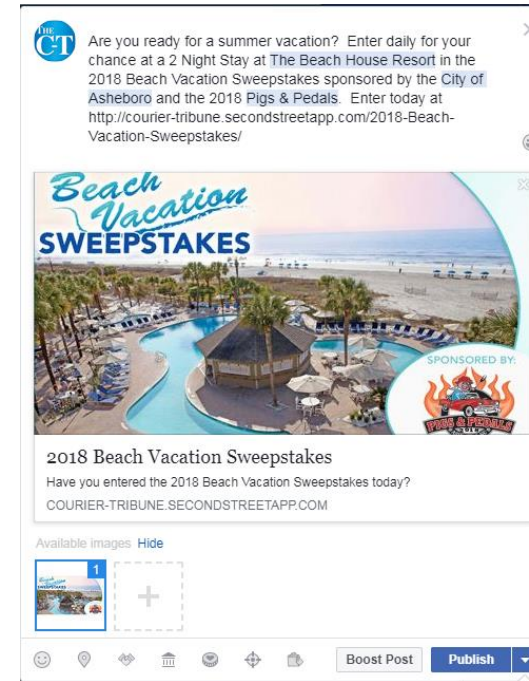
Our most successful money-makers in 2018 have got to be contests and promotions. We are able to generate quick hits utilizing special giveaways like Grill of Your Dreams, Gas Card giveaways and our Beach Vacation Sweepstakes.

We generally drive about \$2 - \$2.5K worth of revenue from each contest/promotion and the prize costs around \$500. If we can find a sponsor for the prize, we'll trade a participation spot in the contest for the prize so sometimes it really has zero expense.

Idea submitted by Todd Benz, General Manager
For more information, contact:
Justin Little, Ad Sales Manager
(336) 626-6145 • jlittle@courier-tribune.com



P2P INITIATIVE



Facebook post



Rockdale-Newton Citizen, Henry Herald, Clayton News/Jackson Progress-Argus Conyers, Ga.

Generations Magazine

As the population in our communities continue to age there comes a new opportunity to connect the dots between the advertiser and the 50+ Boomers and Seniors looking for excitement that is relevant to their needs -- whether that connection be for Social Security, insurance, health, food or road trips. Also, as print circulation continues to decline, I had to come up with a viable product that I could use across our five newspapers to grow revenue.

I started my first Generations magazine in August 2017 and have done two books in 2018. Total revenue = \$43,606. The 8 1/2 x 11 glossy features a local figure chosen from one of our five community newspapers on the cover with a follow-up story inside. The articles cover everything from security, food, gun safety, tax changes, adventures, Medicare and more.

It also helps to have an anchor like Ingles Markets in the mix. Participation includes a print ad w/ a digital component. We insert the magazine in all of our paid subscriptions and it is online until the next issue publishes.



P2P INITIATIVE

Brenda Bennett, Regional Sales Manager
(770) 483-7108, ext. 236 • brenda.bennett@rockdalecitizen.com

[Read more in this SNPA eBulletin article](#)

Richmond Times-Dispatch Richmond, Va.

Going all in on a Major Food Event

WHAT: A Taste of Richmond is a unique dining experience and a foodie's delight. The bi-annual event showcases what's new, and what's delicious, in Richmond's noted restaurant industry by bringing together dozens of local restaurants, bakeries and chefs for a small-plate feast. Attendees sample from as many locations as they choose throughout the evening, and local wineries and craft distilleries are also on hand to provide samples and drinks.

WHO: RTD Events organizes the event within RTD Advertising, with cooperation from RTD News.

WHY: As the restaurant industry in our area has evolved and been featured in regional and national media, so has interest in engaging dining experiences and local celebrity chefs. A Taste of Richmond is popular amongst this growing audience for local dining, and this event is an opportunity for attendees to get to see local celebrity chefs in action during live demonstrations; talk with restaurateurs while sampling their specialty dishes; and experiment with different cuisine and restaurants all at one event.



P2P INITIATIVE

SLIDE 1 of 4

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com



A Taste of RICHMOND RTD Holiday

Taste the local flavor, with expert tips to savor

Experience the best of Richmond's dining scene in one delectable evening. Enjoy live cooking demos from local chefs, signature samples from the area's top restaurants, and a holiday marketplace featuring local retailers. Plus, enjoy wine, beer, and spirits from favorites around the state and beyond.

LIVE COOKING DEMOS:

A portion of the ticket proceeds to benefit:





- ♦ Carlisle Bannister and Ernie Labrecque from **Upper Shirley Vineyards**
- ♦ Keya Wingfield from **Candy Valley Cake Company**
- ♦ Jack Carpenter from **Julep's**
- ♦ Kristi Genova from **Casa Italiana**

FEATURED RESTAURANTS & RETAILERS

AR's Hot Southern Honey	Great Harvest Bread Co.	Ristor's Coffee & Tea
Back Pocket Provisions	Harold's	The Savory Grain
Bottoms Up Pizza	Hubbard Peanut Company	Simply Checkstar
Brooklyn Pizza Authority	India K' Raja Restaurant	Sonja Syrup
BS Grillin' Company	Keep It Simple Syrup	The Spelt Gourmet Cookie Company
Buz and Ned's Real Barbecue	Kruggers Tap & Table	Sweet Temptations by Teresa
Capital Ale House	Mama J's	Taylor Made Chocolate
Carabba's Italian Grill	Metro Diner	Texas De Brazil
Casa Italiana	Nightingale Ice Cream Sandwiches	Townia Italian Kitchen & Wine Bar
Chay's Tex-Mex	Nuavegan Cafe	Two and a Half Irish Men
Cooper's Hawk Winery & Restaurants	Podoba's Harris & Deli	Upper Shirley Vineyards
Espresso A Go-Go Catering	PastoryBase	Zorba's Greek & Italian Cuisine
Firebirds Wood Fired Grill	Poor George's Bake Shoppe	
Fleming's Prime Steakhouse & Wine Bar	Red Root & Co.	

SPIRIT SPONSORS:

- Belle Isle Moonshine
- Calistatin Creek
- Laird & Company
- Titto's Handmade Vodka
- Vinago Spirits
- Virginia Distillery Co.

FEATURED WINERIES:

- 14 Hands Winery
- Chateau Ste Michelle
- Esch Winery
- Innervine Winery Co.
- Merf - The Distinct Wines of David Merfeld

Thursday, Nov. 8, 6 to 9 p.m.
Dominion Energy Center, 600 E. Grace St.

General admission presale: \$45

VIP Experience: \$85

To purchase tickets, visit Richmond.com/Taste

Thank you to our sponsors:



Presented by:



[Download flyer](#)

Richmond Times-Dispatch (continued) Richmond, Va.

Going all in on a Major Food Event

HOW: Featured restaurants, bakeries, wineries, distilleries and other vendors pay a fee to participate in A Taste of Richmond. In addition to vendor fees, higher-tier sponsorships also are available. For their participation, vendors are included in promotions and communications, and sponsors receive additional logo placement in promotions and during the event. Revenue from vendor fees and sponsorships make up a significant portion of the event's profit, along with ticket sales. Tickets to the event are sold at two price points: general admission and a VIP experience that includes front-row seating during celebrity chef demonstrations.

WHEN: In order to create two dining experiences and keep the event fresh for return audiences, as well as new attendees, the second event during the year has a holiday theme. A Taste of Richmond Holiday shifts local merchandise vendors to a holiday marketplace and boasts an early shopping opportunity for foodies along with the ticket price. The themed event give us an opportunity to keep a consistent brand for our audience, but create a specialty event to bring in attendees during the busy holiday season.



P2P INITIATIVE

SLIDE 2 of 4



A Taste of RICHMOND RTD Holiday

Taste the local flavor, with expert tips to savor

Experience the best of Richmond's dining scene in one delectable evening. Enjoy live cooking demos from local chefs, signature samples from the area's top restaurants, and a holiday marketplace featuring local retailers. Plus, enjoy wine, beer, and spirits from favorites around the state and beyond.

A portion of the ticket proceeds to benefit:



LIVE COOKING DEMOS:



- ♦ Carlisle Bannister and Ernie Labrecque from **Upper Shirley Vineyards**
- ♦ Keya Wingfield from **Candy Valley Cake Company**
- ♦ Jack Carpenter from **Julep's**
- ♦ Kristi Genova from **Casa Italiana**

FEATURED RESTAURANTS & RETAILERS

AR's Hot Southern Honey	Great Harvest Bread Co.	Rostov's Coffee & Tea
Back Pocket Provisions	Hobnob	The Savory Grain
Bottoms Up Pizza	Hubbard Peanut Company	Simply Cheddar
Brooklyn Pizza Authority	India K' Raja Restaurant	Sonja Syrups
BS Grillin' Company	Keep It Simple Syrup	The Spelt Gourmet Cookie Company
Buz and Ned's Real Barbecue	Kreggers Tap & Table	Sweet Temptations by Teresa
Capital Ale House	Mama J's	Taylor Made Chocolate
Carabba's Italian Grill	Metro Diner	Texas De Brazil
Casa Italiana	Nightingale Ice Cream Sandwiches	Travina Italian Kitchen & Wine Bar
Chuy's Tex-Mex	Nuvegan Cafe	Two and a Half Irish Men
Cooper's Hawk Winery & Restaurants	Padrow's Hams & Deli	Upper Shirley Vineyards
Espresso A Go Go Catering	PastryBase	Zorba's Greek & Italian Cuisine
Firebirds Wood Fired Grill	Poor George's Bake Shoppe	
Fleming's Prime Steakhouse & Wine Bar	Red Root & Co	

SPIRIT SPONSORS:

Belle Isle Moonshine
Catoctin Creek
Laird & Company
Tito's Handmade Vodka
Virago Spirits
Virginia Distillery Co.

FEATURED WINERIES:

14 Hands Winery
Chateau Ste Michelle
Erath Winery
Intrinsic Wine Co.
Merf - The District Wines of David Merfeld

Thursday, Nov. 8, 6 to 9 p.m.

Dominion Energy Center, 600 E. Grace St.

General admission presale: \$45

VIP Experience: \$85

To purchase tickets, visit Richmond.com/Taste

Thank you to our sponsors:



Presented by:

Richmond Times-Dispatch

Richmond Times-Dispatch (continued) Richmond, Va.

Going all in on a Major Food Event

THE MONEY: Revenue:

- Sponsorships:
 - 15K-20K per event
 - Sponsorships range in cost from 1.5K to 10K = 45% of revenue
- Restaurant & Retail Vendors:
 - 30-45 vendors
 - 4.5K+ per event
 - Vendor fees range from \$100-\$250 = 10% revenue
(note: restaurants required to provide 500+ food samples – a cost to the restaurant)
- Ticket Sales:
 - \$45 General Admission
 - \$85 VIP (premium reserved seating + goodie bag)
 - 15K-20K per event = 45% revenue



Richmond Times-Dispatch (continued) Richmond, Va.

Going all in on a Major Food Event

THE MONEY:

Expenses:

- Venue (minimum capacity of 500+) = 40% of cost
- Audio Visual = 15% of cost
- Kitchen Stage/Transportation = 10% of cost
- Alcohol = 10% of cost
- On-site marketing/signage/program = 10% cost
- Marketing = 10% cost
- Miscellaneous (including supplies, ticket processing tax/fees, charitable donation) = 5%
- Goodie bag donations = 0%

Profitability: 25%-35% = 10K-20K per event with 400-500+ attendees



SLIDE 4 of 4



P2P INITIATIVE

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com

Omaha World-Herald Omaha, Neb.

VR Video Applications: Holiday Book

- Replaced stale holiday book with a VR video store
- Embedded video and e-commerce links into the tags
- Ad packages also included digital, ROP, shared emails and sponsored content



SLIDE 1 of 3

Idea shared by: Thom Kastrup, Executive Vice President and Chief Revenue Officer
BH Media Group

For more information, contact:
Todd Sears, President and Publisher
tsears@owh.com

Omaha World-Herald (continued)
Omaha, Neb.

VR Video Applications: Holiday Dining

WE'RE GIVING AWAY \$1,000 A WEEK!

EVERY THURSDAY FOR 10 WEEKS

SEARCH FOR

Herald the Elf

FOR AN OPPORTUNITY TO WIN!

GO TO OMAHA.COM/THUNDERBOLT & TAKE A VIRTUAL TOUR OF THEIR PARTICIPATING RESTAURANTS TO CLAIM A PRIZE.

HERALD THE ELF WILL BE HIDDEN IN A NEW LOCATION FROM 12:00PM - 10:00PM EVERY THURSDAY FOR 10 WEEKS. GET CASH, MEET, MEETERS ONLY, MEET, MEETERS ONLY.

HOW TO FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK

1. FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK. FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK. FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK.
2. FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK. FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK. FIND HERALD HIDDEN IN TWO RESTAURANTS THIS WEEK.




GO TO OMAHA.COM/THUNDERBOLT & TAKE A VIRTUAL TOUR OF THEIR PARTICIPATING RESTAURANTS TO CLAIM A PRIZE.




























- 21 restaurants promoted giving away 50 - \$10 gift cards when you found Herald the Elf embedded in the restaurant VR video.
- This increased engagement because you had to search for the Elf each week.
- We gave away \$1,000 worth of gift cards each week

SLIDE 2 of 3

Omaha World-Herald (continued)

Omaha, Neb.

VR Video Applications: Benefits

- We are showing them how we can bring their stores and products directly to shoppers.
- We are creating a small video business because we are providing some of the video inside the VR video.
- All of this gives us the ability to change the script from our traditional dialogue to what we now can do to ultimately help them sell more product.
- As of Nov. 7, there is over \$120,000 committed to run through December.

SLIDE 3 of 3

Idea shared by: Thom Kastrup, Executive Vice President and Chief Revenue Officer
BH Media Group

For more information, contact:
Todd Sears, President and Publisher
tsears@owh.com

Citizen Tribune Morristown, Tenn.

