

Blitz Selling Recipe for Success



Glen Nickerson
president of the *Highlands News-Sun* and *Highlands Sun* with *Sun Coast Media Group*



Outline

- **Why blitz?**
- **Contract blitzes**
- **Examples**
- **Money-making Ideas**
- **Tips**
- **Questions**



Why blitz?



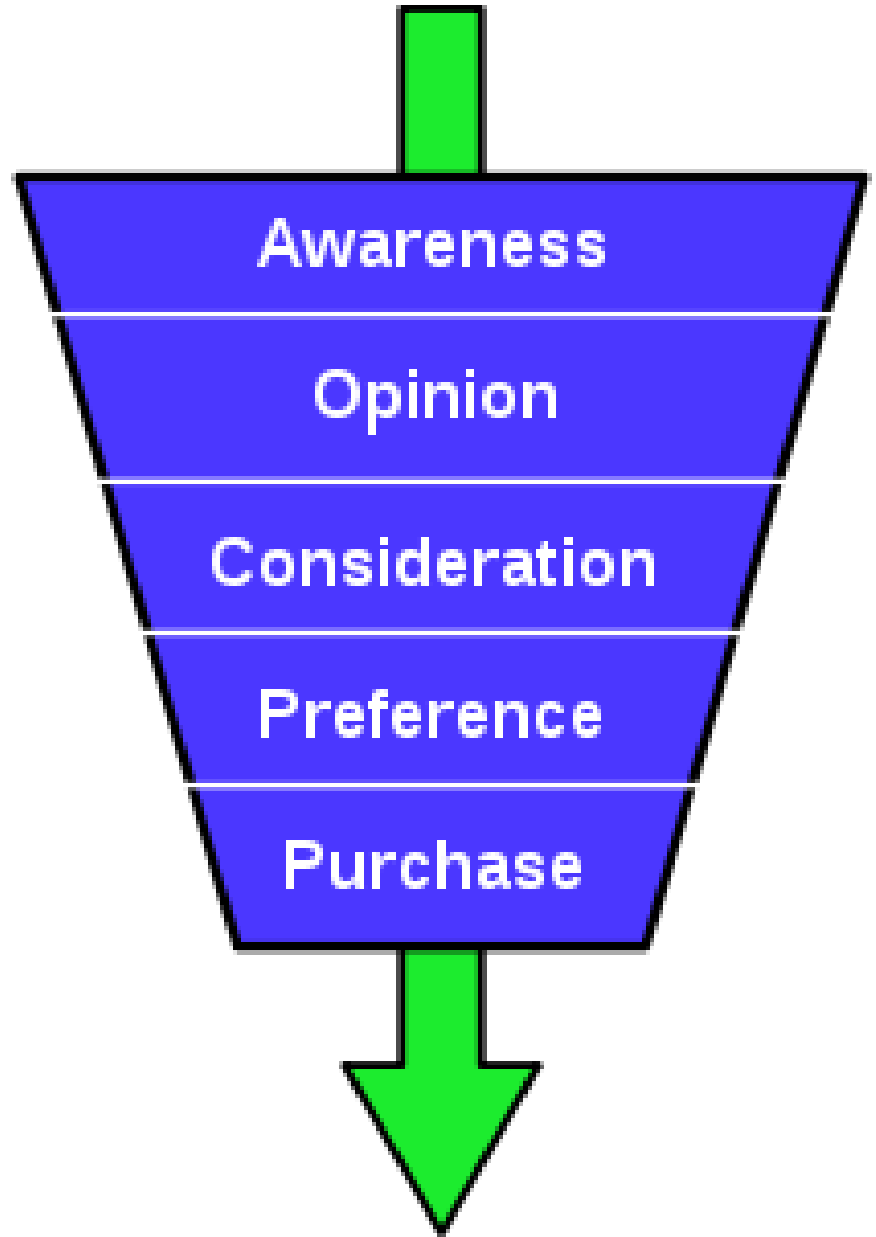
IT REALLY WORKS!

Highlands News-Sun

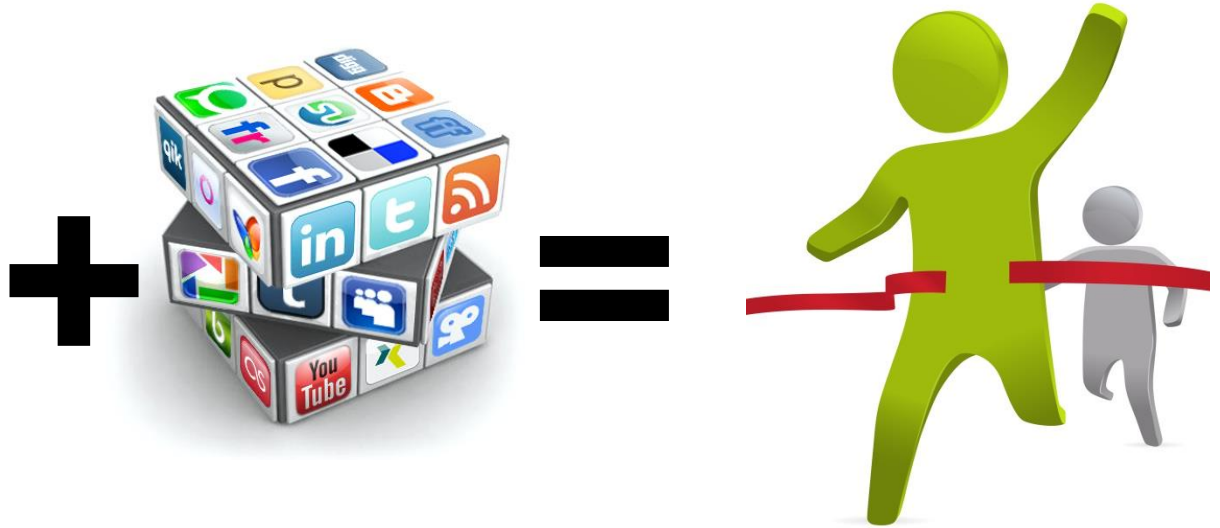
Last year +36%

1st quarter +32%

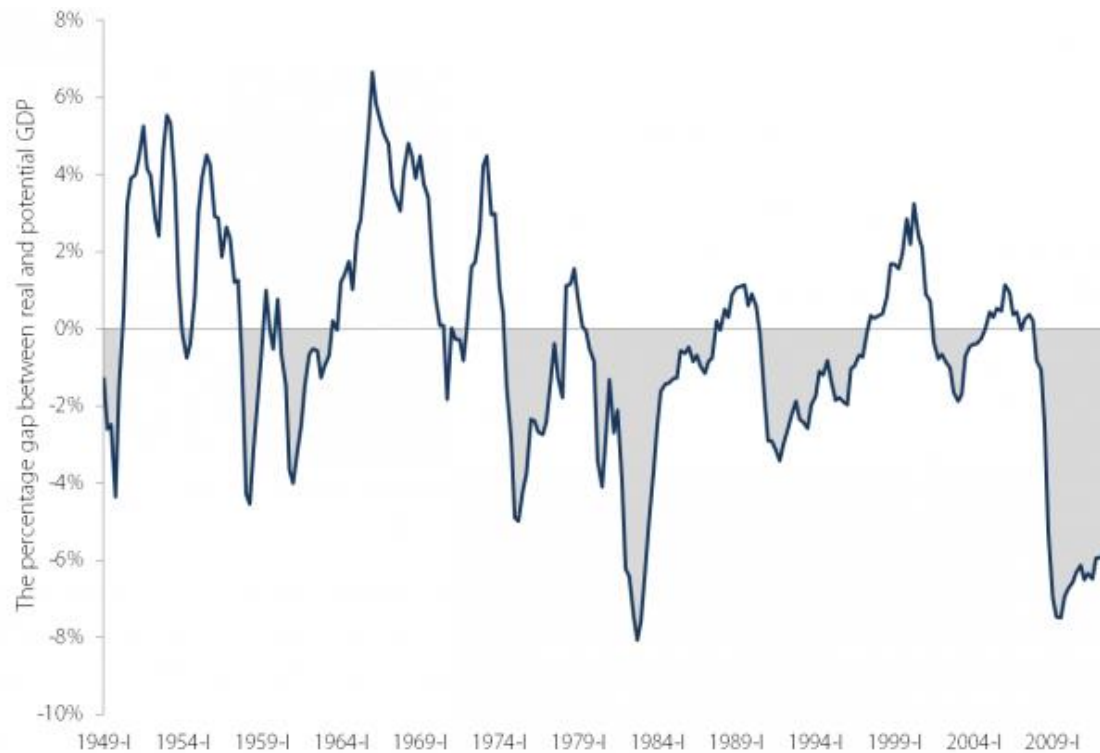
**Businesses
need
frequency
advertising
to
effectively
grow**



