

# How to find dollars you didn't know existed

Don't let dollars slip  
through your fingers





- 16 Year Newspaper Advertising Executive with Knight Ridder, McClatchy, Gannett
- 2X INMA Award 1<sup>st</sup> place winner for Best Advertiser Results
- Springfield Business Journal's 40 under 40
- June 2014 – youngest, and one of the most tenured, Ad Directors in Gannett (6 years)
- Top performing Ad Director over 2 years combined 2012/2013.
- Certified HubSpot Partner Agency
- Something many don't know about me: I am a local Springfield painter and juried artist

**Proud Founder of [InboundStar.com](http://InboundStar.com)**



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# FACT:

**86%** of consumers stated that using a search engine allowed them to learn something new or important that helped him/her increase his/her knowledge

# FACT:

Today, prospects have made  
**60%** of their purchase  
decision before even talking to  
a sales rep


# Most Advertise with Us Links

CLASSIFIEDS JOBS CARS REAL ESTATE **Advertise**

Overcast  
**18°** 5-day forecast

NEWS BUSINESS SPORTS OPINION RECORDS OBITS ARTS/LIFE BLOGS CAL

**Council candidates participate in city-led orientation**



**Latest News**

Sun 8:36 am in winter  
storm warning area


**Council set to consider revised taxicab, ride-sharing service regulations**

Be com  
The 2015  
Tuesday, F  
Thursday, F  
Saturday, 1  
At the AR  
Following  
volunteers  
of service

Rate  
s  
so  
soon?

**Advertise**

Information about advertising in the [redacted] is available in PDF form.




Special Features 2015

[Local Rate Card \[PDF\]](#)  
[Web Rate Card \[PDF\]](#)  
[2015 Advertising Rate Book \[PDF\]](#)

**More downloads:**  
[Credit Application Form](#)  
[Request For Contribution Form \[PDF\]](#)  
For more information about advertising in the [redacted] [displayad@](#)



# And this is what **prospects** see



E-mail: [display@](mailto:display@)

## Display Rates

Effective March 1, 2015

### Frequency Discounts\*

► **Display Repeat Rates** Save 25%

Daily	Wednesday	Sunday	ADD Sunday EXTRA
\$11.96	\$14.85	\$14.33	\$5.00

Rules are per column inch. Sunday EXTRA is not discountable.

► **Color Repeat Rates** Save 25%

1 Color	Full Color
\$116.25	\$307.50

TO EARN THE FREQUENCY DISCOUNT: Ad must be a minimum of 15 column inches and must repeat within six days after the first full price insertion. Dollar volume discounts do not apply.

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► **Standby Advertising:** \$9.00/col. inch

Repeat any ad without copy changes within 90 days of the first insertion. as the publication days based on space availability. Save 44%

► **Weekly Standing Ads:** \$10.00/col. inch

Ads must run a minimum of 7 consecutive days without copy changes and must measure a minimum of 4 column inches. Save 41%

► **Monthly Standing Ads:** \$7.65/col. inch

Ads must run a minimum of 30 consecutive days. Ad size and/or copy may be changed every 7 days. Save 55%

► **Sunday EXTRA Pickup:** \$5.00/col. inch

Sunday EXTRA is distributed to 22,000 households, providing non-duplicated, total market coverage. Ad must appear in on the same Sunday.

► **Frequency Color Rates:\***

1 Color	Full Color
\$125.00	\$340.00

\*Frequency color rates apply to standby, weekly standing, monthly standing & Sunday Extra advertising only.

► **Sunday PULSE / OVATION:** \$24.50/col. inch

Ad must be a minimum of 6 column inches. RATE INCLUDES FULL COLOR. Ad may be picked up without copy changes in the Wednesday paper at \$21.00 per column inch.

### Base Open Display Rates

► **Display Rates**

Daily	Wednesday	Sunday	ADD Sunday EXTRA
\$15.95	\$19.80	\$19.10	\$5.00

Rules are per column inch. Sunday EXTRA is not discountable.

► **Color Rates**

1 Color	Full Color
\$155.00	\$410.00

Contract discounts do not apply.