CT Basketball Promotion

We have two high schools here in Hamblen County (East High and West High) with a boys and girls varsity basketball team. We also chose two other high schools (Jefferson and Grainger County) in our coverage area -- boys and girls varsity basketball teams -- to target this promotion. Our idea was to target first the businesses that actually had kids playing basketball and approach them first. We generated a target list, put together the fact sheet and spec ads and a game plan for selling it.

4 high schools x 2 programs (boys & girls) x \$420 per team = a total print, online and social revenue of \$3,360.

SLIDE 1 of 2

Idea submitted by Mike Fishman, Publisher



P2P INITIATIVE

2018 - 2019

Morristown East
Girls Basketball

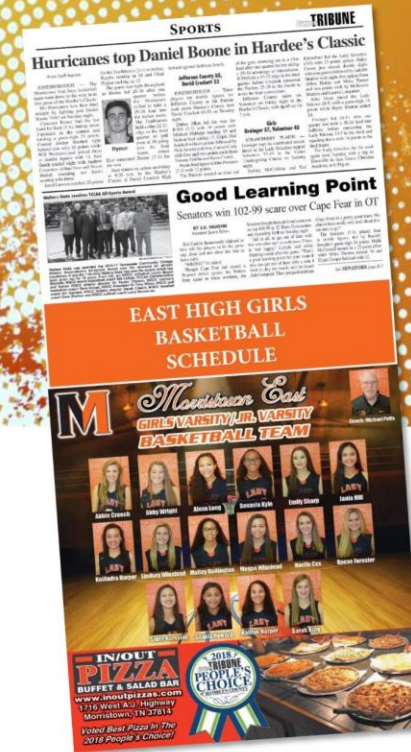
IN/OUT PIZZA
BUFFET & SALAD BAR
www.inoutpizzas.com

1716 West A.J. Highway
Morristown, TN 37814
423-616-0167

Proudly Supports
JANIA HILL
Morristown East High
2018-2019
Girls Basketball Team

**EXCLUSIVE
SPONSORSHIP**

\$420 per team



- 6x3 full color strip ad with your logo, address, phone & website, included on a color page ad presenting the team roster and schedule in the newspaper.
- 20,000 online impressions at citizentribune.com (300x250) ads ROS rotating the pictures of each basketball player in the roster, including your branding and link to your website.
- Social Media posts on CitizenTribune.com/facebook for each player along with your branding and URL.

More audience now than anytime in our history. **Citizen TRIBUNE**

Citizen Tribune (continued) Morristown, Tenn.

CT Basketball Promotion

Right out of the gate, the first targeted business was a small regional pizza chain that was interested in all eight teams, if we would give them a discount. We were able to sell out this brand new promotion in 15 minutes, make it very simple and find \$3,000 in new money.

This is an advertiser that appreciates new ideas, especially when it comes to partnering with the school systems.

SLIDE 2 of 2

Idea submitted by Mike Fishman, Publisher

For more information, contact:
Mike Walker, Sales & Marketing Director
(423) 581-5630, ext. 350 • mwalker@citizentribune.com

[Download flyer](#)



P2P INITIATIVE

- 6x3 full color strip ad with your logo, address, phone & website, included on a color page ad presenting the team roster and schedule in the newspaper.
- 20,000 online impressions at citizentribune.com (300x250) ads ROS rotating the pictures of each basketball player in the roster, including your branding and link to your website.
- Social Media posts on CitizenTribune.com/facebook for each player along with your branding and URL.

More audience now than anytime in our history. **Citizen TRIBUNE**

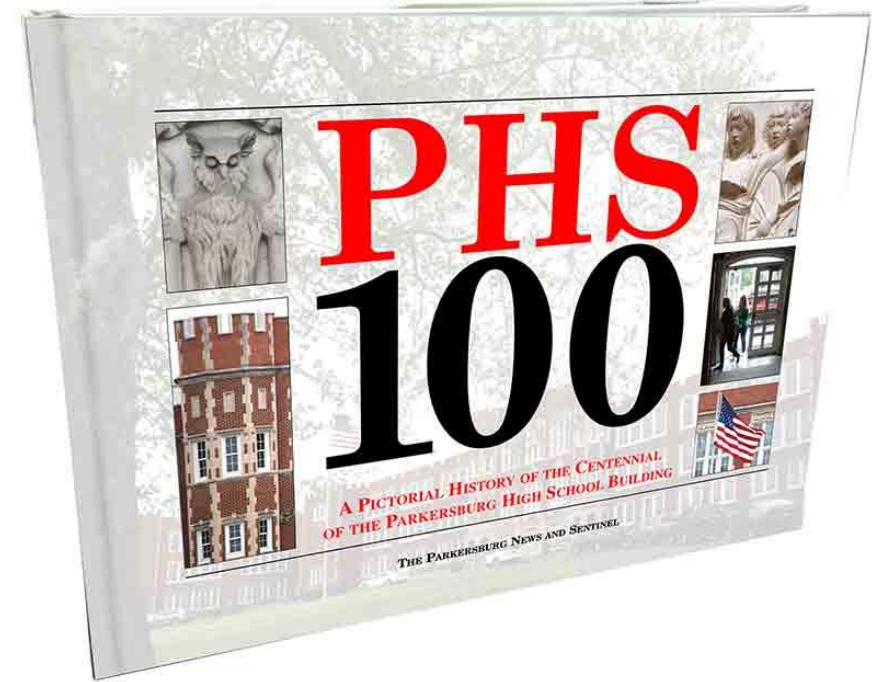
The Parkersburg News and Sentinel Parkersburg, W.Va.

Books on High Schools and History

We have had success doing books that so far have focused on two things: high schools and history.

Last year we published a book on the 100th anniversary of the construction of a local high school. PHS100 was published in time for Christmas sales. We aggressively promoted the book through the newspaper, social media and directly to alumni via email. The book continues to sell. So far we have sold around 1,700 copies of the book.

We followed up this year with a book on the other high school in town. PSHS50 follows the same format as the first book and highlights the 50 years since the forming of Parkersburg South.



SLIDE 1 of 2

Art Smith, Online Manager
(304) 485-1891, ext. 281 • asmith@newsandsentinel.com



P2P INITIATIVE

The Parkersburg News and Sentinel (continued) Parkersburg, W.Va.

Books on High Schools and History

Also this year we published a book of historical photos.

Working with a local library we put together a 144-page book with hundreds of photos. The book is a follow-up to a book we published in 2001. We also are republishing that book. Early sales are nearly identical for both books with most people ordering a combo pack of the two.

We are running ads that feature all four books, giving readers several choices from our "book store."



[Learn more in this column](#)

SLIDE 2 of 2

Art Smith, Online Manager
(304) 485-1891, ext. 281 • asmith@newsandsentinel.com



P2P INITIATIVE

Sun Coast Media Group Port Charlotte, Fla.

Newcomer's Guide: Welcome to Paradise

A newcomer's guide to living the good life in Southwest Florida

Sales: \$145,000

Profit: \$120,000 -- All new revenue

Reason for Product:

High growth new mover population is often hard to reach.

Strategy behind the project:

Reach new movers into the community before buying habits are established, by purchasing a new movers list and direct mailing a newcomer's guide to each new mover.

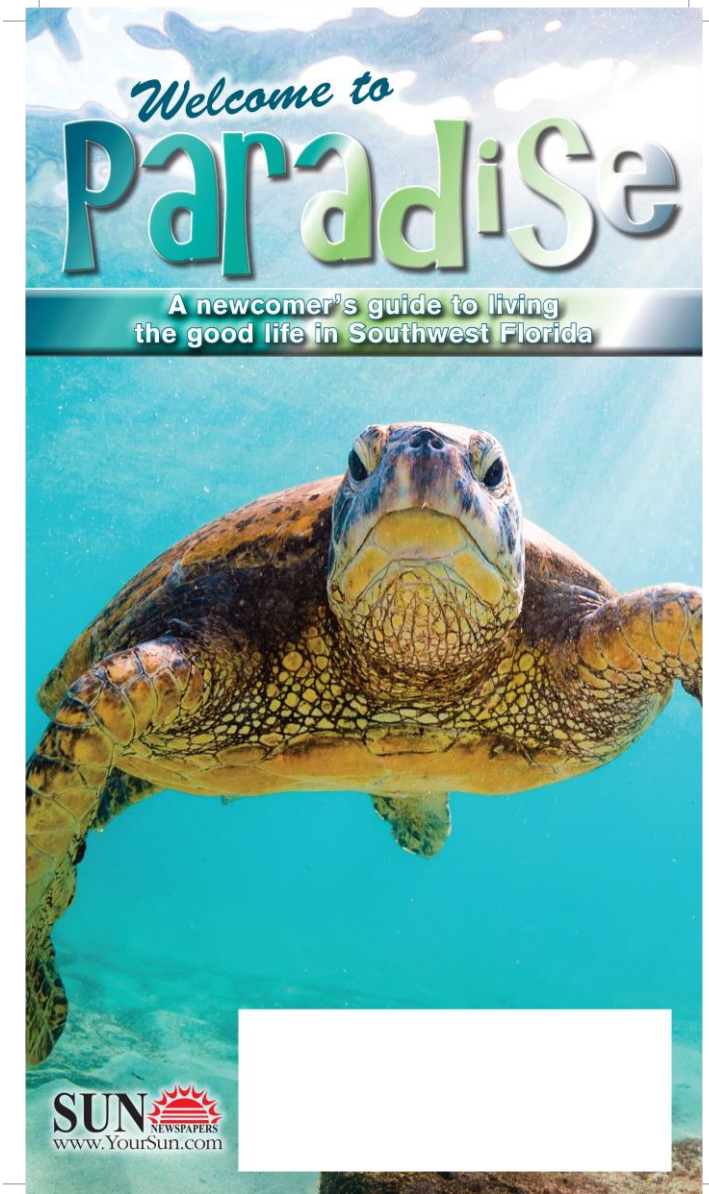
Description:

Create a community resource guide to include all necessary town and county information a new mover would need to get started. Include annual fairs, festivals, events, shopping and restaurant destinations, plus culture, arts, attractions and sporting venues.



P2P INITIATIVE

Stacie Goldberg, Advertising Manager
(941) 205-6402 • sgoldberg@sun-herald.com




NCWV Media Clarksburg, W.Va.

Mobile Wallet

We just completed the development of our own digital coupon system that allows a business to utilize text message keywords to gain mobile phone numbers, geo target and text targeting.

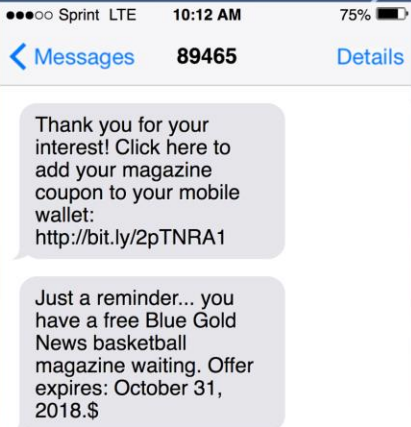
This is how we are attempting to sell it.


Brian Jarvis, President
(304) 626-1453 • bjarvis@theet.com





NCWV MOBILE WALLET

- E-mail/text/phone number/QR code - however the customer interacts with an ad, image, or anything containing the information, it will target offers to their email and mobile phones to use at local merchants – the two most powerful means of personalized marketing.
- After putting the coupon in their wallet, it will geofence them from 3000 ft. (Apple, Samsung & Google Wallet compatible).
- Feel free to text: “BGN” to 89645 to test for a free BlueGoldNews Magazine.
- All for ONLY \$100/Mo. (special introductory offer).
- Can be included for free with some print advertising packages. Talk to your marketing specialist today.









[Download details](#)

[Read more in this SNPA eBulletin article](#)



P2P INITIATIVE

The Roanoke Times Roanoke, Va.

12 Cheers!


- Concept was a contest designed for restaurants to showcase their best cocktails during the holidays. We called it 12 Cheers. (Like 12 Days of Christmas)
- Created an online contest to hold the voting.
- Sold an integrated campaign, including digital and print.
- Then held online voting to determine the winner of the 12 Cheers Cocktail contest. Ran ads to promote results and engagement. Pretty cool.
- Restaurants got hyped about it and sent emails to their database to solicit votes.
- Idea generated **\$6,000 in incremental revenue**.

Idea Submitted by:
Phyllis Weber, Advertising Director

For more information, contact:
Alicia Lovern, Advertising Sales Manager
(540) 981-3268 • alicia.lovern@roanoke.com



P2P INITIATIVE



You can be one of only 4 sponsors of the **12 Cheers of Christmas!**

The public will vote on its favorite cocktail, mixed by our local area restaurants.


You receive:

- 1 6x2 ad in each of the four doubletruck print ads
- 1 weekly pick up of the 6x2 ad to use Monday - Saturday
- 1 300 x 250 ad on voting website


Voting lasts for four weeks.
Starting Nov 30 - Dec 25.
Winner announced on Dec. 31, 2015, New Years Eve!

Price: \$1,500
Deadline: Friday, Nov. 20, 2015

Voting Website



Ad Space on Doubletruck



[Download PDF](#)



Website Voting Area



Block on Print Ad



Is your Holiday Cocktail the best?

You can be one of only 12 restaurants in the **12 Cheers of Christmas!**

We are looking for innovative, exciting holiday mixed drinks that the public will vote on and pick the overall favorite!

Your restaurant and recipe will be featured on our 12 Cheers of Christmas voting page and you will have a block on the weekly doubletruck print ad that runs for 4 weeks.

Voting lasts for four weeks.
Starting Nov 30 - Dec 25.
Winner announced on Dec. 31, 2015, New Years Eve!