You can package print and digital for small to medium sized businesses



You will level out your revenue peaks and valleys



Source: Bureau of Economic Analysis National Income and Product Accounts and Congressional Budget Office

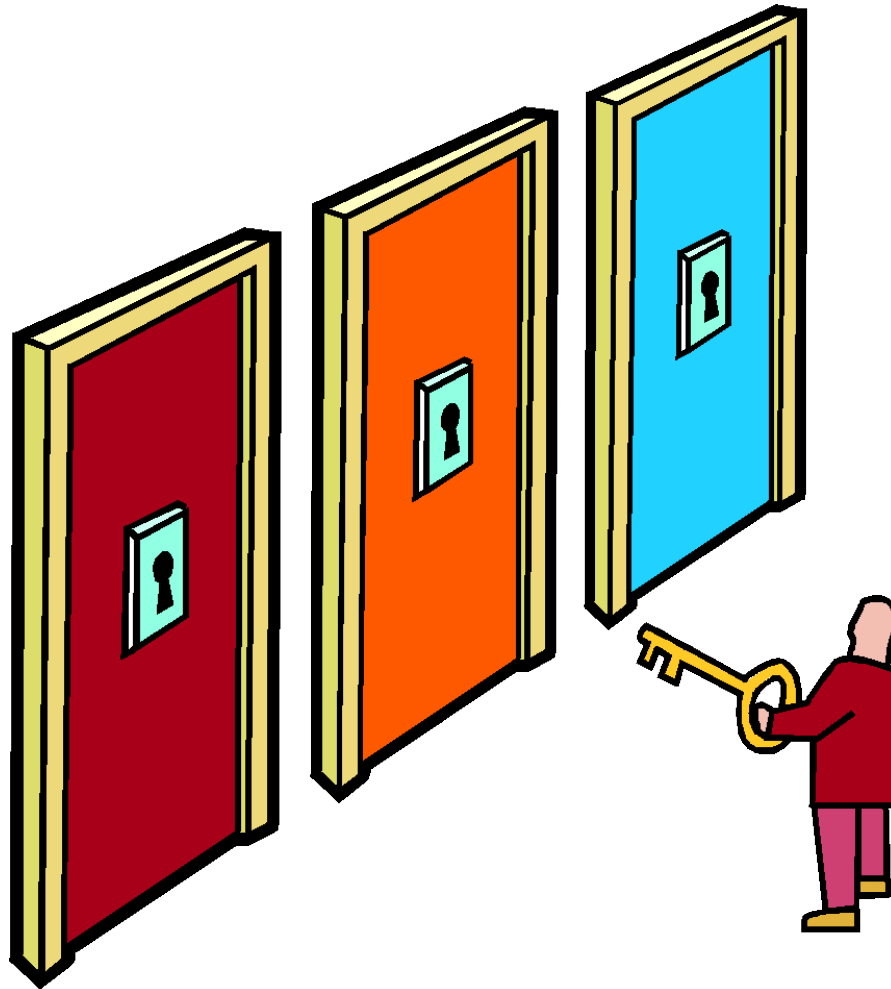
You will train account executives to sell contracts



You reduce your reliance on the special section revenue train

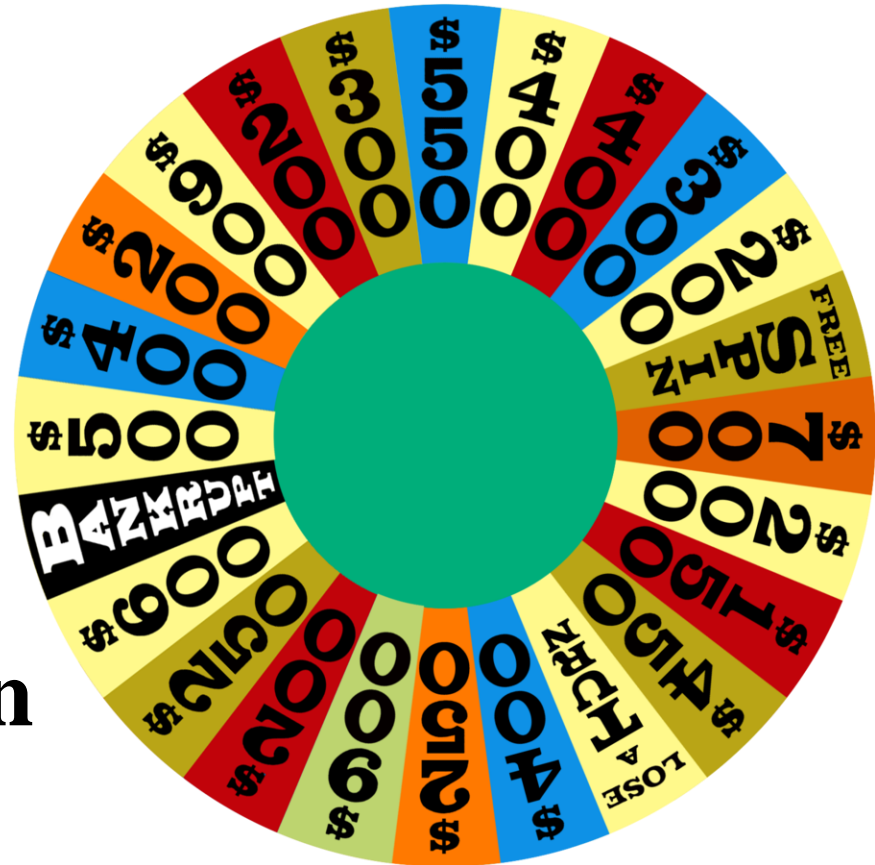


Contract Blitz Types



Contract Blitzes – A Wheel of Fortunes!

1. Internal
2. External partner
3. Seminar
4. Four legged
5. Category
6. Cold call campaign
7. Survey



Internal Blitz

- **Managed by the publisher and/or advertising management**
- **It can be seminar, four legged, category or a cold call campaign**
- **No outside marketing expert**
- **Requires dedicated time**
- **Requires attention to the details**
- **No outside commissions**



Internal Blitz



Pros:

- **You save 10-15% on every contract**
- **You can shift some of the savings to better contest incentives**
- **You can add team events with savings**
- **You control the timeline**
- **You have less debate on rate**

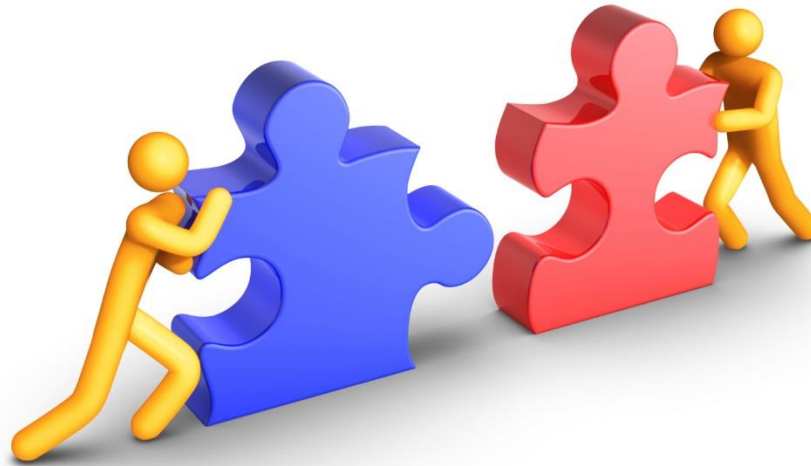
Internal Blitz

Cons:

- You lose additional push on the team
- You lose that out of town marketing expert pitch



External Partner

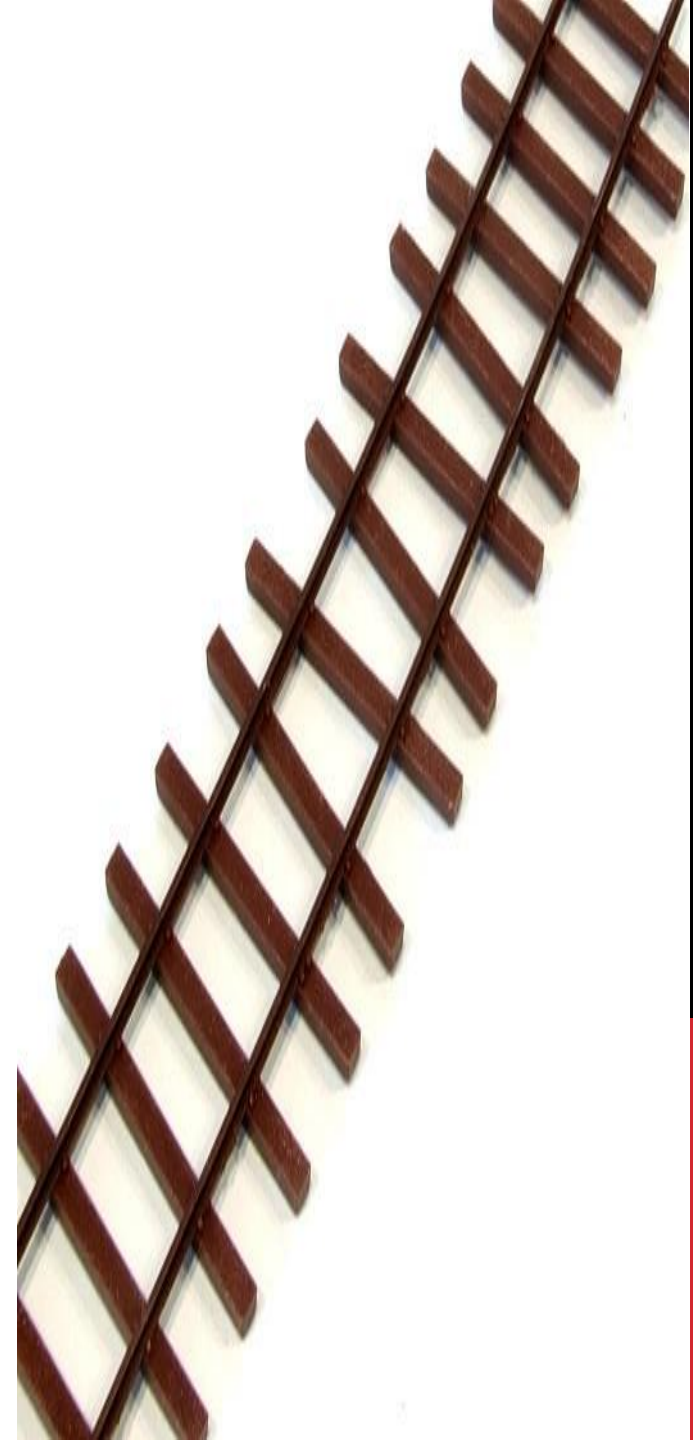


- **Managed by a company and the newspaper**
- **It can be seminar, four legged, category, cold calls or survey results**
- **Typically database driven and appointment setting**
- **Most charge 10-15% per contract**

External Partner

Pros:

- **Partner keeps the newspaper on track**
- **Program has more credibility with local businesses**
- **Database and materials managed by partner**
- **Sales teams receive additional training from experts**



External Partner

Cons:

- **It's more expensive**
- **There's usually some debate on rate**
- **You'll need to meet the partners timeline**
- **You'll need to closely manage churn and future billing**



Seminar Blitz

- **Newspaper invites local businesses**
- **Survey results, marketing, digital or all of the above**
- **Dynamic speaker**
- **Large audience with incentives to book appointments**
- **Small audience with immediate meetings**



Seminar Blitz

Pros:

- **Newspaper positioned as an expert**
- **Engaged businesses**
- **Sales team learns new selling points**
- **Marketing advice ends with newspapers solutions**



Seminar Blitz



Cons:

- **You can lose some potential sales if the follow up is poor**
- **A poor public speaker will not excite the businesses**
- **If you go cheap, it will send a message to the businesses**
- **Poor closers will not transform**

Four Legged Blitz

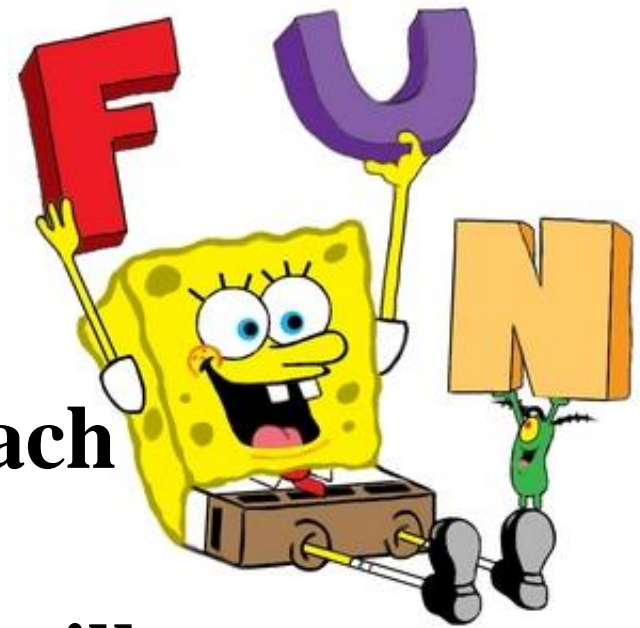


- **This can be done with account executives, managers and outside partners**
- **Pair up to make teams to sell B2B with a set script and package**
- **Four legged teams compete with each other**
- **Contests, breakfasts and dinners with cash giveaways**

Four Legged Blitz

Pros:

- It's fun with teams competing
- Cold calling opens hidden opportunities
- Team members learn from each other
- Team members motivate each other
- If properly incentivized, it will create greater volume of pitches



Four Legged Blitz

Cons:

- **Poor team pairing will result as such**
- **Some newspapers may not have the resources to do four legged blitz**
- **No shows will create last minute team changes**



Category Blitz

- **Select a specific category or a group of similar business categories**
- **It could be a restaurant blitz or every category under medical**
- **Gear all marketing materials, programs and presentations to fit the category**
- **Usually paired with a marketplace to help that category reach customers**



Category Blitz

Pros:

- You can target a specific area of weakness in your revenue portfolio
- You improve a publication or section to help attract readers and advertisers
- AEs learn a specific approach to a category
- If you succeed, you've built marketplace

HIGHLANDS HOMES

August 27-28, 2016 Success

Perdian joins Compton Realty team

With the home brand recognition of Century 21 and an existing top producer group of associates to work with at Century 21 Compton Realty, Perdian is excited and enthusiastic about her real estate career.

"It's an exciting time to be with the Century 21 System as we increase our market presence in Highlands County," Perdian is excited and enthusiastic about her real estate career.

Perdian can be reached at 863-465-4158.

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Good ol' country living awaits

You and the kids will love this three-bedroom, two-bathroom pool home sitting on the end of a 750-foot-long winding driveway at 10800 S. Orange Blossom Blvd. As you look to the left, you'll see a 24-by-36-foot green-house corner with the property, also a whole-house generator. With an open floor plan, you'll always be part of the party in this home.

You can also copy up to the floor-to-ceiling stone fireplace and look up at your stunning tongue and groove, high-valued cypress ceiling.

All the bedrooms are large in this split floor plan. The master has a tray ceiling, his and hers walk-in closets and French doors that open to a wrap-around porch. The master bath features a double vanity, a jetted soaker tub and a large separate shower.