# Really?

## RETAIL RATES

Effective January 1, 2012

### FULL RUN ADVERTISING

AD SIZE	Inches	OPEN		D		C		B		A	
		Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily
DOUBLE	286	n/a	n/a	n/a	n/a	\$67,551.72	\$45,638.40	\$66,090.26	\$44,583.06	\$64,786.10	\$43,533.44
Full Page	132	n/a	n/a	\$32,434.88	\$21,853.76	\$31,204.64	\$21,090.80	\$30,530.12	\$20,603.72	\$29,928.20	\$20,119.28
Jr. Page	90	\$45,581.00	\$28,163.30	\$22,130.60	\$14,916.20	\$21,291.80	\$14,396.00	\$20,831.90	\$14,063.90	\$20,421.50	\$13,733.60
1/2 Page	66	\$33,439.40	\$20,666.42	\$16,242.44	\$10,951.88	\$15,627.32	\$10,570.40	\$15,290.06	\$10,326.86	\$14,989.10	\$10,084.64
Jr. Half	44	\$22,309.60	\$13,794.28	\$10,844.96	\$7,317.92	\$10,434.88	\$7,063.60	\$10,210.04	\$6,901.24	\$10,009.40	\$6,739.76
1/4 Page	33	\$16,744.70	\$10,358.21	\$8,146.22	\$5,500.94	\$7,838.66	\$5,310.20	\$7,670.03	\$5,188.43	\$7,519.55	\$5,067.32
Jr. Quarter	24	\$12,191.60	\$7,546.88	\$5,938.16	\$4,014.32	\$5,714.48	\$3,875.60	\$5,591.84	\$3,787.04	\$5,482.40	\$3,698.96
1/8 Page	18	\$9,156.20	\$5,672.66	\$4,466.12	\$3,023.24	\$4,298.36	\$2,919.20	\$4,206.38	\$2,852.78	\$4,124.30	\$2,786.72
Jr. Eighth	12	\$6,120.80	\$3,798.44	\$2,994.08	\$2,032.16	\$2,882.24	\$1,962.80	\$2,820.92	\$1,918.52	\$2,766.20	\$1,874.48
10 Wood	10	\$5,109.00	\$3,173.70	\$2,503.40	\$1,701.80	\$2,410.20	\$1,644.00	\$2,359.10	\$1,607.10	\$2,313.50	\$1,570.40
1/16 Page	8	\$4,097.20	\$2,548.96	\$2,012.72	\$1,371.44	\$1,938.16	\$1,325.20	\$1,897.28	\$1,295.68	\$1,860.80	\$1,266.32
Jr. Sixteenth	6	\$3,085.40	\$1,924.22	\$1,522.04	\$1,041.08	\$1,466.12	\$1,006.40	\$1,435.46	\$984.26	\$1,408.10	\$962.24
1/32 Page	4	\$2,073.60	\$1,299.48	\$1,031.36	\$710.72	\$994.08	\$687.60	\$973.64	\$672.84	\$955.40	\$658.16

PREMIUM POSITIONS

PLEASE CALL YOUR ACCOUNT EXECUTIVE FOR RATES & TERMS

A1 Strip  
Section Front

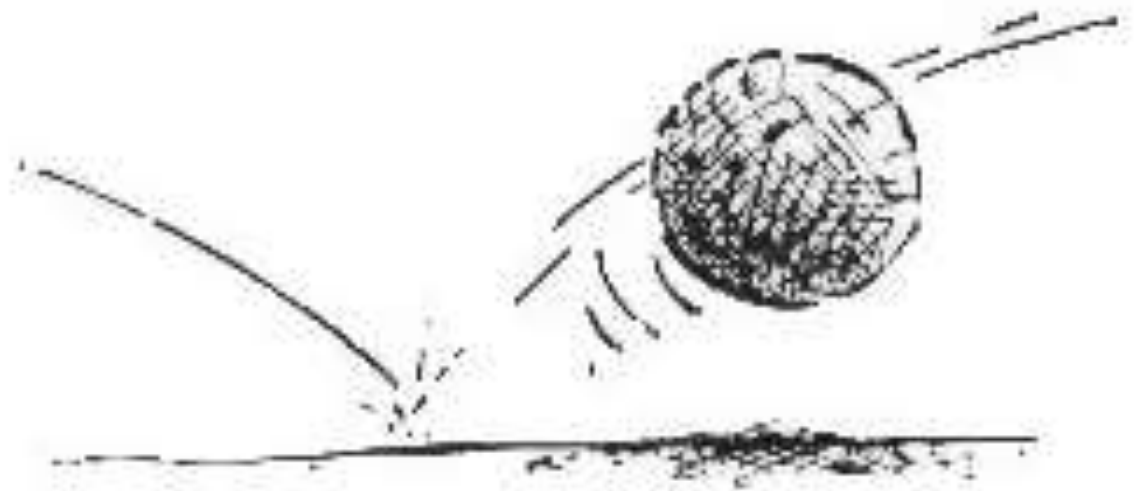


# The **Wrong** Result



- ✓ No value
- ✓ Price objections
- ✓ Finding information is difficult
- ✓ Data overload
- ✓ No education

No thanks, I think I'll **Bounce.**



**Bounce rate:** An Internet marketing term used in web traffic analysis. It represents the percentage of visitors who enter the site and “bounce” (leave the site) rather than continue to view other pages within the same site.