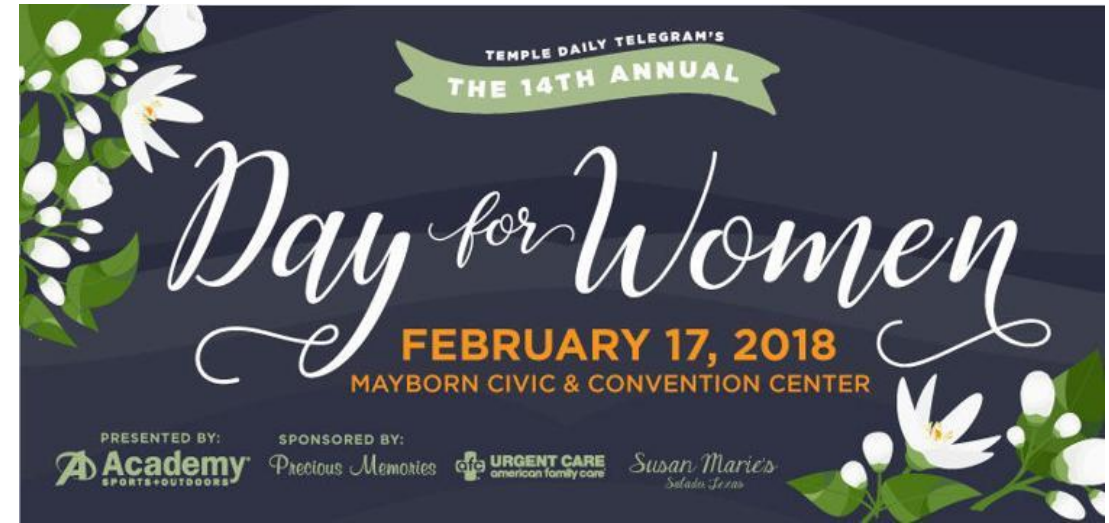
The restaurant with the winning cocktail will win a quarter page ad to use in 2016.

Price: \$350 | Deadline: Friday, Nov. 20, 2015

Temple Daily Telegram Temple, Texas

Day for Women

The Temple Daily Telegram's Day for Women each February is one of the largest annual events in the community and a nice profit-maker for the newspaper, generating approximately \$22,000 in revenue and a net of about \$12,000. Revenue is generated by sponsorships, booths in an exhibit area and ticket sales.



Approximately 50 businesses pay \$275 for a booth where they give samples and sell products. Many of these are home-based and direct-sales entities. They are there because approximately 400 (mostly) women will attend the six-hour event. They would never have the opportunity to visit with that many potential customers in one day. Each attendee is issued a "Passport" that must be signed by each exhibitor in order to be eligible to win a grand prize.

The highlight of the day is a luncheon with a featured speaker. The luncheon is attended by 250 to 300. Tickets are \$25 each.

The day also includes dozens of door-prize drawings, fashion shows and product demonstrations.

[LEARN MORE](#)



P2P INITIATIVE

Don Cooper, General Manager
(254) 774-5203 • dcooper@tdtnews.com

Southeastern Indiana Media Greensburg, Ind.

Reality RV

Reality RV is similar to the ever popular Survivor on TV. With reality television shows on hundreds of channels nightly, we have held this contest in the past over week-long periods and have also revised it to be held over three sequential weekends. Our plan is to hold this again during the summer of 2019.

A local RV dealer provided the pop-up camper for Reality RV and garnered attention in all three of our markets in southeastern Indiana.

We placed eight readers in the camper at the beginning of a community festival in Greensburg, moved midweek to Rushville, then again at the end of the week to our remaining paper in Batesville -- at another festival. This let all of our communities participate in the fun. The winner was awarded the \$10,000 camper they have spent the last seven days in (or three weekends).

SLIDE 1 of 3

Laura Welborn, Regional Publisher
(812) 663-3111, ext. 7001 • laura.welborn@indianamediaingroup.com



P2P INITIATIVE

[Download flyer](#)



The flyer is designed to look like a wooden signpost with a rope border. At the top, it features the logos for the Daily News, Republican, and Herald-Tribune, followed by the title "SOUTHEASTERN INDIANA NEWSPAPER'S REALITY RV". Below the title, a green RV is shown. The main text reads: "IF YOU LIKE REALITY TV YOU'LL LOVE REALITY RV! CONTEST WILL BE HELD SEPTEMBER 17-24. STARTS AT TREE CITY FALL FESTIVAL AT DECATUR COUNTY COURTHOUSE. MOVES TO RUSHVILLE AND ENDS AT THE BATESVILLE APPLEFEST." There are two rows of contestant photos, each with a name and a short bio. The first row includes Brandy Bebel, David Woehler, Debbie Biddinger, and Doug Sherwood. The second row includes Linda Borgman, Louis Gosser, Michelle Ray, TJ Greene, and Steve Hess. At the bottom, it says "SEE THE CONTESTANTS AT THE TREE CITY FALL FESTIVAL PARADE ON SATURDAY, SEPT. 17 AT 10 A.M. IN GREENSBURG." and lists sponsors: Lee's Country RV, Enhanced Telecommunications Corporation, Red Apple Realtors, Classic Pizza, In Bloom Florals & Gifts, Taff, Daily News, Republican, and Herald-Tribune.

REALITY RV

IF YOU LIKE REALITY TV YOU'LL LOVE REALITY RV!
CONTEST WILL BE HELD SEPTEMBER 17-24
STARTS AT TREE CITY FALL FESTIVAL AT DECATUR COUNTY COURTHOUSE.
MOVES TO RUSHVILLE AND ENDS AT THE BATESVILLE APPLEFEST.

BRANDY BEBEL
Greensburg
I am a 28-year-old mom of a 9-year-old girl and a 14-month-old boy. I help for family and friends on a daily basis. If I can survive with my schedule of babysitting all day long, I think seven days in a camper would feel like a vacation with challenges.

DAVID WOELHER
Greensburg
I am 40 years young and a single father of 2 great teenagers. I am told that the show "Survivor" is the thing for me! I do love to spend time camping and love the outdoors. I would love to be invited for the breakfast.

DEBBIE BIDDINGER
Greensburg
I'm a 44-year-old "Domestic Goddess". I have been married to my high school sweetheart, Tim, for 22 years. We have 3 children: Matt, 22, Josh, 16, and Aubrey, 17. I love reality TV. A contest like this would help me step out of my comfort zone. It would be both challenging and exciting.

DOUG SHERWOOD
Rushville
I am a single 26-year-old firefighter from Rushville. I was raised on a small farm in SE Rush County where my father and I still farm together. I feel this contest is exciting and interesting because of the festivals we will visit and because it is located close to home.

LINDA BORGMAN
Batesville
I am an outdoor person. My children are grown and in college or on their own. I would love the competition and challenges this contest would provide. I believe I have what it takes to win this competition.

LOUIS GOSSER
Greensburg
I am a resident of Greensburg and drive for Cross Roads Transportation. If I am selected and win the camper I would like to do a fundraiser for Kingdom Walk and the Red Cross.

MICHELLE RAY
Greensburg
I am mom to a 10-year-old boy. I just turned thirty this year. I am a hairdresser and am fairly new to Greensburg. I am a pretty competitive person and would give it all I have got. I can make fun out of anything and think I would be a great contestant.

TJ GREENE
Batesville
I'm 32 years-old and have been married to Barbara for 10 years. We have 2 children: Grant, 6, and Madeline, 3. I'm one of those guys who thinks he can do anything I want to make Batesville proud. I want my kids to think I'm a hero and my wife needs a break from me for one week.

STEVE HESS
Greensburg
I am 33 years-old. I'm married with 2 kids. I have worked at Valspar for 8 years. I'm a Survivor and Big Brother fan. I think I would add some excitement to the game. I enjoy running in demolition derbies, racing at Liberty, Indiana and hunting.

SEE THE CONTESTANTS AT THE TREE CITY FALL FESTIVAL PARADE
ON SATURDAY, SEPT. 17 AT 10 A.M. IN GREENSBURG.

Reality RV is being brought to you by these proud sponsors:

Fold down camper donated by:

LEE'S COUNTRY RV

Enhanced Telecommunications Corporation

RED APPLE REALTORS

Classic Pizza

In Bloom Florals & Gifts

Taff

Daily News

REPUBLICAN

Herald-Tribune

7247 State Rd. 46 E., Batesville, IN 47006
(812) 934-3210 • (800) 232-3841

812-663-3111

765-932-2222

812-934-4343

Southeastern Indiana Media (continued) Greensburg, Ind.

Reality RV

In the best tradition of reality television, participants were limited as to what they could bring from home and could not leave the immediate area of the camper without permission. They competed in both reward and immunity challenges varying from mental to physical – and were popular with the community as they watched the individuals compete.

Local businesses from all three markets participated by providing meals and sponsoring reward and immunity challenges from balancing eggs on a fork to differentiating between gummy worms and real worms (while blindfolded) to being the individual who could get the most apples out of a barrel – while “bobbing for apples.”

SLIDE 2 of 3



Southeastern Indiana Media (continued) Greensburg, Ind.

Reality RV

We had issues with online voting in the past, but it will now be interactive – with readers being the deciding factor in who continues on. Readers will vote for the contestants they want to see continue by voting online. Funds raised will go to a nonprofit. The individual with the fewest votes will be eliminated.

Issues we had to deal with included criminal background checks, medical, photo and contestant releases, as well as overnight security.

SLIDE 3 of 3

Laura Welborn, Regional Publisher
(812) 663-3111, ext. 7001

laura.welborn@indianamediaingroup.com

[Read more in this SNPA eBulletin article](#)



P2P INITIATIVE

VOTE FOR YOUR FAVORITE!!

VOTE DAILY... VOTE OFTEN

YOUR DAILY VOTES WILL DETERMINE THE WINNER OF THE COACHMAN CAMPER.

Voting deadline is 9:00 a.m. Monday - Saturday. Contestant with fewest votes each day will be eliminated.

Come and enjoy watching the challenges.

No Eviction Ceremony Thursday
FINAL Eviction Ceremony 11:30 a.m. Friday in Batesville
(Camper will be parked in Liberty Park)

Reward Challenges 5:30 Fri. in Batesville;
11:30 a.m. Sat. in Batesville

Final Immunity Challenge 5:30 p.m. Thurs. in Batesville
Camper awarded in Batesville Sat., Sept. 24 at 3:00 p.m.
at the Applefest in Liberty Park.

Remember to vote daily to keep your favorite player in the game!

REALITY RV

Lee's Country RV
Fold down camper donated by Lee's Country RV
7247 State Rd. 46 E.
Batesville, IN 47006
(812) 934-3210
(800) 232-3841

Reality RV is being brought to you by these proud sponsors:

Daily News
812-663-3111

RUSHVILLE REPUBLICAN
765-932-2222

The Herald-Tribune
812-934-4343

Contestants:

BRANDY BEDEL Greensburg	DEBBIE BIDDINGER Greensburg	DOUG SHERWOOD Rushville
LINDA BORGHMAN Batesville	LOUIS GOSSE Greensburg	MICHELLE RAY Greensburg

CIRCLE YOUR FAVORITE TO VOTE!
Voting deadline 9:00 a.m. daily. One vote per ballot.
Complete below for a chance to win 2 Reality RV T-Shirts!
Drop off at any sponsors location!

Name _____
Street Address _____
City/Town/St. _____ Zip _____
Phone _____
I am a subscriber ☐ Daily News ☐ REPUBLICAN ☐ Herald-Tribune

Sponsors:

- Classic Pizza
- Enhanced Telecommunications Corporation
- RED APPLE REALTORS
- In Bloom Florals & Gifts
- TAF
- WKWH

Bay City Tribune Bay City, Texas

Trick-or-Treat

The Bay City Tribune invited trick-or-treaters to stop by the office for candy and pictures with their Halloween costumes. We took the photos and published them in the next issue.

We had 55 groups of kiddos participate.

Oxea, a local chemical plant, sponsored the pages. It brought in an additional \$500.

We are trying to find a Santa to come in December and invite the kids for pictures with Santa.

Dena Matthews, Advertising Manager
(979) 245-5555 • classified@baycitytribune.com

[Read more in this SNPA eBulletin article](#)



The Post and Courier
Charleston, S.C.

Tour of Homes

SLIDE 1 of 3

Scott Embry
Director of Advertising
(843) 937-5405
sembry@postandcourier.com

Feature your listing
in our newly
remodeled



brought to you by

The Post and Courier

**Saturday & Sunday,
Nov. 3-4 | 2-5 p.m.**



Get great exposure in front of a targeted audience of potential home buyers. Every visitor to your home will be entered to win a YETI cooler!

INCLUDES:
1 picture and 3 lines of text

PLUS:

- Ad in the Tour of Homes section
- A spot on a Shared Email and a High Impact Digital Parallax Ad promoting the tour
- Post and Courier Facebook post

Reserve
your home
on the tour!

Deadline to participate:
Tuesday, Oct. 30, by 3 p.m.

To reserve your ad or for more information, contact your account executive or Yolanda Washington-Robinson, 843-937-4785, ywashington@postandcourier.com.

2018 Fall Tour of Homes

OUR GOALS

Fall Tour of Homes has been a product The Post and Courier has sold for years. It was \$59 for two days and featured a listing in the paper as a part of the tour.



Revamp an old idea

We took an idea that was starting to not produce and revamped it to increase product value and higher participation.



Increase Engagement

Our tour of homes were only producing about 1 visitor per open house. By offering a free yeti to one of the buyers, we averaged 6 couples per listing.



Rebrand

In an effort to gain new clients and repeat clients, we rebranded the tour with a new logo and color scheme, so that agents and brokers would recognize it each year.



High Exposure

We promoted the tour to agents 2 weeks before the Fall Tour of Homes ran. We sold out all of the spots before creative deadline. The promotion of the tour itself channeled through online banner ads, an email of 65,000 subscribers, and a high-impact ad.



P2P INITIATIVE

The Post and Courier (continued) Charleston, S.C.

Tour of Homes

SLIDE 2 of 3

2018 Fall Tour of Homes

RESULTS



A company is an association or collection of individuals, whether natural persons, legal persons, or a mixture of both. Company members share a common purpose and unite in order to focus.

Sold out

We sold out the spaces in the tour increasing our tour from 15 homes (on avg.) to 29.

Email

The email promoting the tour delivered to 62,719 subscribers with an open rate of 7.5%.

Database Increase

71% of people that RSVP'd to the tour also opted-in to our Post and Courier email database.

High Engagement

Previous years only resulted in 0-1 potential buyers per listing. This year resulted with 6 buyers (on avg.) per listing.