There is also an in-house laundry room with a separate 5-by-6-foot walk-in pantry.

The 13-by-13-foot heated pool and jacuzzi hot tub can be enjoyed all year long. Deer and turkey come to visit on the beautiful grounds that are nicely wooded and very private. Horses, cows, goats, etc., are welcomed.

This home is listed for \$399,000 through Andrea Cozart from Advantage Realty #1. Call 863-386-0253.

Are succulents the pets of the plant world?

Succulents come in a wide variety that can make for a beautiful garden of any size.

Succulents' compact size, variety of textures, colors and forms, and their ease of care make them downright collectible.

Succulents cover a broad range of plants, including aloe, sedum, kalanchoe, agave, echinacea, euphorbia, sempervivum, anemone, cordylus.

"In the last three years, I've seen a lot of people taking up succulents."

Succulents are a popular choice for many people. They are easy to care for and can be used in a variety of ways. They can be used as a centerpiece for a table, or they can be used to create a garden. They can also be used as a gift.

Home on Lake Jackson

5 Bedroom • 4 Bath • Kitchen Remodeled • Large Pool Area with Bar & Kitchen • 2 Story Dock • 100' - Water Frontage

New Price: \$440,000

To view call DAWN DELL 863-381-0000

HEARTLAND

FOR RENT TO OWN AT LAKE ESTATE

Call 863-381-0000

Category Blitz

Cons:

- If sales fail, you have may an unsupported section or publication
- If the section or publication is weak, the contracts will fade

HIGHLANDS HEALTH

Wednesday, August 24, 2016

Section C

Florida Hospital branches part of a 'Most Wired' health system



Special to the News-Sun

Adventist Health System (AHS), which includes Florida Hospital Highland Medical Center with locations in Sebring and Lake Placid and

Florida Hospital Winterhills, has been named a 2016 Most Wired health system, based on the results of HealthCare Most Wired survey.

This year marks the fourth year in succession that AHS has received the honor. The survey was conducted by the American Hospital Association (AHA) between Jan. 15 and March 15.

Respondents completed 680 surveys, representing 2,146 hospitals or more than 14 percent of all hospitals nationwide. "Being part of a Most Wired health system is a tremendous honor," said Florida Hospital Highland President and CEO Bruce Berghelm. "Our organization has committed the IT resources and support needed

WIRED | 2



An easy way to prevent skin cancer is to limit sun exposure, according to health experts in the Sunshine State.

Even though it's treatable, take it seriously

More than 3.3 million people are treated annually for non-melanoma skin cancer, and some 76,000 new cases of invasive melanoma will be diagnosed this year. In the last 30 years, more people have had skin cancers than all other types of cancer combined; in fact, one in five Americans is likely to develop skin cancer. While skin cancer is the most common form of cancer, and it's generally highly treatable, it should still be taken seriously and you should seek a medical evaluation if you notice a suspicious lesion or mark anywhere on your skin. The good news is



DR. WAIF RIAZ
that, in addition to being the most common type of cancer, skin cancer is also the most preventable. Indeed, research indicates that protecting your

skin before you turn 18 can cut your risk of some types of skin cancer by as much as 78 percent.

Main types of skin cancer

- Basal cell carcinoma. Most skin cancers develop from basal cells in the lower epidermis. Often seen in the head and neck, basal cell carcinoma is caused mainly by exposure to the sun. It usually grows slowly and seldom spreads to other parts of the body.
- Squamous cell carcinoma.

Study: Antibiotics often used to self-medicate

By ZHAIYUN TAN

KANSAS HEALTH NEWS

Suffering from a sore throat or runny nose? For many people, that may mean popping to see a doctor, a practice that health experts say may not help cure the disease and could help aggravate the problem of antibiotic-resistant germs.

A study published Monday in the journal, *Antimicrobial Agents and Chemotherapy*, concluded that many people are tempted to use antibiotics without a doctor's prescription. They rely on drugs purchased from online grocery or drug stores or the leftovers in their medicine cabinets, potentially contributing to the spread of antibiotic-resistant bacteria and causing negative side effects. This kind of inappropriate use is very risky," said Larissa Gergovics, co-author of the study and an instructor at the Baylor College of Medicine in Houston. "If you use antibiotics irresponsibly like this then

'If you use antibiotics irresponsibly like this then resistance rates will increase.'

Between April and August last year, researchers surveyed 400 people in the waiting rooms of three primary care clinics around Houston, asking about their use of antibiotics in the past year. Two were public family medicine clinics serving diverse, mostly uninsured or underinsured patients. The third clinic served primarily managed care and privately insured patients. The survey participants were selected randomly to represent the racial and socioeconomic diversity of the area.

ANTIBIOTICS | 8

Prescription meds that can make you anxious

You wake up at 4 a.m. feeling tired, but when you keep thinking about some person or event in your head, never going back to sleep. Something bad is going to happen today and you just know it. Your chest pounds and you feel dread when you think about going to that event or speaking to a certain someone.



DEAR PHARMACIST
Suzy Cohen

These are the symptoms of anxiety and some of you live with this every day, several times a day. Ruminating in a state of fear, panic or anxiety can cause other symptoms in your body that over time, wear your adrenals out and lead to severe insomnia, depression and high blood pressure. Stress can also cause ulcers.

There's a difference between an anxiety or panic attack and generalized anxiety disorder or GAD. The difference



Going for an hour-long walk can undo the damage from sitting all day.

Take a walk: An hour undoes damage from sitting behind a desk all day

By MARIA CHENG
AP Music Writer
If you spend all day sitting, then you might want to schedule some time for a brisk walk — just make sure you can spare at least an hour. Scientists analyzing data from more than 1 million people found that it takes about 60 to 75 minutes of "moderate intensity" exercise to undo the damage of sitting for at least eight hours a day. Not exercising and sitting all day is as dangerous as being obese or smoking, they found.

And the added risk of prolonged sitting can raise the chances of heart disease, various cancers and an earlier death. In the new research, experts combed through 13 papers

with data on factors including how long people spent sitting, their physical activity levels and their television-watching habits. The majority of studies included people older than age 45. All except one were done in the U.S., Western Europe and Australia. Researchers found that people with the highest levels of moderate physical activity — 60 to 75 minutes daily — erased the higher risk of death linked to being seated for more than eight hours a day. But even that exercise regime was not enough to counter the hazards of also watching more than five hours of television a day.

Cold Call Blitz

- **Target a select time period to cold call territories**
- **It can be done with teams or individuals**
- **Collect call reports and business cards**



- **Compile into a database**
- **Utilize to build an ongoing sales cycle of needs analysis, specs and presentations**

Cold Call Blitz

Pros:

- It restores the prospect database
- Confirms the territories are not “tapped out”
- Gives managers a fresh list sales cycle candidates
- Improves AEs cold calling skills
- Forces AEs into some places they may not have tried



Cold Call Blitz

Cons:

- **NONE**, cold calling is awesome!



Survey Results Blitz

- **Survey your market for shopping intentions or name recognition (TOMA)**
- **Use a large or multiple seminars to release results**
- **Or use a cold blitz or four legged campaign to get appointments**
- **Provide research along with a marketing solutions**



Survey Results Blitz



Pros

- **Providing specific consumer data for the business**
- **It gives the newspaper credibility**
- **AEs have new source of presentation material**
- **Creates a sense of urgency to take action**

Survey Results Blitz



Cons

- **Surveys can be expensive and time consuming**
- **Poor survey setup will impact results and usage**
- **If AEs are not properly trained, they will not use it**
- **Surveys are only valid for two years**

Examples from Newspapers



Internal & Four Legged





Platinum Marketing Program

Grow Your Business with Consistent & Big Impact Marketing to Over 40,000 Readers Every Week!

Double Your Impact with the Wednesday News-Sun or Weekend Highlands Homes Section. Every Ad Runs in the Highlands Sun FREE!