How much can you afford for prospects to “**Bounce?**”

# Pop Quiz

- Q: How many views do you have?
- Q: Rates before value?
- Q: Is there a compelling story?
- Q: How would you rate the experience prospects have?
- Q: Would you recommend a prospect visit your Advertise with Us page?

# How could you increase your:

- Close Rate
- Average Transaction
- Average Frequency **within your current scope?**

Sell your value better at a point  
where your prospects are  
**considering** you



**Inbound  
Marketing!**



Point your prospects towards **educational resources** where your value is demonstrated

**Amazing  
Content!**



# Let's review...

## The common sales funnel





??? Prospects

45 Basic Contacts

15 Meaningful Contacts

5 Needs Assessments

3 Presentations

1 New Sale

**Average Weekly Transaction = \$1,000**

**Average Weeks Per Year = 3**

**1 New Sale = \$3,000**

**inboundSTAR**



**??? Prospects**

**45 Basic Contacts**

**15 Meaningful Contacts**

**5 Needs Assessments**

**3 Presentations**

**1 New Sale**

**Where does the “Advertise with Us”  
prospect fall in this sales funnel?**

## What Happened...

... to the **other 10 meaningful conversations** that could have been needs assessments?  
... to the other **2 needs assessments** that could have been presentations?  
... to other **2 presentations** that could have been sales?