Parallax

The parallax ad delivered 26,822 impressions with 67 clicks and a high click-through rate of 0.25%

E-Newsletter Increase

64% of people that RSVP'd to the tour also opted-in to our Post and Courier Real Estate E-Newsletter.

Revenue

Years prior we averaged \$800 per tour. This year resulted in \$2,871 in revenue.

Banner Ads

Banner Ads were delivered on our mobile app. 52,482 impressions were delivered with a click-through rate of 0.11%.

Happy Clients

Our agent and broker clients were really impressed with the high turnout of the tour.



P2P INITIATIVE

The Post and Courier (continued) Charleston, S.C.

Tour of Homes

SLIDE 3 of 3

Scott Embry
Director of Advertising
(843) 937-5405
sembry@postandcourier.com

Fall
TOUR OF HOMES
Today 2-5PM
brought to you by
The Post and Courier

402 Park Place Circle, Summerville
Newtown | 402PM/2.5BA | \$438,000
Kiddwell Banker Residential

2828 River Vista Way, Mt. Pleasant
Dunes West | 402PM/3.5BA | \$1,450,000
Carolina One Real Estate

133 Linwood, Summerville
Historic Summerville | 402PM/2.5BA | \$800,000
South Marine | 803-927-5605
The Carolina Group

2778 Victoria Lake Drive, Mt. Pleasant
Briarcliff Plantation | 402PM/2.5BA | \$480,000
Brian Sells | 803-798-2388
Coldwell Banker Residential

589 Wading Place, Daniel Island
Daniel Island Park | 202PM/3.5BA | \$1,500,000
Justin C. Kelly | 803-454-7953
Keller Williams Realty Charleston

632 Robert E Lee Blvd, James Island
Port Johnson Estates | 302PM/2.5BA | \$480,000
Andrea Woodfield | 803-462-7462
Luxury Homes International Keller Williams Realty

100 Coastal Wood Lane, Summerville
Southpointe Estates | 302PM/2.5BA | \$10,999
Dane C. Truitt | 803-450-4710
Dan Ryan Builders

457 Stonefield Circle, Moncks Corner
Spring Creek | 402PM/3.5BA | \$284,999
Keller | 803-209-0504
Dan Ryan Builders

1401 Metanka St., Mount Pleasant
North South | 401.5BA | \$249,000
Keller Williams Smith RE

311 Sereford Woods Lane, Wando/Cathey
Sereford Hall | 702PM/7.5BA | \$1,299,000
Paula Varnett | 803-494-0079
BHHS Carolina Sun Real Estate
Gate Code #9510

393 Ponderosa Drive, Ladson
Tall Pines | 302PM/2.5BA | \$123,800
Brenda L. Buckner | 803-543-6111
Coldwell Banker Residential

3783 Gated Oaks Lane, Johns Island
Ridge Creek | 302PM/3.5BA | \$359,000
Pamela Conway | 803-923-9241
Allen Ellis Real Estate & Rentals

180 Commons Way, Goose Creek
Cypress Creek Plantation | 302PM/2.5BA | \$109,875
Ellen Hochman | 803-738-7771
BHHS Southern Coast RE

127 Radtke Road, Summerville
The Ponds | 102PM/1.5BA | \$170,000
Jan Sander | 803-829-7623
Coldwell Banker Residential

1836 Alice Drive, West Ashley
Capri Isles | 302PM/2.5BA | \$460,000
Christa Fitzgerald | 803-455-5343
Elaine Brabham and Associates

720 E. Cooper Ave. Folly Beach
Folly Beach | 302PM/1.5BA | \$675,000
Alison Williams | 803-402-4907
Aussant Properties

607 Water Lily Trail, Summerville
Southpointe Estates | 402PM/3.5BA | \$490,000
Keller | 803-209-0504
Dan Ryan Builders

323 Lucia Street, Daniel Island
Cushman Perry Park | 402PM/3.5BA | \$699,000
Michelle Reuter | 803-475-3402
Coldwell Banker Residential

IN THE MARKET FOR A HOME?
COME TO OUR
NEWLY-REMODELED
FALL TOUR OF HOMES
SATURDAY & SUNDAY, NOV. 3-4 | 2-5 P.M.

brought to you by
The Post and Courier

RSVP NOW FOR A CHANCE TO **WIN A YETI COOLER!**

NOV. 3-4 | 2-5 P.M.
RSVP NOW FOR A CHANCE TO
WIN A YETI COOLER!

IN THE MARKET FOR A HOME?
COME TO OUR NEWLY-REMODELED
FALL TOUR OF HOMES
SATURDAY & SUNDAY, NOV. 3-4 | 2-5 P.M.

brought to you by
The Post and Courier

RSVP NOW FOR A CHANCE TO
WIN A YETI COOLER!

IN THE MARKET FOR A HOME?
COME TO OUR
NEWLY-REMODELED
FALL TOUR OF HOMES
SATURDAY & SUNDAY, NOV. 3-4 | 2-5 P.M.

TOUR OF HOMES

RSVP NOW FOR A CHANCE TO **WIN A YETI COOLER!**

Fall
TOUR OF HOMES
Saturday & Sunday, Nov. 3-4 | 2-5 p.m.

The Greeneville Sun Greeneville, Tenn.

Around the Clock in Greene County

“Around The Clock in Greene County” focuses on a 24-hour time period and was published Sept. 29, 2018. “Around Town” will be published again on Dec. 29, and will emphasize more than a 24-hour time period. Next year, it will become a quarterly publication.

Around The Clock in Greene County:

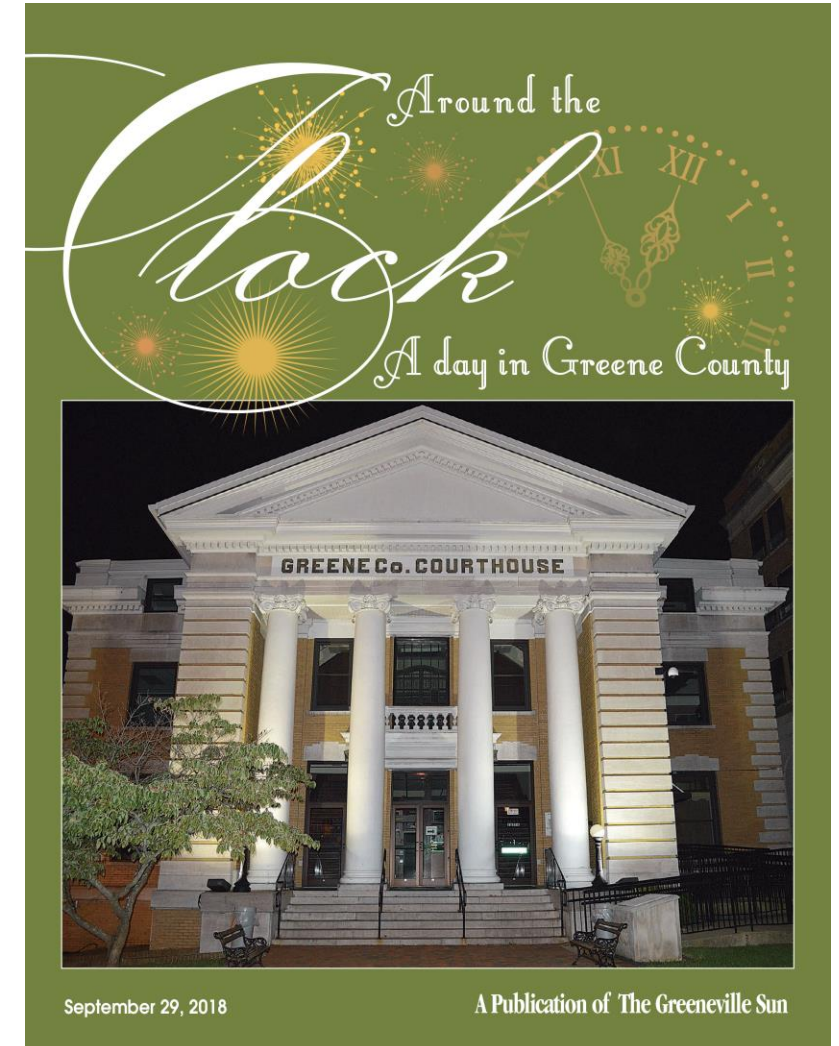
Revenue:	\$7,510
Commissions:	- \$751
Printing (9,500 copies):	<u>- \$3,219</u>
Profit:	\$3,540 (47%)

SLIDE 1 of 4

John Cash, Chief Revenue Officer
APG Media of TN/NC/VA
General Manager, The Greeneville Sun
(423) 359-3165 • john.cash@greenevillesun.com



P2P INITIATIVE



[Download the PDF of the first edition](#)

The Greeneville Sun (continued) Greeneville, Tenn.

Around the Clock in Greene County

- \$10,000 minimum revenue goal for each, although printing costs would increase if we add eight- or 16-page increments. Although \$7,510 for the first one, many advertisers wanted to wait until this was published before committing to the next one.
- 9,500 copies printed and distributed in the daily newspaper, and additional copies for advertisers.
- We used Publications Press out of Montgomery, Ala., to print them.
- Sales staff and managers took all the photos over a weekend, and photos are chosen that represent different hours. No involvement from editorial staff.
- Modular size ads only.

SLIDE 2 of 4



P2P INITIATIVE

Around The Clock... 24 Hours In The Life of Greene County

Around The Clock is a magazine full of places and faces of the people of Greene County at work and play. All of the photos are spontaneous and none are staged. However, we do give a "courtesy" call to hospitals and plants to alert them a photographer is on the way.

Readers love the magazine and look at every page to see if, "they made the paper." It is all about everyday people doing everyday things that make our county a great place to live, work and play!

Be sure your company's advertising message is included in Around The Clock. All ads are full color printed on coated paper that are fantastic looking. It is the place to seen!



ADVERTISING DEADLINE

September 12, 2018

PUBLICATION DATE

September 29, 2018

FULL PAGE : \$595 • HALF PAGE: \$395
QUARTER PAGE: \$225 • EIGHTH PAGE: \$125
Includes Full Color

Call Today!

Sandi Blalock.....359-3148 • Denise Coffey....359-3128
Hala Watson.....359-3123• Wendy Wilder...359-3106
advertising@greenevillesun.com

The Greeneville Sun

[Download flyer](#)

The Greeneville Sun (continued) Greeneville, Tenn.

Around the Clock in Greene County

- Many readers posted very positive messages and asked that the newspaper publish more of these types of sections.
- One of our sister papers, The Rogersville (Tenn.) Review, started these in 2015. They called it “A Day in The Life of Hawkins County” and have similar revenues and profit for their pubs. Past editions can be found on their website in the Special Edition Library at the bottom of their home page: <http://www.therogersvillereview.com/>

SLIDE 3 of 4



P2P INITIATIVE

DISCOVER

Ad Sizes / Specs

AD SIZES

Full Page/Bleed* 7.5-inches x 10-inches plus .625-inch bleed

NOTE: Live image area is 7.5-inches x 10-inches. No text or logos outside live image area.

Final document should be **8.75-inches x 11.25-inches**

*Must meet these specs or ad will be fit to full page/no bleed.

Full Page / No Bleed..... 7.5-inches x 10-inches

Half Page - Horizontal (2 col).....7.5-inches x 4.93-inches

Half Page - Vertical (1 col)3.67-inches x 10-inches

Quarter Page - Vertical (1 col)3.67-inches x 4.93-inches

Quarter Page - Horizontal (2 col)7.5-inches x 2.42-inches

Eighth Page - Business Card Size.....3.67-inches x 2.42-inches

CAMERA-READY FILES

(No Copy Change)

Acceptable electronic files include:

- High resolution PDF, fonts embedded, CMYK
- Graphics/photos used in ad must be 300dpi CMYK tiff files.
- Camera-ready ads must be in house by Ad Copy Deadline.

CREATIVE

Ads can be created for your business following these guidelines:

- Logos, photos, art provided for use in ads must be high resolution - 300 dpi. Graphics/photos downloaded from a website are usually not acceptable. It is best to use original digital photos emailed at the highest setting on your computer or camera or scanned at 300-600dpi.
- **All ad copy, graphics and photos must be in-house by Ad Copy Deadline.**
- Ads must be completed, proofed and all changes made by Ads Completed Deadline.

[Download flyer](#)

The Greeneville Sun (continued) Greeneville, Tenn.

Around the Clock in Greene County

SLIDE 4 of 4

John Cash, Chief Revenue Officer
APG Media of TN/NC/VA
General Manager, The Greeneville Sun
(423) 359-3165 • john.cash@greenevillesun.com



More Smiling Faces - Happy Places!

Our first publication, "Around The Clock" was so successful and well-received by our readers and advertisers that we are expanding our newest edition to include even more Smiling Faces and Happy Places. On December 29, 2018, "Around Town" will publish, featuring photos that include the holidays from October through December, as well as every-day folks just doing what they do. Our people make our towns great places to live, work and play! All the photos are spontaneous and unrehearsed. Readers loved "Around The Clock" in September and scanned every page to see if "they made the paper."

Be sure your company's advertising message is included in "Around Town." All ads are full color, printed on coated paper that looks fantastic. "Around Town," it is the place to be seen!

ADVERTISING DEADLINE
November 15, 2018

PUBLICATION DATE
December 29, 2018

Full Page: \$595 • Half Page: \$395 • Quarter Page: \$225 • Eighth Page: \$125
Includes Full Color

Call Today!

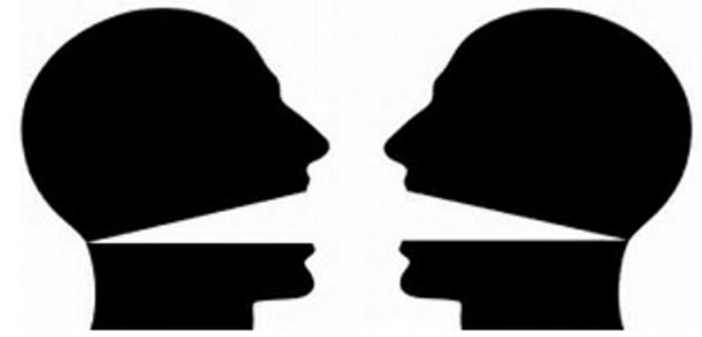
Sandi Blalock.....359-3148 • Denise Coffey....359-3128
Hala Watson.....359-3123 • Wendy Wilder...359-3106
advertising@greenevillesun.com



P2P INITIATIVE

The Greeneville Sun

SNPA



P2P INITIATIVE

Cost-Cutting Ideas

Richmond Times-Dispatch

Richmond, Va.