Platinum Plan Weekly Rates						
Inches Per Week	Ad Sizes	Monthly Supersize	26x Full Color	52x Full Color	26x B/W	52x B/W
31.5"	3colx10.5 or 6colx5.25"	Full Pg Color	\$343 40% OFF SAVE \$667	\$288 50% OFF SAVE \$748	\$228 40% OFF SAVE \$667	\$173 50% OFF SAVE \$748
24"	4colx6", 6colx4" or 2colx12"	Full Page B/W	\$276 40% OFF SAVE \$543	\$230 50% OFF SAVE \$608	\$186 40% OFF SAVE \$543	\$140 50% OFF SAVE \$608
18"	3colx6", 6colx4" or 2colx9"	3/4 Page B/W (6colx15.5)	\$208 40% OFF SAVE \$398	\$173 50% OFF SAVE \$448	\$140 40% OFF SAVE \$398	\$105 50% OFF SAVE \$448

Add News-Sun & Highlands Sun website advertising for only \$199 per month. Savings calculated on a monthly basis including supersizing

Gold Plan Weekly Rates						
Inches Per Week	Ad Sizes	Monthly Supersize	26x Full Color	52x Full Color	26x B/W	52x B/W
15"	3colx5, 5colx3" or 1colx15"	1/2 Pg Color	\$186 35% OFF SAVE \$302	\$157 45% OFF SAVE \$352	\$130 35% OFF SAVE \$302	\$101 45% OFF SAVE \$352
12"	2colx6", 3colx4" or 1colx12"	1/2 Page B/W	\$146 35% OFF SAVE \$236	\$123 45% OFF SAVE \$269	\$101 35% OFF SAVE \$236	\$78 45% OFF SAVE \$269

Add News-Sun & Highlands Sun website advertising for only \$199 per month. Savings calculated on a monthly basis including supersizing

Silver Plan Weekly Rates						
Inches Per Week	Ad Sizes	Monthly Supersize	26x Full Color	52x Full Color	26x B/W	52x B/W
10"	2colx5, 5colx2" or 1colx10"	1/4 Pg Color	\$128 30% OFF SAVE \$166	\$109 40% OFF SAVE \$203	\$90 30% OFF SAVE \$166	\$71 40% OFF SAVE \$203
8"	2colx4", 4colx2" or 1colx8"	1/4 Page B/W	\$93 30% OFF SAVE \$116	\$79 40% OFF SAVE \$137	\$63 30% OFF SAVE \$116	\$49 40% OFF SAVE \$137

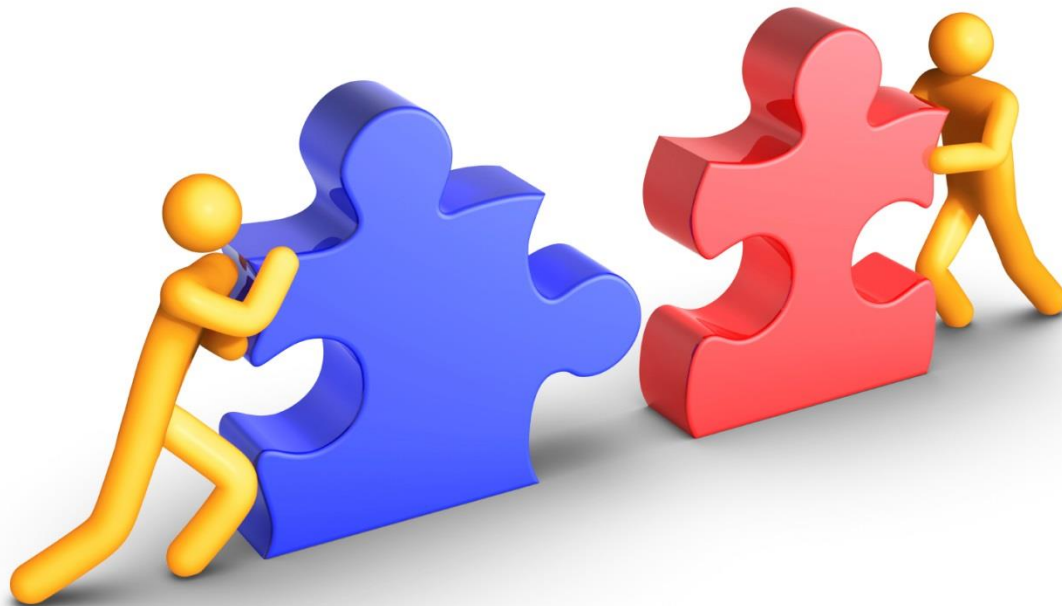
Add News-Sun & Highlands Sun website advertising for only \$199 per month. Savings calculated on a monthly basis including supersizing

Internal four
legged blitz
generated \$135k
in just 3 days!

Partnered with
AEs at our other
newspapers!

Held breakfasts
and dinners to
give out cash!

External Partner



Austin
American
Statesman

AD!mpact™

**“The Austin American Statesman sold
over \$800k in new business in 7 weeks on
this Program.”**

Hugh Nicholson

Vice President Business Development The Americas,
NRS Media

3399 Peachtree Road NE, Suite 400, Atlanta, GA 30326 USA

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E: hugh.nicholson@nrsmedia.com W: www.nrsmedia.com

Austin
American
Statesman

AD!mpact™

GOLD MEMBERSHIP

For a weekly investment of only \$399, you will receive these benefits:

- 1/8 page (3x6) full color advertisement two times a week in The Austin American-Statesman
- Includes YEXT and Own Local to improve your digital presence
- Rate protection for the duration of your AD!mpact™ contract period. A guaranteed minimum value of over \$89,000 worth of advertising during the 12-month membership period...That's a savings of over 75% off our standard advertising rates.
- Standard production and creative services are included (one creative change per month if required).

Austin
American
Statesman

AD!mpact™

SILVER MEMBERSHIP

For a weekly investment of only \$279, you will receive these benefits:

- 1/12 page (2x5) black and white* advertisement three times a week in The Austin American-Statesman
- Includes YEXT and Own Local to improve your digital presence
- Rate protection for the duration of your AD!mpact™ contract period. A guaranteed minimum value of over \$50,000 worth of advertising during the 12-month membership period...That's a savings of over 70% off our standard advertising rates.
- Standard production and creative services are included (one creative change per month if required).



BRONZE MEMBERSHIP

For a weekly investment of only \$159, you will receive these benefits:

- 1/32 page (2x2) black and white^a advertisement three times a week in The Austin American-Statesman
- Includes YEXT and Own Local to improve your digital presence
- Rate protection for the duration of your AD!mpact™ contract period. A guaranteed minimum value of over \$21,000 worth of advertising during the 12-month membership period...That's a savings of over 60% off our standard advertising rates.
- Standard production and creative services are included (one creative change per month if required).



WHY ADVERTISE IN PRINT?

Build your brand using print – newspapers are a powerful visual medium and the oldest form of mass media.

All communities have their own local paper, allowing you to target a large number of customers geographically. You can also connect with specific customers by the segment of the newspaper in which you place your advertisement.

The graphic nature of print provides a platform for you to have a visual impact on readers and is a useful way to offer detailed information to customers. The permanence of this medium allows the reader to take time to peruse and refer back to your advertisements.

Newspaper frequency allows you to respond quickly to changing market conditions, so you can keep your brand top of mind and take advantage of tactical marketing opportunities.

While the number of advertising platforms continues to expand, press still commands a significant share of advertising revenue. So take advantage of one of the most effective ways to connect with your customers.



WHY THE AUSTIN AMERICAN-STATESMAN?

The *Statesman*, with its dynamic mix of print, digital and direct mail products, is the leading media in Central Texas. More adults turn to the *Statesman* than to any local television, radio station, newspaper, online site or magazine. Our audience is impressive. No matter the size of your company, the leading local media can work for you in a variety of ways.

The Statesman Dominates Austin Paid Circulation

Austin chooses to pay for a copy of the *Statesman* nearly 874,148 times a week.

The Statesman Delivers Audience in Print

543,530 Austin adults read the printed *Statesman* each week

The Printed Statesman Beats Top Radio and TV Stations One to One.

One spot vs. one ad — the *Statesman* wins head-to-head against their best times



OUR COMMITMENT

We guarantee that your Account Executive will contact you at least once each month and visit you every three months. The Sales team is personally available to discuss your individual marketing requirements.

