





A GateHouse Media Single Copy Sales Promotion

With this exciting program, all GateHouse markets have the opportunity to drive incremental single copy sales, provide additional value to subscribers, increase home delivery and increase local databases with big cash prizes.

Promotion plan

- Start dates 5/20/19 - 7/14/19 (8 weeks)
- 150+ Publications in 32 states
- Participants are required to enter the daily code word they will find only in the printed publication and enter it online at 150KGiveaway.com.
- \$150k in cash prizes, grand prize \$100k, \$2k each week 1-4, \$10k each week 5-7, \$12k week 8.
- 32 state winners each week of \$100, that is 1,000 GateHouse reward points.
 - The winners will be drawn on xxxxxxx and the winners will be announced in print on Sunday, xxxxxxx in order to leverage additional single-copy sales on that Sunday.

 GateHouse Media™



HERE'S YOUR CHANCE TO WIN UP TO \$150K IN CASH!

Look on page 2A of the print edition of our local publication for the daily code word and enter it here. Code words are valid until the next publication date.

WEEKLY WINNERS OF UP TO \$12K AND GRAND PRIZE OF \$100K OVER 250 WINNERS IN ALL!

Contest runs from May 20th-July 14th.

Enter Now and Enter Daily to Better Your Chances!

Here's your chance to win up to \$150K!

Pick up a copy of our local print publication and look on page 2A for the code word and enter it **BELOW** daily.

Code words are valid until the next publication date.
Weekly Winners of up to \$12K and Grand Prize of \$100K.
OVER 250 WINNERS IN ALL!

Enter Now and Enter Daily to Better Your Chances!
Many weekly cash prizes will be awarded so be sure to enter often.
Weekly Prize of \$2K given away weeks 1-4
Weekly Prize of \$10K given away weeks 5-7
Weekly Prize of \$12K given away on week 8

AND each week we will also give away \$100 in Reward Points to 33 lucky winners! Reward points can be applied towards your choice of thousands of prizes.

Contest runs from May 20th-July 14th.

[Check out week one and week two winners here!](#)

Code word Required

Editorial and Operations

- Editorial teams place a 2 column x 2” text-based graphic containing the daily code somewhere on page A2 each day for the entire contest period.
- Code placement will be hyper-focussed on paid publications*, using ‘free’ pubs/shoppers to drive pick up/purchase of their paid counterpart.



Customer Service

- Call centers will have access to daily codes for customers who call in.
- Local sites will have codes for walk-ins and calls.
- No purchase necessary covered by above.

Consumer Marketing

- GHM-wide print ad promotional schedule - in all pubs, from dailies to shoppers (executed centrally)
- Digital campaign on owned and operated websites* - Homepage rich media units, top 20 markets
- Prominent, homepage promo ads appear on all GHM websites.
- POP Materials
- Social Media Posts on editorial Facebook pages
- Contest mention in subscriber acquisition email marketing* (targeting former subs and nevers) + dedicated emails to promotional opt-in database
- Signage at subscription kiosks in 16 markets supported by consumer marketing
- Promo video to add excitement and expand opportunities to engage (through digital, social, etc.)
- Audio promo to embed in podcasts in various shows across GHM

Sections News Sports Entertainment Life Obituaries Classifieds Homes Cars Jobs E-Edition

Log In Beaver 66°

\$150K
CRACK THE CODE
GIVEAWAY
150KGiveaway.com

WEEKLY WINNERS up to \$12K - GRAND PRIZE of \$100K
OVER 250 WINNERS IN ALL!
 ENTER DAILY FOR MORE CHANCES TO WIN!

WIN UP TO \$150K IN CASH

Pick up a copy of our print publication and look on page 2A for the code word.

NO PURCHASE NECESSARY - CLICK FOR OFFICIAL RULES.

GET MORE DETAILS HERE

Local teams battle for WPIAL baseball titles

BETTER SELECTION BETTER PRICES
McKinney's FURNITURE
 and **Mattress Direct**

\$150K
CRACK THE CODE
GIVEAWAY
150KGiveaway.com

Edge Unit on homepage of top 20 GateHouse websites, promotional video embedded in ad unit

Promotional unit included in subscriber acquisition emails

TELEGRAM & GAZETTE
 telegram.com

MEMORIAL DAY SALE

Up to 13 weeks of Sunday Only delivery for just \$26.00!

SUBSCRIBE NOW

Expires: 5/31/19

This Memorial Day, enjoy trips, pool parties, parades, and major savings on a subscription to Telegram & Gazette

\$150K
CRACK THE CODE
GIVEAWAY

Pick up a copy of our print publication & grab the daily code word for a chance to win up to \$150K in cash!

LEARN MORE

telegram.com Connect with Us! f t

Promotion Logistics

- The contest page is syndicated by the corporate promotions department.
- The digital promotions are syndicated by the corporate ad operations team.
- The daily code words are admissible all week for logistic purposes due to having both paid daily and weekly publications.
- The GHM promotions team handles all email and social marketing
- Only one contest page with a common URL was created to better streamline.
- The database will be segmented based on GEO and subscriber vs non-subscriber.

Retail Outlets

- 22,000 retail stores will support this promotion with store signage.
- Local sites will maintain sales data and draw request.
- Field audits to support placement and store awareness.
- Kiosk vendors will have signage to help entice new customers.
- 7-Eleven, Circle K, Speedway, H-E-B Grocery all are working with extra placement signage and offers if possible.



32 state winners, each week all will receive a \$100/1,000 point rewards voucher



GateHouse Media™

GATEHOUSE MEDIA REWARDS



GateHouse Media Rewards is simple, yet exciting online rewards program offering readers 100's of thousands of rewards!



Music Events Electronics Home & Kitchen Hotels Vacation & Holiday

WORLD'S LEADING CLOUD-BASED REWARD MANAGEMENT PLATFORM

- ✓ Over 1 Million Merchandise Reward Options
- ✓ Products are sourced locally and shipped next day
- ✓ Experiences & Event Tickets
- ✓ Online Travel Booking Engine
- ✓ Music Downloads
- ✓ Charitable Giving
- ✓ Over 400+ In-Country Suppliers
- ✓ Virtual Rewards
- ✓ Order Tracking
- ✓ Global Fulfillment (185+ countries)
- ✓ All Points include Taxes, Insurance, Shipping and Handling
- ✓ 24/7 customer service

<https://gatehousemedia-rewards.com> UN: GHDEMO | PW: Demo1234!\$

Don't have enough points? You can top-up and purchase additional points with PayPal

Questions? Email - support@calusamarketing.com