Free-Standing Inserts

The savings strategy:

Challenge the conventional wisdom that we must have insert capabilities every day in our production center. Staff the inserting facility to match the declining volume of free-standing inserts that are scheduled for the newspaper. Aim to minimize the days that free-standing inserts are scheduled to be inserted into the Richmond Times-Dispatch, and find savings without hurting our relationships with revenue customers.

The background:

Free-standing inserts have continued to decline with overall advertising revenue throughout the years. The most productive days for inserts were determined to be Wednesday, Friday and Sunday. A task force was pulled together and came up with the recommendation to go to a three-day-a-week inserting operation in late April 2017.



Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com

Continued on next slide



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Free-Standing Inserts

The actions:

Advertisers were notified that Wednesday, Friday and Sunday would be the only days that inserts would be accepted. Press and inserting schedules were revamped along with position eliminations in the inserting facility and on the maintenance staff. There were three full-time eliminations, and the number of temporary employees was reduced by more than 10 percent.

The upshot:

This schedule allowed the inserting facility to go gray on days there were no inserts scheduled. The three-day schedule for Richmond also aligned with a larger commercial customer that was on the same inserting schedule. This allowed the inserting staff to be on the same schedule for both products and lowered the staff needed on the non-inserting days.

What's ahead:

The management team will continue to monitor the volume of free-standing inserts and staff accordingly to changes in frequency.

For more information, contact:
Billy Towler, Production Director
(804) 559-8304 • billy.towler@bhmginc.com



P2P INITIATIVE

Richmond Times-Dispatch

Richmond, Va.

Cross-Training in Creative Services

The savings strategy:

Use cross-training in the Creative Services department to add flexibility, increase the knowledge of each team member and save costs through efficiency. In addition, it was a rebound measure taken after a reduction in workforce because of the decline in print advertising revenue.

In January of 2017, the department was made up of 27 people.

After the loss of seven positions and the voluntary reduction of two others, the department now contains 18 people.

The background:

Responding to industry changes – both those having already occurred and in anticipation of those to come – the Richmond Times-Dispatch Creative Services area took a series of steps to restrain ever-rising expenses. Cost-cutting measures were implemented throughout the department, as tasks requiring like-skill sets were combined to create a team that was more responsive to the daily demands of the workflow as well as leaner and more efficient.



	A	C	D	E
12	Jeannette	InDesign	Tadd	By December 31, 2018, train with Tadd on how to set up and use master pages in InDesign for use with commercial and weekly RTD products. Apply this knowledge to a full set of folios in a live or test product and Tadd review the finished piece. This will improve efficiency.
13	Robert K.	Pagination	Jeanette	By July 31, 2018, cross-train with Jeanette on paginating, pagelinking ads and publishing the Channels print product. Paginate one live issue and have Tadd look over the proofs before they are sent to Hanover. Cross-training in this skill will assist with coverage.
14	Robert K.	e-Edition posting	Debbie	By September 28, 2018, cross-train with Debbie on processing and posting the Spry Living and Relish pages for e-Edition. Process one of each edition for posting and email Tadd with the two run dates that you processed. Cross-training in this skill will assist with coverage.
15	Robert K.	MediaLink	Tadd	By December 1, 2018, cross-train with Tadd in processing the Business and Service directory from PGL to MediaLink and process at least one live ad. Send the ad number to Tadd once completed. Cross-training in this skill will assist with coverage.
16	Sandra	Sponsored content	Shelly/Jennifer	By September 28, 2018, cross-train with Shelly /Jennifer in posting sponsored content to templated BLOX pages and publish at least one sponsored content page. Send the sponsored content page URL you posted to Tadd once completed. Learning this skill will increase your digital skillset and assist the design team.
17	Sandra	Landing pages	Shelly/Jennifer	By December 31, 2018, cross-train with Shelly /Jennifer in creating landing pages in BLOX from page creation to completion and publish at least one original content page you created. Send the landing page URL that you create to Tadd once completed. Learning this skill will increase your digital skillset and assist the design team.

[Download this Excel spreadsheet](#)

Richmond Times-Dispatch (continued)

Richmond, Va.

Cross-Training in Creative Services

The actions:

Routine job duties were moved to teams already showing an affinity for performing certain tasks, enabling a year-over-year reduction in complement. These FTE savings were accomplished through a series of cross-training measures that helped employees make fuller use of their already substantial talents while educating them in new processes that helped them become more diverse in their skill sets.

Examples:

- A graphic designer training to become proficient in pagination
- An illustrator/designer learning page diagramming
- Print-centric designers not only becoming adept at digital design but also mastering the posting of digital products to the newspaper's website
- A digital designer completing a quota of print ads per week

Continued on next slide



Richmond Times-Dispatch (continued)

Richmond, Va.

Cross-Training in Creative Services

The upshot:

This continuous-learning mindset has not only helped the department accomplish more with fewer resources, but has served to increase employees' job satisfaction while eliminating churn and turnover. This has helped the department save on the increasing costs of training and acclimating new employees.

What's ahead:

To continue the evolution of specialists in certain skills and tasks into workforce generalists capable of completing a multitude of tasks across various platforms. To that end, every member of the department will complete cross-training smart goals (a total of 40, department-wide) by the end of the year.

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com



P2P INITIATIVE

Community Newspaper Holdings Inc. Indiana Media Group

Trade-Barter Advertising Policy and Procedures

We are trading advertising and promotion with local vendors for services like lawn care, snow removal, janitorial, repairs and upkeep like painting, new office furniture, etc.

Between the three newspapers that I have responsibility for, we have saved – on average – \$12,700 annually. We try to always make our trade agreements over and above the advertiser's current spending.

Robyn McCloskey, Group Publisher
Kokomo Tribune, Logansport Pharos-Tribune
and Terre Haute Tribune Star
(574) 732-5133 • robyn.mccloskey@indianamediaingroup.com



[Download the Trade/Barter Advertising Policy and Procedures](#)

[Download a Copy of the Agreement](#)



P2P INITIATIVE

The Goshen News Goshen, Ind.

Delivery by Mail

Hindered by utilizing a competing daily's carrier force, and faced with rising per paper charges (23.6 cents each), The Goshen News took the controversial step to move to same-day mail with resounding results.

In a market with less than 3.2% unemployment (essentially anyone who wanted a job had one) and with more than 11,000 vacant jobs in the manufacturing sector, the carrier force that distributed our newspaper was constantly in flux. It was not unusual to have upwards of 1,000 subscribers fail to get their paper as carriers would leave without notice to work in the plants.

Continued on next slide

Brian Bloom, Publisher
(574) 533-2151, ext. 301 • brian.bloom@goshennews.com



P2P INITIATIVE



[Read the column where this was announced](#)

The Goshen News (continued)

Goshen, Ind.

Delivery by Mail

The newspaper that contracted with us to deliver our paper had used that problem to promote themselves – often redistributing their newspaper in our stead, and piggybacked on our subscription list to drive readership campaigns for themselves.

Working with the U.S. Postal authorities, we eliminated our Sunday edition in favor of a Weekender with a team of haulers driving our bundles to 16 different post offices in our direct circulation area for same-day delivery.

There was some initial kickback as customers, accustomed to receiving their paper (when it was delivered) by 6 a.m. now waiting until mid-day or later.

The end result: Subscribers were guaranteed delivery and coupling our digital daily allowed early morning newsies to get their fix online and in print. Circulation continues to recover to near pre-mail numbers and our subscribers have faith that their investment results in a newspaper every single day.

Our competitive distribution partner – no longer benefiting from our investment – no longer circulates in our region making us the only daily newspaper in a vast majority of our circulation area.



Effingham Daily News Effingham, Ill.

TMC Review

It had been awhile since a comprehensive review had been completed on the distribution area for our TMC. Over time, copies had been moved around for various reasons and we found large gaps that we should be covering with a TMC and other places that were on the fringe of our market and not desired by our preprint advertisers.

Our annual savings will be \$12,000 from printing and postage. Because the move included eliminating distribution to some fringe areas of our market, we were concerned about negative feedback, but received none, confirming that the product was not relevant to that geography.

This should be a routine at all newspapers. We waited too long to conduct this and there were some obvious savings we missed out on.



Darrel Lewis, Publisher
(217) 347-7151, ext. 112
darrell.lewis@effinghamdailynews.com



P2P INITIATIVE

Kingsport Times News
Kingsport, Tenn.



Ink Optimization

We contracted with Agfa for its Pro Image Ink Optimization Service. It is a pay-per-page service purchased in 1,000-page blocks. (Purchase price is negotiated per paper.)

We are monthly doing a 1,200-lb. ink swap from color to black use. At \$0.84/lb., that equates to about \$1,008 per month. Additionally, we are using about 300 pounds less color, which equates to about \$550 per month. Total savings of about \$1,558 per month.

On the non-cost side, we are seeing crisper images with more detail in both shadows and highlights. Also, it is seamless in your workflow, so once set up is complete, there are no extra workflow steps and pages take about one minute to make the loop from your facility to Agfa and back.

Do it. At the very least, do a 30-day trial period.

For more information, contact:
Tim Archer, Vice President of Operations
(423) 723-1464 • tarcher@timesnews.net

Submitted by Rick Thomason, Publisher
(423) 392-1314 • rthomason@timesnews.net



P2P INITIATIVE

The Herald
Sharon, Penn.

Review Your Phone Service

Because our phones are working, we seldom take the time to go back and review exactly what we are paying for. However as times have changed so have our phone needs. Old dial-up modems that are no longer being used had dedicated phone lines and the number of employees had changed as well.

By changing providers (which is a far simpler task than you think) and reducing lines, we were able to save \$1,300 per month or \$15,600 annually.

Sharon A. Sorg, Publisher
(724) 981-6100, ext. 231 • ssorg@sharonherald.com



P2P INITIATIVE

The Herald

Enid News & Eagle

Enid, Okla.

VOIP Phone System

Recently our newspaper implemented a cost-cutting procedure to minimize the costs of our telephone system. We moved from a traditional landline phone system to a VOIP phone system.

Our antiquated phone system was charging us for long distance and per-call fees. When we switched to the VOIP system, we were able to cut over \$2k per month. The main reason for the expense savings was that – with our old system – we paid a flat fee for each phone line, plus a per-call fee. The new system only charges us a flat fee per phone station. No more long distance costs!

Kellan Hohmann, Business Manager
(580) 548-8101 • bizmgr@enidnews.com



The Herald Bulletin Anderson, Ind.

Two Ideas: Delivery Routes and Newsprint

1. We have concentrated time and resources on delivery. We are analyzing routes, modifying TMC numbers and brought some hauling back in house to curve expenses. The TMC is still a very viable product. However, with the loss of some majors, we have reduced our distribution footprint slightly to get higher profit numbers.
2. We are all looking for ways to hold newsprint cost. One of the things we did was change sectioning. By reducing sections from six down to four on Sunday, it enables us to cut several pages a week.

Beverly Joyce, Publisher
(765) 640-2307 • beverly.joyce@indianamedia group.com



P2P INITIATIVE

Niagara Gazette

Niagara Falls, N.Y.

Mailroom and Pressroom Operations

We analyzed the mailroom and pressroom operations and found that night shifts had excess time to do what we were paying several day shifts to do.

We eliminated all day shifts, including supervision, and now do everything during the night operation. This includes TMCs, special sections and commercial printing.

John Celestino, Publisher
(716) 282-2311, ext. 2280 • john.celestino@niagara-gazette.com



P2P INITIATIVE



CNHI

Valdosta, Thomasville and Moultrie, Ga.

Review every SMC and Specialty Product

We are working on many assessments right now but our biggest is reviewing the profitability of every SMC and specialty product.

Products that have been profitable for a long time may now be marginal at best and we are determining if we need to keep the products and make adjustments or if we need to stop the products.

Be sure to analyze time, waste and all other factors when making your determination. This becomes vitally important with major account preprint losses and newsprint pricing that affects our revenue in SMC/specialty products.



Jeff Masters, Group Publisher
Valdosta Daily Times
Thomasville Times Enterprise
Moultrie Observer
(229) 244-1880 • jmasters@cnhi.com



P2P INITIATIVE

The Sun Jonesboro, Ark.

Conversion of all Lighting to LED

We are currently saving \$1,000 per month on our utility bill (approximately 28% – our facility is approximately 36,000 square feet). Perhaps the greater value is that we have new bulbs that will last 10 years or longer and the need to constantly replace florescent bulbs has gone away.

Contact your utility to see if there are grants available to assist with the conversion. We merely converted our antiquated florescent fixtures from four 32-watt bulbs to two 20-watt LED bulbs. That is a 68% savings in electricity to power the fixtures. We had 189 fixtures in our main office building that we converted.

It is helpful if you have someone in-house to assist with this project. Contracting it out can reduce your ROI substantially. Our ROI was approximately one year.

We also expect our A/C costs to go down significantly due to the fact that we no longer have 380 ballasts heating up our offices this summer.

David Mosesso, Publisher
(870) 935-5525 • dmosesso@jonesborosun.com

[Read more in this SNPA eBulletin article](#)



P2P INITIATIVE

Omaha World-Herald Omaha, Neb.

The Wedding Experience

Our cost savings idea is to encourage publishers to look at sections and events they are doing in their advertising departments. Phil Taylor, president of The World-Herald, and I have been tackling specific categories.

The example we share is in the wedding category and cost savings comes from eliminating our wedding show event. Since brides are now on their mobile devices searching for wedding ideas, we are creating online experiences to help local businesses reach them. In turn, we have found ways to decrease our expenses and improve our profit.