If we fail to provide this service we will refund your money in full for that month's advertising – unless three or more unsuccessful attempts have been made to contact you, including a written request, or you have indicated that you do not wish to be contacted monthly.



“Here is another example of an ad package that sold over \$1 million in 8 weeks in Tacoma with the Tacoma News Tribune.”

Hugh Nicholson

Vice President Business Development The Americas,
NRS Media

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STAND OUT FROM THE CROWD!

THE NEWS TRIBUNE
— [thenewstribune.com] —

The Olympian
www.theolympian.com

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AD!mpact.

GROW YOUR BUSINESS IN 2015 AND BEYOND

Membership Level 1	Tacoma News Tribune	The Olympian	TNT Friday Go & The Guardian	Gateway Paid & Gateway Extra	Puyallup Herald
Full Colour Display*	1/8 Page				
Number of Advertisements Per Week	4	4	2	2	1
Guaranteed Advertising Value	\$154,004	\$81,212	\$75,708	\$29,877	\$9,639
Price per Week	\$399	\$199	\$199	\$119	\$99
Annual Investment	\$20,748	\$10,348	\$10,348	\$6,188	\$5,148
Membership Level 2	Tacoma News Tribune	The Olympian	TNT Friday Go & The Guardian	Gateway Paid & Gateway Extra	Puyallup Herald
Full Colour Display*	1/16 Page				
Number of Advertisements Per Week	4	4	2	2	1
Guaranteed Advertising Value	\$83,449	\$43,114	\$38,455	\$15,749	\$5,208
Price per Week	\$239	\$119	\$119	\$59	\$59
Annual Investment	\$12,428	\$6,188	\$6,188	\$3,068	\$3,068
Membership Level 3	Tacoma News Tribune	The Olympian	TNT Friday Go & The Guardian	Gateway Paid & Gateway Extra	Puyallup Herald
Full Colour Display*	1/32 Page				
Number of Advertisements Per Week	3	3	2	2	1
Guaranteed Advertising Value	\$33,458	\$17,440	\$19,227	\$8,840	\$2,776
Price per Week	\$99	\$49	\$69	\$29	\$39
Annual Investment	\$5,148	\$2,548	\$3,588	\$1,508	\$2,028

Rate protection for duration of Membership!

*Full color ads wherever possible

WHY ADVERTISE IN PRINT?

Build your brand using print. Newspapers are a powerful visual medium and remain a very effective advertising tool for your business. Still a tried and true medium, the graphic nature of print provides visual impact and allows you to offer detailed information to customers. The permanence of newspaper allows the reader to take time to peruse and refer back to your advertisements. Newspapers provide a trusted environment for your message. Newspaper frequency allows you to establish your business with top of mind awareness and credibility. While the number of advertising platforms continues to expand, newspapers offer a measurable, cost effective and dependable medium. In fact, newspapers still rank as the number one trusted medium by consumers when making a buying decision. Take advantage of this effective tool to connect with your customers.

THE NEWS TRIBUNE
— thenewstribune.com —

The Olympian
www.theolympian.com

SERVICE GUARANTEE

We guarantee that your Account Executive will visit you at least once each month and the Management team is personally available to discuss your individual marketing requirements. If we fail to provide this service we will refund your money in full for that month's advertising – unless three or more unsuccessful attempts have been made to contact you, including a written request, or you have indicated that you do not wish to be contacted monthly.

Survey Results & Seminar





Blast from the Past





Did You Know?

70% of Yellow Page Users Already Know The Business Name They're Looking Up.

Awareness Marketing



Top Of Mind Awareness!

***How many consumers can recall
the name of your business?***

**“If your business
doesn’t come to mind
consumers won’t
come to you”**

In A Recent Survey of Charlotte County Residents:

75%	79%	69%	72%	79%	76%	73%	78%
Could not name a Contractor	Could not name a Locksmith	Could not name a Pool Contractor	Could not name an Electrician	Could not name a Kitchen/Bath Remodeler	Could not name a Lawyer	Could not name an Accountant	Could not name a Chiropractor

What is TOMA?

TOMA is Top Of Mind Awareness. Businesses that are at the top of consumers' minds have a high market share. Consistent, Creative Advertising will get your business Top Of Mind Awareness

TOMA surveys are unaided and unaltered. Calls are placed on a random basis within your local market zip codes. Each person is asked to name "the first business they think of" within a business category.

This is exactly the Process used by monster brands like Coke, McDonalds, Kleenex, Hershey, & Sealy. They find out directly from the consumer how they rank in Brand Awareness and than go after a bigger market share by effective advertising. Now you can, too!



Business
Name
Awareness

BUSINESS OWNERS!

Want More Customers and Sales in 2008?

FIND THE ANSWERS! YOU'RE INVITED!

Don't Miss This Consumer Spending Seminar!

**Thursday,
March 13th**

8:00am - 9:00 am

at
The Cultural Center of Charlotte
County Conference Center,
2280 Aaron Street, Port Charlotte

**CALL 941-206-1214
TO RESERVE YOUR SPOT!**

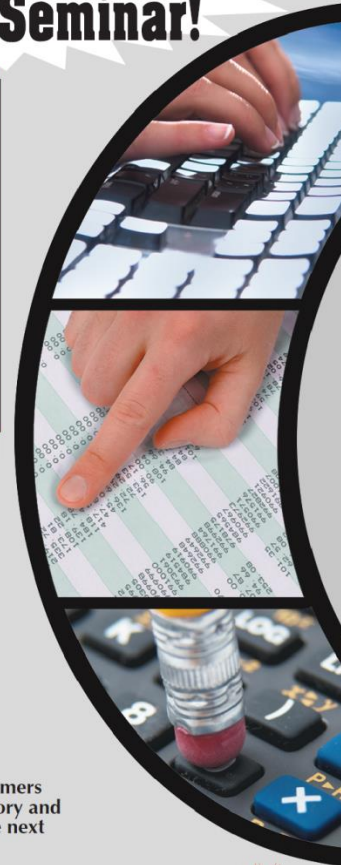
The Charlotte Sun has conducted an independent consumer spending survey and would like to share the results with you. Find out Port Charlotte area consumer purchasing plans for:

- Retail • Restaurant
- Real Estate • Banking
- Home Improvement
- Electronic • Medical
- Professional Services
- Recreation • Education
- And much more!

Attendees will learn how many customers are available for their business category and ALSO how to get their share over the next 12 months.

Presented by John W. Marling. Nationally recognized speaker and expert.

This seminar is for local business owners only. No competitive media please.



SUN 
NEWSPAPERS
Charlotte • DeSoto • Englewood • North Port • Venice
America's **BEST** Community Daily