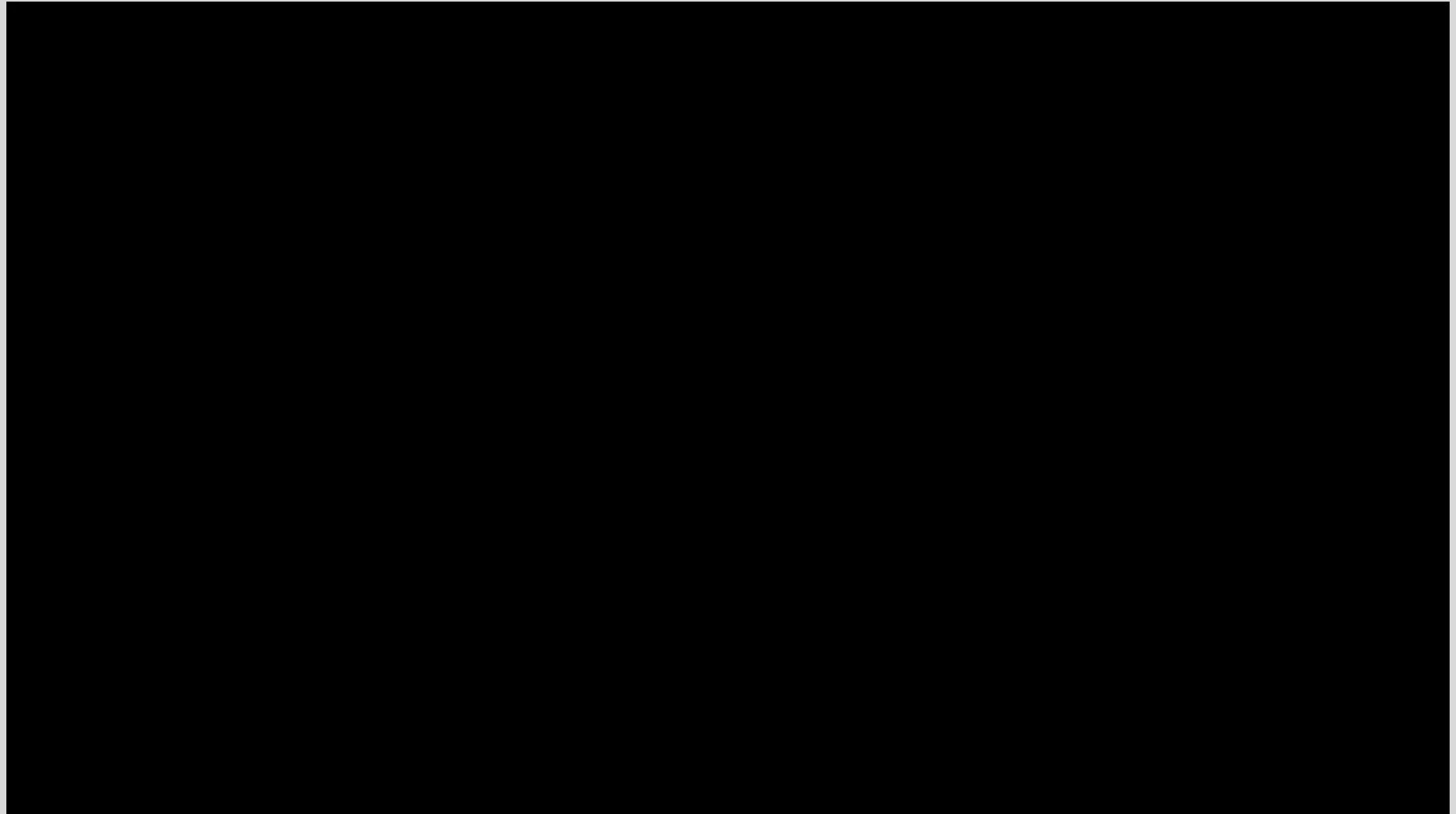


**Where's the rest of the pipeline?  
How much is that worth in opportunity?**

# What is **Inbound Marketing**?

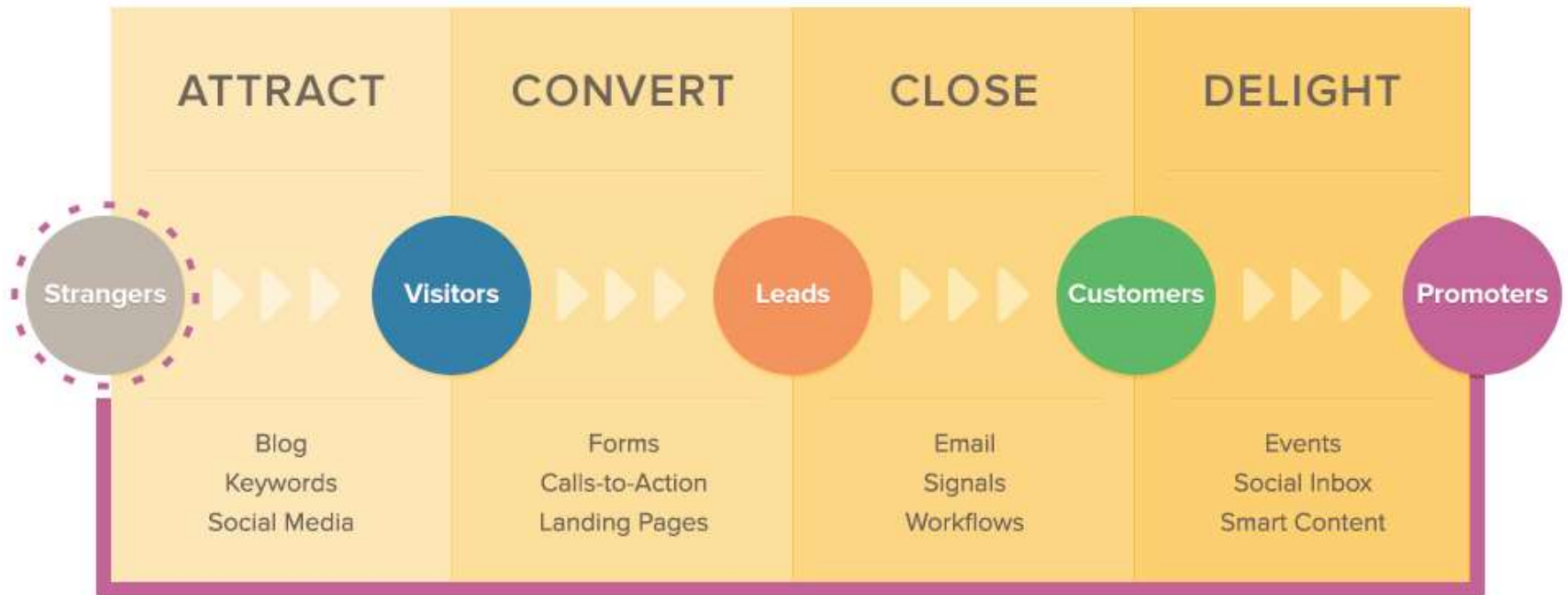
**Inbound marketing** refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.