Keely Byars, Vice President of Advertising
(402) 444-1110 • keely.byars@owh.com



P2P INITIATIVE



Ashtabula Star Beacon

Ashtabula, Ohio

Review Your Expenses ... Quarterly

Sometimes the easiest ways to save money are just that, easy. Review each expense each quarter. Be aware of what you are paying for what. Review it. Have your needs changed? Is it something you can live without? Is there a cheaper provider?

Sometimes savings are right in front of us, if we just look under ALL the rocks. We have found savings on color copies, water, carpet services, cleaning and supplies. Every little bit contributes to the bottom line.

Jamie Beacom, Publisher / Director of Advertising Sales
(440) 994-3249 • jbeacom@starbeacon.com



P2P INITIATIVE

The Advertiser-Tribune

Tiffin, Ohio

One-Shift Production

The Advertiser-Tribune is currently utilizing a one-shift schedule in the press and mailroom facility.

By doing so, this allows us to have fewer full-time individuals and create a handful of part-time positions that, in return, creates a tremendous payroll and benefit package savings to our bottom line.

It did take some time for personnel to get use to the idea of working nights only, but again the savings in payroll and benefits outweighs the negative.

This also gives our creative and advertising departments a consistent time frame to have their ads and pages finished for production.

Michelle Steinmetz, Advertising Director
(419) 448-3238 • msteinmetz@advertiser-tribune.com



P2P INITIATIVE

**Suwannee Democrat
Jasper News
Mayo Free Press
Live Oak, Jasper and Mayo, Fla.**

Combined Printing for Three Papers

North Florida combined printing of three of our papers to reduce costs.

Originally, we printed a midweek Suwannee Democrat on Tuesday. On Wednesday, we printed the Mayo Free Press and the Jasper News with 10-12 pages being duplicated from the Democrat. Now, rather than building 32-plus pages for the Jasper and Mayo publications, we build the front page and the jump page for them and publish the shared regional pages from the Suwannee Democrat.

By doing this, it gives our readers vibrant, eye-catching front page local coverage in the specific markets, while reducing our printing costs. By combining these publications, we are only paginating papers one time rather than three, reducing weekly pagination production time by 16 hours. This also gives our readers additional regional news content that wasn't being given to our smaller newspapers previously. It cuts printing from three press runs to one press, reducing huge waste costs. We only stop briefly to make plate changes for the two smaller publications. We are estimating over \$30,000 in printing cost reduction annually by implementing these changes, plus savings on pagination time.



P2P INITIATIVE

Monja Slater, General Manager and Advertising Director
Suwannee Democrat, Jasper News and Mayo Free Press
(386) 362-1734, ext. 105 • monja.slater@gafnews.com

The Edmond Sun
Edmond, Okla.

Processor parts for our CTPs



I've saved nearly \$1,000 in the last month on processor parts for our CTPs.

Most of the time, parts for the press and the CTPs are proprietary – meaning they charge us ridiculous amounts of money just because they are specialty parts. But every now and then, if you take a few minutes to look up some of the parts, you may find they may not be proprietary and can be found at substantial savings.

My examples from the last two months:

1) Gum pump – Alfa technologies quoted me \$660 for the part only. I did some research and found the exact model brand new on eBay for \$83 for a \$577 savings (it is installed and working as it should).

2) Developer pump rebuild kit. This one really shook me up. After the move to Fuji plates, our developer pumps stopped working. I was told to order the rebuild kit for \$430. When it arrived, it was just a bellows and two plastic valves. Luckily, I only ordered one kit to make certain it would work. I did some more research on eBay and found the rebuild kit for \$32, including shipping ... for a \$398 savings.

Total savings = \$975 just for doing a little shopping.

Lance Moler, General Manager
(405) 341-2121 • lmoler@edmondsun.com

[Read more in this SNPA eBulletin article](#)



P2P INITIATIVE

Citizen Tribune Morristown, Tenn.

Photo Department

The Citizen Tribune had a staff of three full-time photographers and a part-time photographer who had served the paper for several years, mostly holdovers from the darkroom era who had made the transition to digital photography.

With changes in the way local car companies handled their advertising and the advent of improved camera phones, our usage rates for our photographers was dwindling.

As our aging staff reached retirement age, we made the decision to not replace two full-time positions. We combined one of them with a staff writer position, streamlined staff and made sure our personnel investment was going to the part of the paper that would have the biggest impact.

Through these moves, we've saved roughly \$30,000 in reduced salary and benefits. The challenges we face because of these moves come chiefly from the need for better communication and organization within the newsroom.



P2P INITIATIVE

John Gullion, Managing Editor
(423) 581-5630, ext. 370 • jgullion@citizentribune.com



Traverse City Record-Eagle Traverse City, Mich.



Auditing and Refreshing Copier/Printer Contracts

This isn't the sexiest way to save money and it can be tedious work, but I've found thousands of dollars in this category over the years.

Copier and printer contracts are notoriously written with hidden costs and fees for volumes of copies that really add up. Also one thing to look for is when your networked printer/copier is installed: *the default is set to print in color*. I always have the default set to black-and-white to ensure that if someone needs a color copy, they have to select color. Color copies in the contracts are always more expensive and are generally not necessary for most copies printed. A typical example of the spread between black-and-white and color is: .009 per piece Black and White and .06 per piece for Full Color. This can really add up when the setting is defaulted to Full Color.

Reliability and quality functionality are what you're after in a copier/printer vendor. Most vendors can provide everything you need. So I like to go to multiple vendors and ask them to provide us with a bid to ensure they know that it's a competitive situation.

Current situation: Saving \$300 per month vs. last contract.

In the past: I've saved as much as \$1,800 per month by reviewing and putting out competitive bids for services.



P2P INITIATIVE

Paul Heidbreder, Publisher
(231) 933-1403 • pheidbreder@record-eagle.com

Traverse City Record-Eagle Traverse City, Mich.



Auditing and Refreshing Uniform and Supply Contracts

If you have a press facility, you may be paying your uniform/rag/towel/soap vendor too much. Multiple times in my career, I have found that these contracts are out-of-date and are costing too much. You may have contracted to have five uniform users, but you only have four. In most cases, you have triple the number of rags that you truly need and use. Cutting the number back to what you need will save significantly in this area.

Current situation: We're saving \$200 per month in this area over the prior year. Once again, not huge and not sexy ... but this \$2,400 annual savings can be redeployed.

Paul Heidbreder, Publisher
(231) 933-1403 • pheidbreder@record-eagle.com



P2P INITIATIVE

The Oklahoman Media Company

Oklahoma City, Okla.

New Subscriber Acquisitions

We have reduced churn and cost-per-order (CPO) of new subscriber acquisition by stopping our standard 13-week door-to-door promotional offer and moving to a monthly auto pay acquisition model exclusively by our door-to-door vendor.

The Process: We first looked at outdated churn assumptions that supported the older model. We knew that churn had increased, but to our surprise, those assumptions had changed drastically over the past several years. We found a 90% churn rate at first renewal and by the 3rd renewal (1 year), we basically had 100% churn. The subscriber rates and advertising dollars associated with these subscribers were not nearly enough to offset the initial CPO paid to the third party and cover printing/delivery costs.

We moved to the monthly auto pay only model and saw an initial 5% drop in circulation as the older promo model rolled off. But even with paying a slightly higher CPO, the higher retention rates (65%) have put these subscribers “back in the black” based on what we have seen so far.

Total savings are estimated to be \$250,000 per year.

Submitted by Chris Reen, President and Publisher

For more information, contact:
Kent Treadwell, Finance Director
(405) 475-3387 • ktreadwell@oklahoman.com



P2P INITIATIVE

SNPA



P2P INITIATIVE

Organizing Your Sales Force

Richmond Times-Dispatch

Richmond, Va.

Focus a Team on Business Development

The issue:

Our prior organization of the ad department had everyone focusing on securing new accounts and new business. That's an important strategy, but we kept coming up short. We also had some other issues in selling new initiatives, such as events and products being developed by the Newsroom and our Creative Services team.

The move:

We kept the new business goals in place, but broke out a business development team under a new manager who had exceptional skills. We attached ownership of the new products to the team and also bolted a portion of the sales goals for RTD Events to it as well. By having a specialized team focused on business development, we began to see movement. Better ownership of new ideas occurred. We created a layer of internal competition, and the Events manager no longer had to depend just on the core team to sell sponsorships.

See next slide



Richmond Times-Dispatch (continued)

Richmond, Va.

Focus a Team on Business Development

The team:

A factor in our success has been the hiring of “hunters” as reps – individuals focused on closing new business but innovative enough to create new opportunities. When possible, we’ve also encouraged these reps to develop and champion projects tied to topics or categories they are passionate about. It was important that our new business development team begin without “inheriting” existing accounts, forcing us to focus on new business to earn commissions. We also provided a commission guarantee (first three months), earning as they trained internally, and then developing new account relationships. Another key factor was to clearly communicate our rules of engagement. Defining new business, what is an active account and when accounts or prospects are protected to all sellers.

Keys to the organizational change:

- SMART goals tied to new business expectations.
- Incentives tying rewards to success, including higher commissions on new business.
- Entrepreneurial talent of the sales manager, who is not afraid of taking calculated risks.
- Support from the top.
- Detailed tracking of performance.

See next slide



Richmond Times-Dispatch (continued)

Richmond, Va.

Focus a Team on Business Development

Among the new products/events:

- Good News page where businesses sponsor a write-up about a local nonprofit.
- Bi-monthly publication about the Virginia horse industry.
- Monthly publication about the commercial building industry in the Richmond Region.
- Launch of Metro Business Live, a morning speaker series on issues of importance to local companies.
- Sponsorship sales of hardbound books focused on the history of our region (leveraging RTD's rich library of archives).

The results:

In 2017, the 4-rep team generated \$350K in new business. \$90K of this was digital revenue.

In 2018, the team is currently pacing to develop an additional \$300K in new business (equaling \$650K over two years).

Submitted by:

Tom Silvestri, President and Publisher
(804) 649-6121 • tsilvestri@timesdispatch.com

For more information, contact:

Jason Dillon, Vice President/Advertising
jdillon@timesdispatch.com



P2P INITIATIVE

The Oklahoman Media Company

Oklahoma City, Okla.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force (since September 2017):

- Geographically-structured local teams to identify and focus on non-advertisers.
- Senior account executives to handle key accounts with in-state decision makers.
- Major and National Team to handle out-of-state decision makers.
- Call Center & Recruitment Team.
- Local Automotive & Recruitment Teams.

Our Challenge:

Organizational structure and rules of engagement was outdated, since change in 2016.

The Opportunity:

Restructure for tighter geographical focus on new business, while opening up opportunity for hyper focus on non-advertisers.

- Opened rules of engagement to increase sales pressure for prospecting.
- Launched AdSeller tool to help reps have a different conversation with advertisers.



The Oklahoman Media Company (continued)

Oklahoma City, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Results:

- Our AdSeller initiative, per Sammy Papert, is off to a great start. Through April, our sales team created 876 AdSeller presentations with a proposed investment over \$7.1 million dollars, and presented 647 of those to customers. We closed 93 sales for \$444,308 in annualized revenue. Of that, \$286,146 is new or incremental business.

Submitted by:
Jerry Wagner, Audience Sponsorship Manager
(405) 475-3475 • jwagner@oklahoman.com

For more information, contact:
Wayne Snow, Vice President of Sales
(405) 475-3771 • wsnow@oklahoman.com



P2P INITIATIVE

Citizen Tribune Morristown, Tenn.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

We have inside and outside sales personnel.

- Our inside focuses on Classifieds line ads and sig pages.
- The outside sales department handles everything else, including: Display for ROP and Classifieds, Special Sections, Digital products and Online Display, Eblast, Social Media, and Niche products and magazines.
- The graphics department supports both inside and outside personnel.

Something other newspapers might want to consider:

One innovation that has been helpful for us is Native Advertising, especially with the automotive category. Our editor writes something every week and we were able to re-engage an auto dealer in working with their ad agency. The Native Advertising also resides online as well as print.

The key to our success has been being persistent, building relationships and understanding what makes the business work, based on well-thought-out customer needs analysis.

See next slide



Citizen Tribune (continued) Morristown, Tenn.

Our Sales Force Organization, Challenges and Keys to Success

A challenge and how we addressed it:

Programmatic Advertising in general has been challenging for us, especially with some of the local Mom and Pop agencies popping up offering these services. We met that challenge by partnering with various vendors to also provide those same type services. We place an emphasis on the value of the community newspaper working with the advertiser to strategically place their advertising dollars in the appropriate Programmatic channels, as well as the newspaper being a trusted source for delivering their advertising messages.

Changes we might make in the near future:

One of the considerations for the future in our Advertising Department is converting from an earned rate structure to a Modular Pricing structure. We anticipate those efforts being complete this year and ultimately simplifying the advertising buy.

Submitted by:

Mike Fishman, Publisher and Editor
(423) 581-5630 • mikefishman@citizentribune.com

For more information, contact:

Mike Walker, Sales and Marketing Director
(423) 581-5630, ext. 350 • mwalker@citizentribune.com



P2P INITIATIVE

The Moultrie Observer

Moultrie, Ga.

Magazine Sales Reps

With so many "special sections" to sell in addition to our print and digital publications, the sales reps were finding it hard to focus on our magazine product. So when the time came to give our magazine a "facelift," we decided that having one magazine sales rep could help boost advertising sales... Boy were we right!!

Since the inception of having one magazine sales rep, our magazine revenue has almost tripled in the last year. The sales rep that I chose for this position has really taken ownership in the success of the magazine! This sales rep also maintains her current territory, in addition to the added responsibility of The Magazine Sales Rep. We were able to increase sales revenue without having to add another position to the staff.

It's a win, win for everyone!!

Laurie Gay, General Manager and Advertising Director
The Moultrie Observer
(229) 985-4545 • laurie.gay@gafnews.com



P2P INITIATIVE

Tahlequah Daily Press

Tahlequah, Okla.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

Our current advertising staff structure is as follows:

- 1 Ad manager
- 2 outside multimedia sales executives
- 2 inside classified sales executives
- 1 ad assist

We have restructured our staff to meet the demands of finding and implementing new revenue streams. Our sales executives have more time for sales calls due to the changes.