Welcome

Greater Charlotte Area

Business Name Awareness Seminar

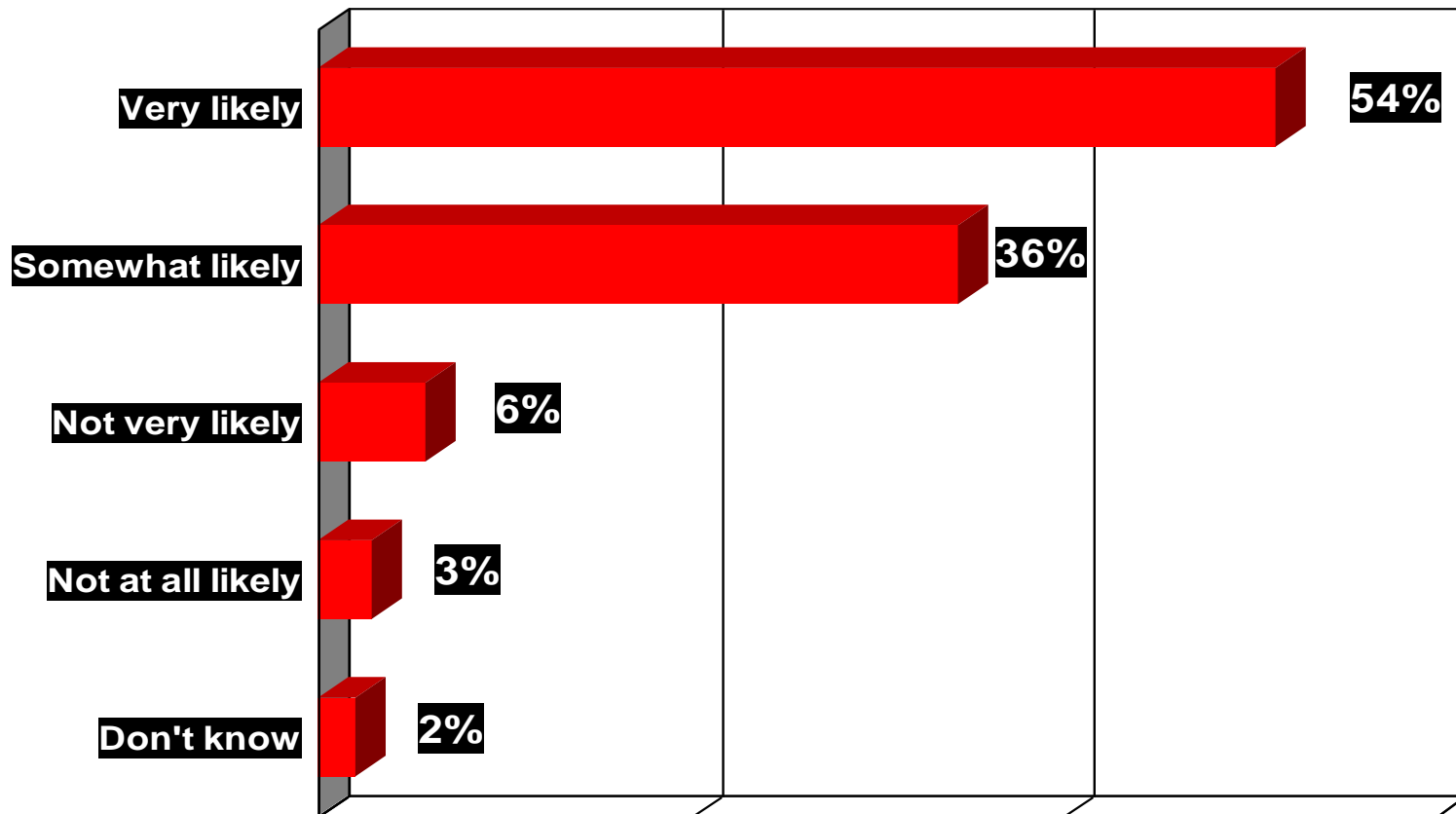
John W. Marling

Pulse Research

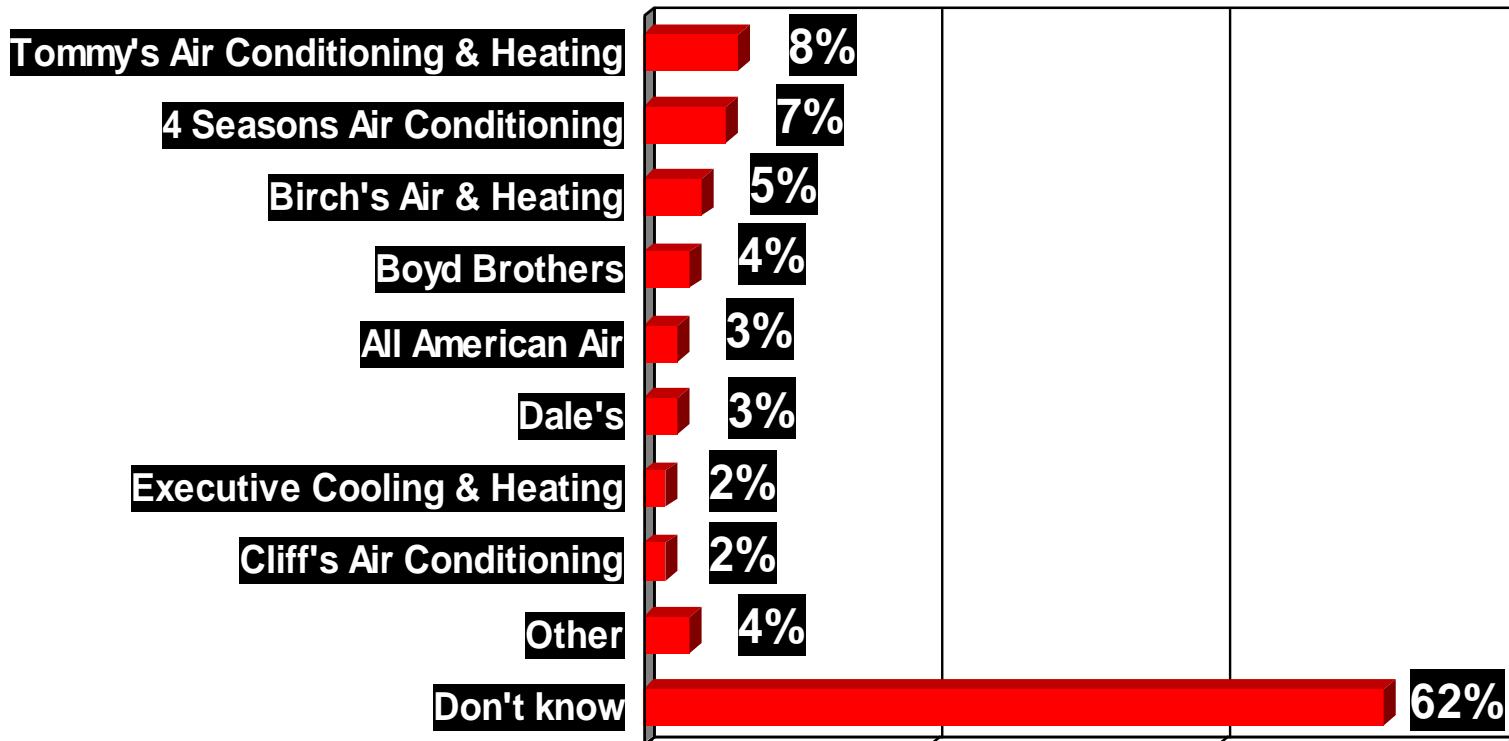
Portland, Oregon



Likelihood of Using the First Business that Comes to Mind



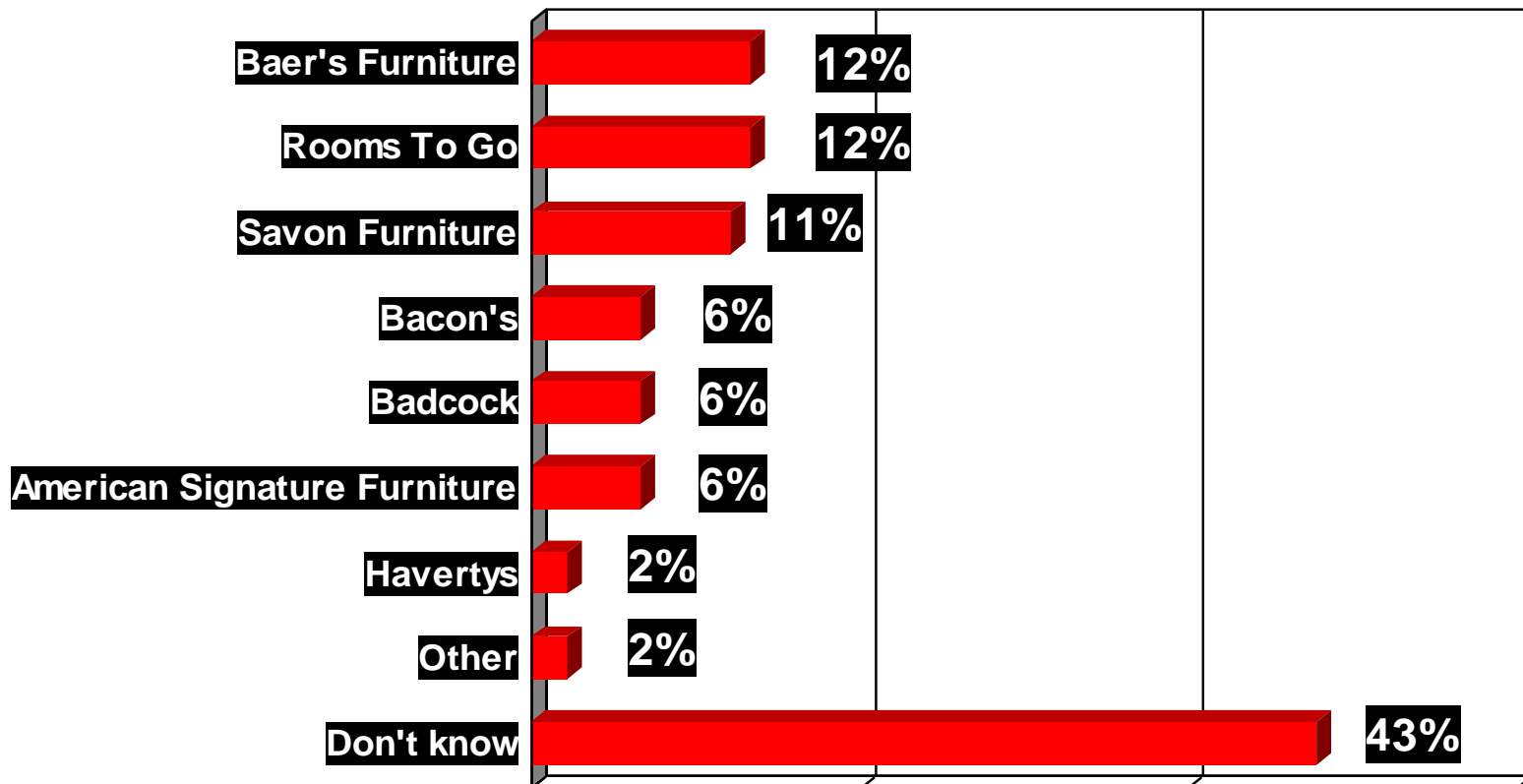
Air Conditioning & Heating Contractor



Businesses less than 2% in "Other"

3% need MAJOR air
conditioning repair

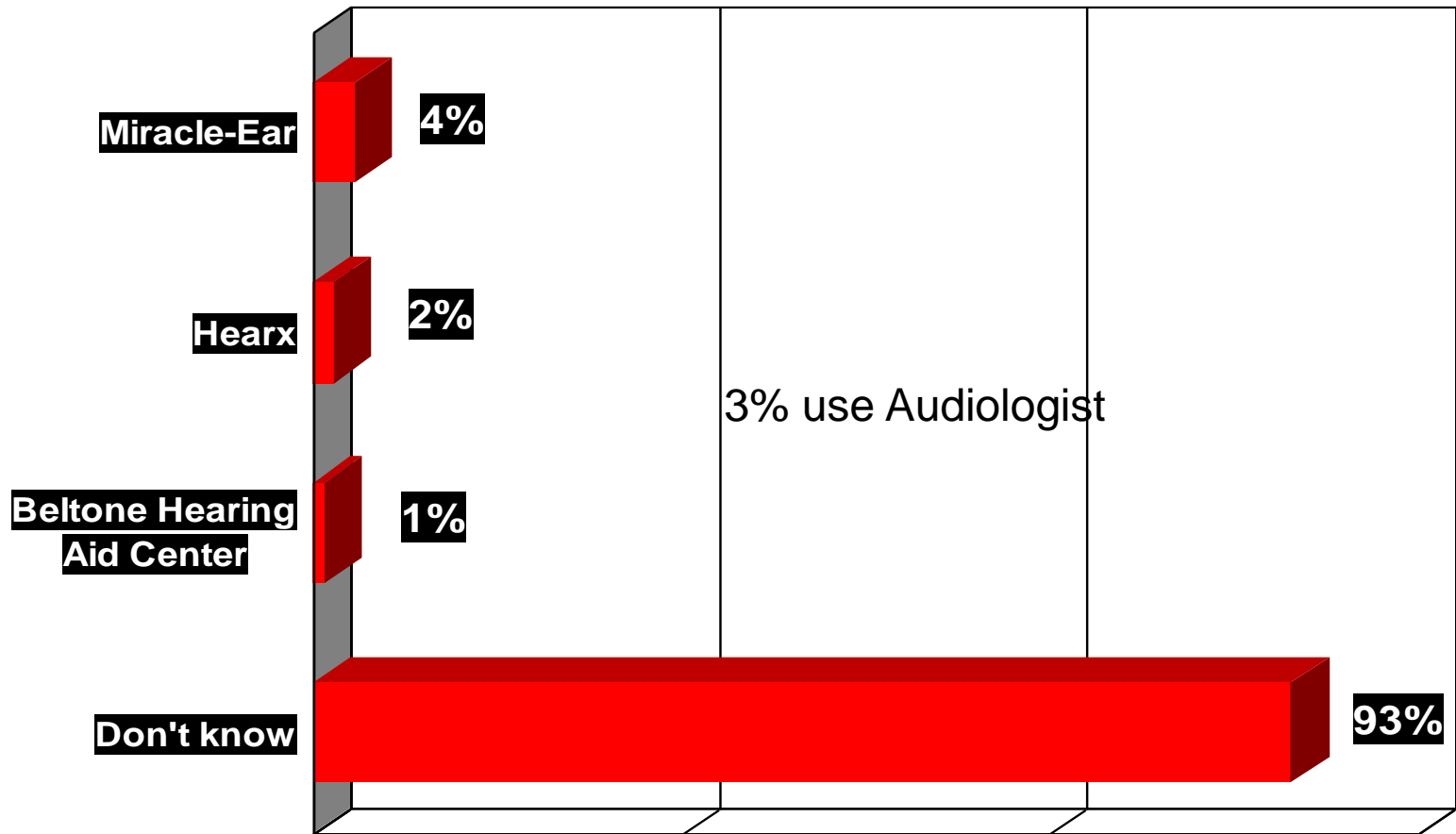
Furniture



Businesses less than 3% in "Other"

11% buy furniture

Hearing Aids





Brand Name Awareness Ad Packages

❖ *50% savings*

Affordable packages – 4 or 6 column inch ads

❖ *Weekly consistency - reinforcement*

3 to 7+ times per week

❖ *Total impressions*

3 times week – over 21 million impressions annually

7 times week – over 50 million impressions annually

❖ *Consistency gets results*

Increased Brand Name Awareness & More Sales!

***Charlotte Sun* committed to TOMA & BNA from 1997 – 2012.**



**It generated millions of dollars in
advertising and still does to this day!**

Seminar Blitz



SUN  **PRESENTS**
NEWSPAPERS
Charlotte • DeSoto • Englewood • North Port • Venice

THE **GOLD** PROGRAM

**Imagine Your Business Competing
with National Ad Campaigns at a