<http://youtu.be/evL5jaZx8vk>  
<https://www.youtube.com/watch?v=evL5jaZx8vk>

# The Inbound Methodology



# The Buyers Journey



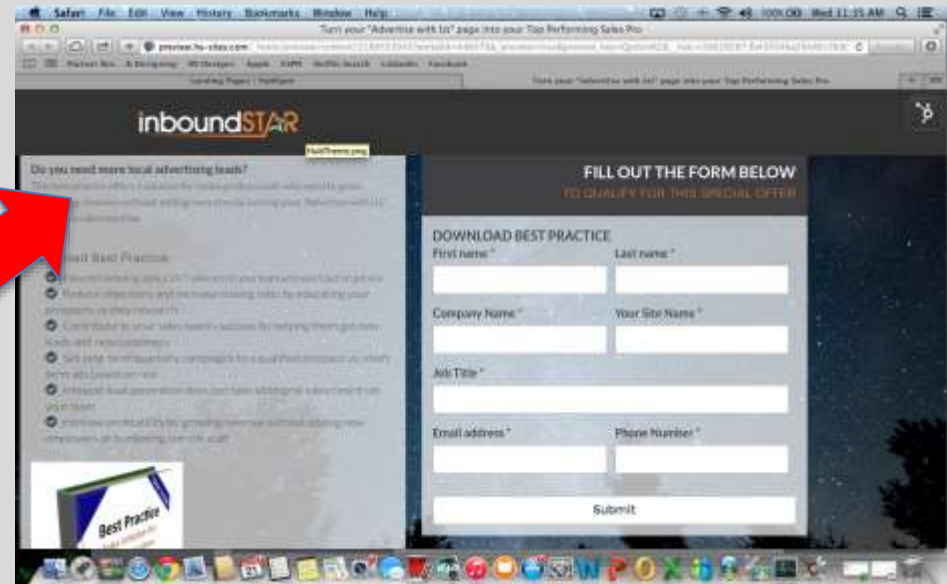
# Inbound Methodology **Converts** leads

**Blog**  
**Call to Action**

**Landing Page**  
**Form Submission**



The screenshot shows the inboundSTAR website with a dark header. The main content area has a white background. At the top, there's a section titled "advertising strategies" with three bullet points: "Create meaningful calls-to-action that funnel to someone on your team that can act on it immediately", "Demonstrate your expertise in your local market by providing valuable content prospects can use", and "Put EVERY resource you have to work for you". Below this, a section titled "Download this FREE Best Practice that includes:" lists four items: "5 Minute Review of your Advertise with Us page", "The 'Do's and Don'ts' of using an Advertise with Us Page to generate leads", "Key benefits of using marketing automation on your home page to drive leads", and "A model to generate \$120,000 in new business through your Advertise with Us page". At the bottom, there's a graphic of a book titled "Best Practice" with the subtitle "Make your 'Advertise with Us' Page a Lead Machine". The text below the graphic says: "This best practice initiative shows how to tell a compelling sales story on your Advertise with Us page without adding staff. It also outlines an example of how to generate \$120,000 in new revenue."



The screenshot shows the inboundSTAR website with a dark header. The main content area has a white background. At the top, there's a section titled "Do you need more local advertising leads?". Below this, there's a section titled "Download Best Practice" with a list of bullet points. To the right of this section is a form titled "FILL OUT THE FORM BELOW TO QUALIFY FOR THIS SPECIAL OFFER". The form has fields for "First name", "Last name", "Company Name", "Your Site Name", "Ask Time", "Email address", and "Phone Number". There is a "Submit" button at the bottom of the form. A large red arrow points from the "Download Best Practice" section of the left screenshot to the form on this screenshot.

# Prospects **want** relevant content

## Thank you page Content Delivery

## Premium Content



# Content and the **Buying Journey**

Thank you page  
Content Delivery



Consideration  
Content Offer



Smart Forms



Decision  
Content Offer





# Advertise with Us IS Inbound



- Educational content
- Positive customer experience
- Lead generation
- Pipeline development
- Value is established
- Track sales and ROI