See next slide



Tahlequah Daily Press (continued)

Tahlequah, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Something other newspapers might want to consider:

Business Office Manager turned Ad Assist

The Tahlequah Daily Press has always required the two outside multimedia sales executives to upload and expedite their ads to our ad hub. Over the last few months we have realized the amount of office time the reps have been using to expedite their ad copy. This, of course, translates to less time for sales calls. Beginning this month we have begun transitioning the ad expeditor duties to the person who was our business office manager. We have taken the following steps:

1. The business office manager's previous duties have been shifted to a business office manager in Muskogee. These duties include payroll, HR and most month-end work.
2. This person has been trained by our ad hub through a webinar, as well as with ad reps. She already enters all of the ad tickets into our ad system. Now she is beginning to understand what happens after ticket entry. We hope to have her fully trained by June 1.

See next slide



Tahlequah Daily Press (continued)

Tahlequah, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Additional Changes:

We are also having the same position back-up our classified sales executives. We are hoping this gives our classified sales folks more sales time on the phone and, when warranted, out in the field. We also have added one monthly tele-sales project to our classified sales team.

Key to Success:

Flexibility – the ability to think beyond traditional sales opportunities. We have stepped up our sales game by offering digital marketing services, content sponsorships and community projects.

A Challenge:

We have reduced our staff to meet budget expectations. As a result, we tend to be short-handed often. We have faced this challenge head on by cross training the ad assist to help cover classifieds when necessary.

Changes in the Future:

We would like to add a digital sales executive for Tahlequah. We currently have a sales person who covers three properties. Over the remaining months of 2018, we hope to increase our digital revenue in Tahlequah to justify hiring someone.



P2P INITIATIVE

Stephanie Elswick, Advertising Manager
Tahlequah Daily Press & Muskogee Phoenix
(918) 684-2804 • s.elswick@muskogeephoenix.com

Muskogee Phoenix

Muskogee, Okla.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

Our current advertising staff structure is as follows:

- 1 Ad manager
- 3 outside multimedia sales executives
- 2 ad assists
- 1 inside classified display sales executive
- 1 tele-sales/classified transient sales executive
- 1 part-time print services clerk (promotion print services such as business cards and fliers)

We have restructured our staff to meet the demands of finding and implementing new revenue streams. The tele-sales executive and the print service clerk are the most recent changes.

See next slide



Muskogee Phoenix (continued)

Muskogee, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Something other newspapers might want to consider:
Classified Sales Executive Make-Over:

The Muskogee Phoenix has had two classified sales executives for over 10 years. But, as we face the decline of employment revenue, it no longer makes sense to devote two full-time classified reps to the department. As a result, we are transitioning the sale executive that handles transient, service directory, obits and legals to a full blow tele-sales position. Beginning this month we have taken the following steps:

1. We have removed obits from her plate as well as the commissions from her salary. An ad assist now handles the obits.
2. We have given most of the clerical work related to legals to an ad assist.
3. We have created a quarterly schedule of revenue projects and the tele-sales position is responsible for the revenue.
4. In order to increase revenue with these projects, we have given her the dormant list for commercial accounts.
5. We are currently transitioning current active accounts to tele-sales that don't warrant the time and effort from an outside sales executive. Her monthly goal per project is a minimum of \$500. Some projects require a higher minimum expectation.

See next slide



Muskogee Phoenix (continued)

Muskogee, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Additional Change:

We have also given promotional print service sales to one of our business office clerks. Her sales priority is to reach out to businesses in our communities about our third-party print services such as business cards and fliers. We recently had a large print shop close in Muskogee. So we are letting people know that we can offer the same services that the other print shop did for them in the past. We just made the change this month.

Key to Success:

Flexibility – the ability to think beyond traditional sales opportunities. We have stepped up our sales game by offering digital marketing services, print shop services and sponsorships of games, events and picture pages.

A Challenge:

We have reduced our staff to meet budget expectations. As a result, we tend to be short-handed often. We have faced this challenge head on by cross training the ad assists to help cover one another as well as classifieds, when necessary.

Changes in Future:

We would like to add a digital sales executive for Muskogee. We currently have a sales person who covers three properties. Over the next few months we hope to increase our digital revenue in Muskogee to justify hiring someone.



The Courier-Tribune Asheboro, N.C.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

We have one ad manager who carries a book of clients, three local multi-media sales executives, and two inside sales positions. This seems to work as it allows our manager to be out in the field servicing clients, along with four-legged sales calls with the reps. We seem to be able to maintain and grow overall total client accounts in our market and this still gives us firepower inside to offer support when needed.

Something other newspapers might want to consider:

We switched from open territories to geographically defined ones which has cut down on travel time and put the focus back on selling and client time.

Key to Success:

We look at all of our product offerings and consistently update what we offer to match what the market is asking for.

See next slide



The Courier-Tribune (continued) Asheboro, N.C.

Our Sales Force Organization, Challenges and Keys to Success

A Challenge:

We were struggling with getting enough face time with our clients and utilizing the Sales Transformation process has taught us how to do better and deeper CNAs which has helped improve our client relationships.

Changes in Future:

We want to add an additional MMSE to expand our reach outside of our traditional market, especially on the digital side.

Submitted by:
Todd Benz, General Manager
The Courier-Tribune
(336) 626-6101 • tbenz@courier-tribune.com

For more information, contact:
Justin Little, Ad Manager
The Courier-Tribune
(336) 626-6145 • jlittle@courier-tribune.com



SNPA



P2P INITIATIVE

How News Coverage Impacts Revenue

Richmond Times-Dispatch Richmond, Va.

Richmond Dish



Richmond Dish is the updated sub-brand for food and dining content produced by the Richmond Times-Dispatch. While we have covered the local dining industry for quite some time throughout our sections, through Richmond Dish we're creating content vertical where our local readers can find updates on restaurants, dining events, breweries, wineries, dining deals and all things that Richmond foodies enjoy.

In addition to an updated content section on Richmond.com, we also launched a weekly email newsletter dedicated to dining. Richmond Dish delivers on Wednesday to a significant email audience.

Under Richmond Dish, our local dining coverage is collected in a vertical that our sales team can easily target for email, video and online sponsorships. The popular content from our newsroom is now easier than ever to find, enjoy and sponsor.

Dish boosts our commitment to adding audience and revenue through news coverage and other community engagement activities related to food and dining in the Richmond region.

Slide 1 of 3



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Richmond Dish

We're watching two key metrics in order to measure the success of Richmond Dish. By April 2019 we plan to achieve the following:

- Reach 4,000 unique daily users in our DMA who read Richmond Dish content on Richmond.com. We're focusing on the Richmond DMA because those users are more likely to subscribe to The Times-Dispatch, and Richmond Dish is an audience acquisition tool that will help foster that growth.
- Reach \$300,000 in revenue tied to Richmond Dish and all of the RTD's food-related actions, including newsletter, video, web and event sponsorships.

The initial promotional campaign for Richmond Dish will be executed in three phases and will last from June through November 2018.

Slide 2 of 3



Richmond Times-Dispatch (continued)

Richmond, Va.

Richmond Dish: Demographic Target

The target audience for Richmond Dish promotions is based on information about current digital users, available through Google Analytics and Scarborough data.

Richmond Dish's target audience is adults, ages 25-44, who have dined out at a sit-down restaurant 10 or more times in the past 30 days, and/or drank craft beer in the past 30 days. According to Scarborough, our potential audience size is 76,000 people in the CBSA.

<ul style="list-style-type: none">- Gender: 63% male, 37% female- Median household income: \$94,313- Education: 61% have at least a 4-year degree- Household: 47% live in a home with children- Housing status: 70% own, 30% rent- Very unlikely to be RTD print readers- Very likely to read RTD online- High readership of Style Weekly and Richmond Magazine- High social media usage: 93% Facebook, 51% Instagram, 37% Twitter	<ul style="list-style-type: none">- Average age: 34- Race: 81% white- Marital status: 61% married- Population spread roughly equal between City of Richmond, Henrico and Chesterfield- Media consumption: High use for radio and internet consumed outside of the home. Low index for TV. Very low index for newspaper.
--	---

The chart on this page reflects the information gathered about our target audience through a deeper dive.

Slide 3 of 3

Tom Silvestri, President and Publisher
Richmond Times-Dispatch
(804) 649-6121 • tsilvestri@timesdispatch.com
or

Paige Mudd, VP of News and Executive Editor: (804) 649-6671 • pmudd@timesdispatch.com
Jason Dillon, VP of Revenue: (804) 649-6136 • jdillon@timesdispatch.com



P2P INITIATIVE

Southern Community Newspapers and Digital Media

“Guaranteed” Press Release Program

In Gwinnett, we receive a number of press releases weekly about new business openings, remodels, etc. Many don't run so we implemented a “guaranteed” press release program in which a business can make sure their press release runs for \$250. We will even have a journalist interview them for an additional fee of \$75 if they need help with the article. Pretty successful in just a few weeks.

Bob McCray, Vice President of Sales and Marketing
Southern Community Newspapers and Digital Media
bob.mccray@scompapers.com



P2P INITIATIVE

Citizen Tribune Morristown, Tenn.

Expanded Electronic Edition

We debuted The Triple E as a way to increase audience online.

- We take content, AP that doesn't make the print edition, build pages just like in print and upload them with the rest of the paper, providing extra content.
- Gives the online audience much more info than the regular paper in a familiar format.
- We have two pages of nation and world plus themed days the rest of the week.

Monday – Sports

Tuesday – Education

Wednesday – Food

Thursday – Travel

Friday – Entertainment

Sunday – Home & Garden

The results have been positive from an audience standpoint, increasing our online edition readership. We have not been able to find a way, however, to generate advertising dollars with The Triple E.



Idea shared by: Mike Fishman, Publisher, Citizen Tribune
For more information, contact: John Gullion, Managing Editor
(423) 581-5630 • jgullion@citizentribune.com

Citizen Tribune Morristown, Tenn.

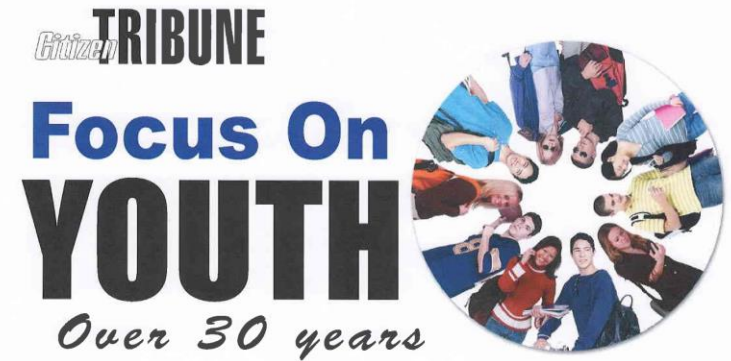
Focus on Youth

Each spring we do a Focus on Youth section that profiles dozens of students from regional high schools.

- In February, we work with guidance counselors at 10 regional high schools asking them to identify high achieving, interesting students.
- We send each a questionnaire and schedule a photo day.
 - At photo day, students bring props related to future jobs, hobbies, favorite things highlighted in questionnaire and we snap pics.
 - While at picture day, we also video students responding to questions from the questionnaire for a Focus on Youth Page online.
 - The online page is used as a bundle for featured advertisers to be online, in print and on social media through sharing of the page.
- We have gotten additional traffic to our site with close to 1,000 pageviews.
- This effort generated a total of \$4,200 in advertising revenue and is sold as a bundle of print and digital.



P2P INITIATIVE



Inserts Thursday, April 26th

Sales Deadline Thursday, April 20th

Copy Deadline Monday, April 23rd

Special section featuring High School Students in the Lakeway Area. This special edition will highlight student's accomplishments, community involvement, and future goals. Please help us honor & support our area youth. We are videoing the students to put them online at citizentribune.com so the public can hear them in their own words.

3 columns x 4 (4.9375" x 4") \$185

3 columns x 8 (4.9375" x 8") \$325

6 columns x 8 (10" x 8") \$550

**Add Process Color for additional \$125*

Your ad will also rotate online for no additional investment.

Contact your sales representative today
at 423-581-5630 to reserve your ad space.

Idea shared by: Mike Fishman, Publisher, Citizen Tribune
For more information, contact: John Gullion, Managing Editor
(423) 581-5630 • jgullion@citizentribune.com

The Roanoke Times

Roanoke, Va.

Leveraging Social Media and Video

An expected re-opening for the Red Hen restaurant in Lexington on the night of Tuesday, June 26, turned into a scene that attracted police, protesters and supporters. Our politics reporter, Amy Friedenberger, was there. She kicked off a live Twitter thread (a key tip for engagement that was suggested during a recent segment of a summer seminar series here at The Roanoke Times) with video of the scene outside the restaurant. She continued to tweet updates throughout the night, which many people said they intensely followed.



Our digital team showcased the story on roanoke.com's gateway. In addition to that, they pulled Amy's Twitter video over to Facebook, linked to her story and Twitter thread, and the post went viral (by the following afternoon, it had been shared 1,700 times and viewed over 121,000 times). By the end of the day that Tuesday, the story had over 85,000 page views and 51,000 visitors. It quickly became roanoke.com's top-viewed local asset by both page views and visitors in more than a year.

A note from Amy: "...if you're out there covering something much more small scale, remember that there are people who are interested and following, so don't feel like you're failing if you're not getting retweeted. What you're ultimately trying to accomplish in the field is establishing yourself as the best source for news on an incident and show people in real-time what's going on."



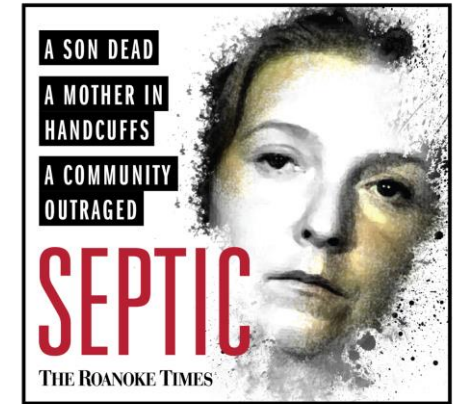
Lawrence McConnell, Executive Editor
The Roanoke Times
lawrence.mcconnell@roanoke.com

The Roanoke Times

Roanoke, Va.