# Methodology + Content

## Increase Your:

- Close Rate
- Average Transaction
- Average Frequency

**THROUGH your  
Advertise with Us Page**



# The **difference** Inbound makes

**Springfield News-Leader**

<http://www.news-leadermedia.com>

**Riverside Press**

<http://www.enterprisemedia.co>

**TN Media – The Nashville Tennessean**

<http://www.tnmedia.com>

**San Diego Union-Times:**

<http://www.utsandiego.com/utads/>

**MSpark:**

<http://www.mspark.com>

**Dallas Morning News**

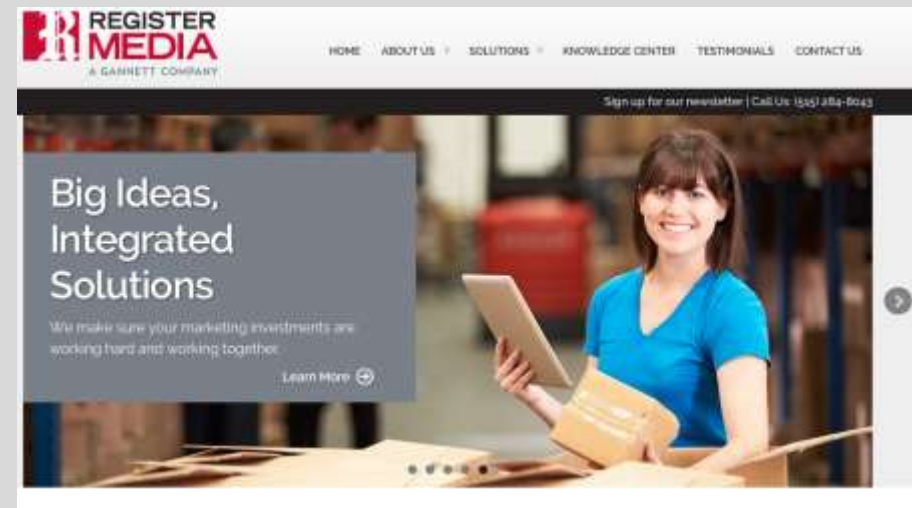
<http://dmnmedia.com>

**The Orange County Register**

<http://www.freedomnewsgroup.net/media-kits>

# Looks **Matter**

- Separate URL
- Customer facing
- Compelling, open design
- Easy navigation
- Vary your calls-to-action
- Pictures of people and don't push product
- Vary content offer format



# Be Smart

- Market to your buyer
- Walk the talk
- MQL goals
- Share testimonials
- Promote value
- Thought leadership

Discover today's customer journey

News-Leader Media Group: The Customer Journey



# Get Leads

- Provide educational content
- Put your media kit behind a form
- Conversion path
- Accountability
- Nurture leads

## Free Marketing Ebook



Learn lessons from 7,000 businesses and their success in increasing website visitors and leads with Inbound Marketing. Download your copy of Marketing Benchmarks from 7,000 Businesses.

Marketingbenchmarksbook-1



DOWNLOAD  
HERE

## FREEDOM NEWS GROUP

Hi Marty,

Thank you for downloading The Orange County Register Media Kit. [Here's another link to it.](#) One of our Orange County Register representatives will be in contact with you shortly.

To keep up with Orange County Register deadlines, special sections, marketing tips and more, [subscribe to our marketing newsletter.](#)

We look forward to speaking with you.



# Build a robust Pipeline



- Monthly traffic
- Lead Count
- Presentation Count
- Closing Rate
- Average Transaction
- Average Frequency
- Reverse your math
- Drive visitors

# What you can do **right now**



1. Make experiences positive
2. Measure Advertise with Us page traffic
3. Value proposition
4. Put your media kit behind a form
5. Remove rates

# What you can in the next **90 Days**

1. Stand alone URL
2. Outline prospect purchase path
3. Sales team responsibility
4. Client/prospect database
5. Learn about marketing automation





# What you can do **this year**

1. Develop content for all buyer journey stages
2. Create forms for each content offer
3. Build social media presence
4. Direct outbound efforts to inbound efforts
5. Begin driving traffic to your new site
6. Make money



## Learn More:

### White Papers:

Turn your Advertise with Us page into your Top Performing Sales Pro <http://www.inboundstar.com/turn-your-advertise-with-us-page-into-your-top-performing-sales-pro>

8 Best Advertise with Us Pages and Why They are So Darn Good:

<http://www.inboundstar.com/8-best-advertise-with-us-pages-media-sites-are-using-to-generate-local-leads>

Website: [www.inboundstar.com](http://www.inboundstar.com)

Blog: <http://www.inboundstar.com/blog>

Newspaper Advertising Ideas: <http://www.inboundstar.com/blog/inbound-marketing-strategies-that-drive-newspaper-advertising-ideas>

Inbound Explained in 1 Minute:

<http://www.inboundstar.com/blog/how-inbound-marketing-in-springfield-works-explained-in-1-minute>

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