Podcasts

Two of our reporters, Jacob Demmitt and Robby Korth, spent parts of a year working on a podcast that registered an enormous impact for The Roanoke Times this spring and into the summer.



The series focused on community reaction to a mother accused of felony homicide in the 2015 death of her 5-year-old son, the search for whom generated national attention. Missing for almost a week, he was discovered in a septic tank outside the family home. His mother eventually was cleared of wrongdoing in the child's death, but she lost in the court of public opinion. The moving podcast Jacob and Robby produced – a series that unfolded through the various stages of the case – drew praise from prosecutors and the defense alike. More to the point:

- Downloads of the podcast totaled 228,000 as of Saturday, following its release in May.
- Picked up by Apple, “Septic” was featured by Apple as “New & Noteworthy” for three weeks.
- It climbed into the Top 10 in Apple’s News & Politics category, which frequently includes the likes of Rachel Maddow, Fareed Zakaria, Anderson Cooper and others.
- Ranked in Apple’s Top 50 overall.
- Received a 4.5 star rating with 233 reviews.



P2P INITIATIVE

This has been a gift that keeps giving, at one point generating downloads at the rate of more than 1,000 an hour. We’d hoped for 1,000 a day.

Lee Wolverton, Managing Editor, The Roanoke Times • lee.wolverton@roanoke.com

[Read more from this SNPA eBulletin story](#)

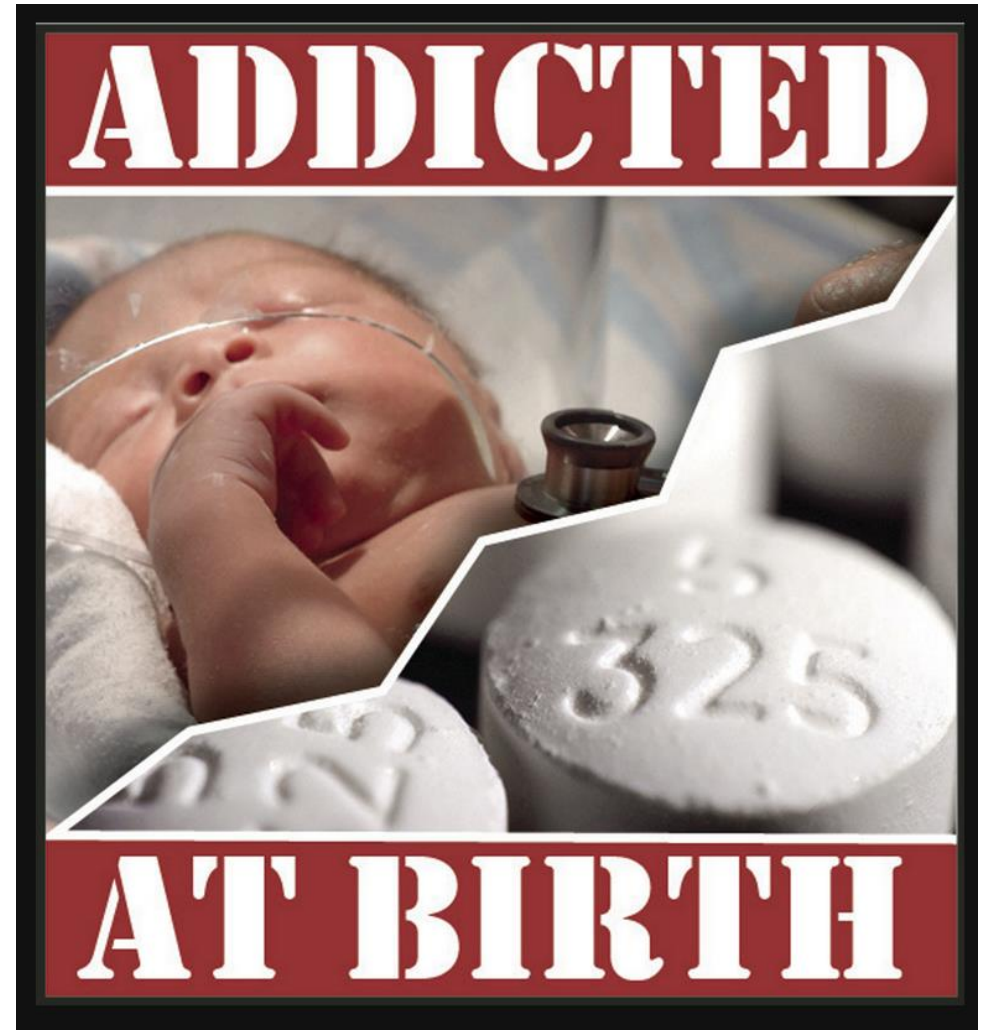
Bristol Herald Courier
Bristol, Va.

Deep Dives into Important Topics

The Bristol Herald Courier undertook a seven-month deep dive into neonatal abstinence syndrome, when babies are born addicted to drugs as a result of the mother's drug use during pregnancy. The rate of NAS in Northeast Tennessee and Southwest Virginia is among the highest in the nation.

https://www.heraldcourier.com/news/addicted_at_birth/

Paul Rice, Digital Content Coordinator
Bristol Herald Courier
price@bristolnews.com

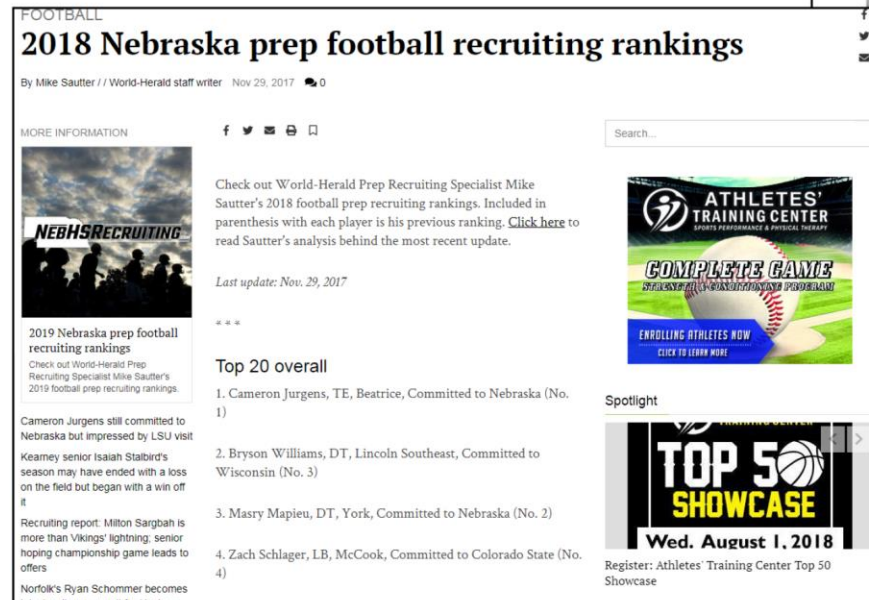
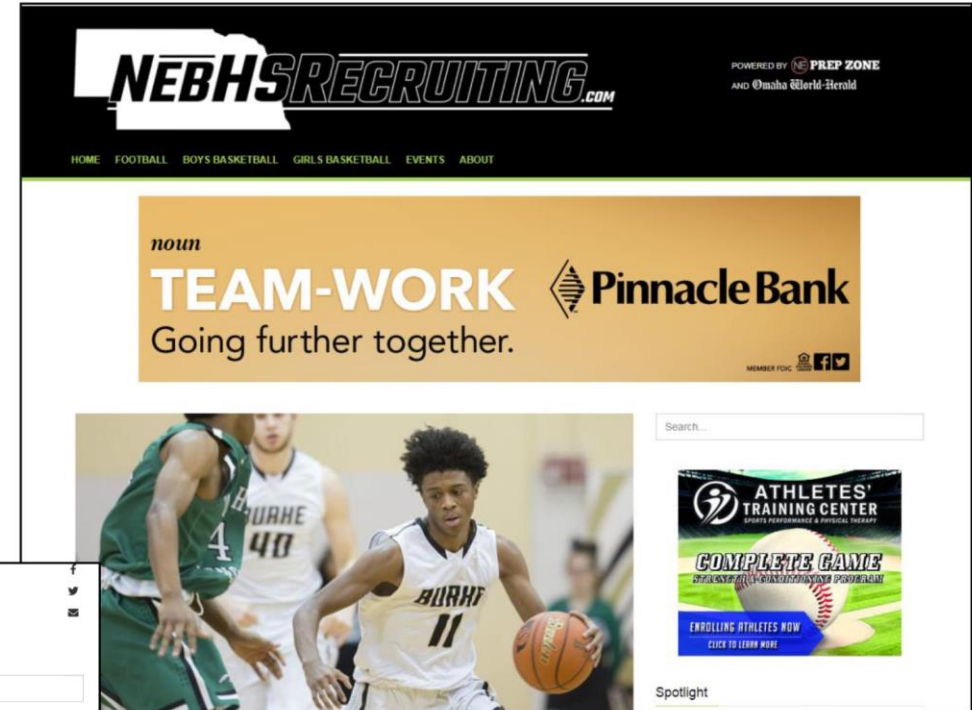


P2P INITIATIVE

Omaha World-Herald Omaha, Neb.

Nebraska High School Recruiting
<https://www.omaha.com/neprepzone/recruiting/>

- Launched April, 2017
- Devoted to recruiting information about High School sports in Nebraska
- Engagement with Omaha area parents of High School Athletes
- Naturally ties to sports camps and events
- Strong social media performance



Slide 1 of 2

Revenue: \$40,000+
Pageviews: 2.5 million

Graham Archer – News Contact
402-444-1539 GArcher@owh.com
Lowell Miller – Advertising Contact
402-444-1254 Lowel.miller@owh.com



P2P INITIATIVE



Omaha World-Herald Omaha, Neb. (continued)

Premiere Sponsorship \$35,000

- Exclusive leaderboard/mobile footer positioning on NEBHSRecruiting.com Desktop and Mobile pages
- Industry Exclusive Sponsorship of Events and Marketing (Limited Availability)
 - Exclusive Logo position on Photo Backdrop
- Exclusive Sponsorship of Social Video Posts pertaining to events and football and basketball game highlights
- Opt-In E-mail Database of Event Attendees

Headliner Sponsorship \$10,000

- Naming rights for all events
 - Example: NebHSRecruiting YOUR NAME 7v7 Championship
- Persistent top right 300x250 positioning on NEBHSRecruiting.com Desktop and first 300x250 positioning on Mobile pages
- Industry Exclusive Sponsorship of Events and Marketing (Limited Availability)
- 500,000 ROS Banner Impressions on NEBHSRecruiting.com
- Opt-In E-mail Database of Event Attendees

All Event Sponsorship \$5,000

- “Presented-by” status for all events
 - Example: NebHSRecruiting “Headline Sponsor Name” 7v7 Championship Presented by “YOUR NAME HERE”
- Multiple sponsorship packages available, but each has industry exclusivity of events and marketing
- 500,000 ROS Banner Impressions on NEBHSRecruiting.com
- Opt-In E-mail Database of Event Attendees

Slide 2 of 2



P2P INITIATIVE



The Palm Beach Post West Palm Beach, Fla.

Sponsorship Campaign from the Revenue Department

The sponsor was Alert Today Florida. [The campaign](#) was to be associated with stories involving pedestrian safety, bicycle safety, walkability, outdoor activities, trains.



This required us to create a brainstorming session to see which stories we had written before that would qualify under these terms, which were worth updating, and new ideas. Of course we wanted to avoid the tail wagging the dog; the content had to be important/interesting/engaging to our readers. That way, they would be worth distributing on our platforms and channels. We would not distribute content that was not worthy of our audience. We work regularly with our revenue department, but the ethical line is still clear.

The campaign was worth north of \$300,000 and one of our most successful stories was one we wrote two years ago, then updated: The most dangerous intersections in Palm Beach County. Once we got the data and rewrote the story, we shared it on all our main platforms and channels. We then broke it down, and teased specific regions' most dangerous intersections and shared that on our more local platforms (our community Facebook pages and newsletters and reporters who cover those regions' Twitter accounts).

The campaign was so successful they are considering re-upping next quarter.



P2P INITIATIVE

Idea shared by: Tim Burke, publisher, The Palm Beach Post: tburke@pbest.com
For more information, contact: John Bisognano, Senior Editor: jbisognano@pbpost.com

Northern Virginia Daily Strasburg, Va.

Automobile Reviews and Ads

We have a retired auto reviewer for AAA who lives in our community. He will be doing a weekly review of an automobile. We will go to the local dealer for advertising that will run across the bottom of this feature page.

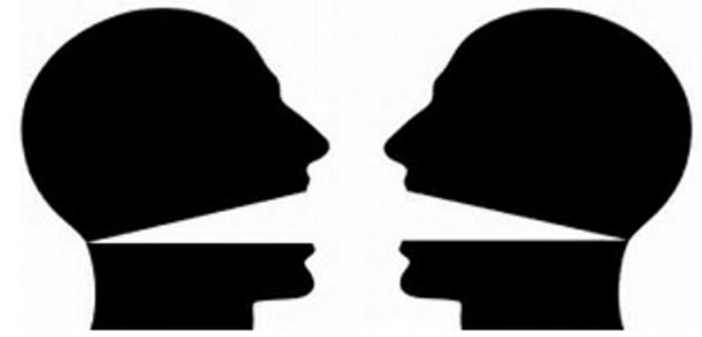
Mike Gochenour, Publisher
Northern Virginia Daily
(540) 465-5137 • mgochenour@nvdaily.com

The Northern Virginia Daily



P2P INITIATIVE

SNPA



P2P INITIATIVE

Additional FREE P2P video conference calls will be held in 2019.
Watch for details at www.snpa.org/meetings and in the SNPA eBulletin