Fraction of the Cost**

The GOLD Program is ...

Our Best Rates of the Year
Marketing Dominance For Small Business
A Very Limited Offering

Did You Know?

Half of your business is in the market this
week...then out again in 7 days

GOLD gives you the frequency & exposure
necessary to capture your new business

**You Will Reach Over 120,000 Readers in Punta Gorda,
Port Charlotte, North Port, Englewood & DeSoto**

**Maximize Your Advertising Effectiveness
with The **GOLD** Program**



<u>Program</u>	<u>Frequency</u>	<u>Cost</u>	<u>Supersize</u>
<input type="checkbox"/> 8" GOLD	8" ad once per week	\$177 per ad	24" quarterly (avail. color)
<input type="checkbox"/> 8" Double GOLD	8" ad twice per week	\$177 per ad	24" monthly (avail. color)

**Add Available Color for as low as \$6 per inch • Select One Color for \$10 per inch
Or Add Process Color for \$15 per inch**

In Addition, Every GOLD Program We Offer Includes Supersizing At No Additional Charge!

THE **GOLD** PROGRAM

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<u>Program</u>	<u>Frequency</u>	<u>Cost</u>	<u>Supersize</u>
<input type="checkbox"/> 10" GOLD	10" ad once per week	\$222 per ad	1/4 page quarterly (avail. color)
<input type="checkbox"/> 10" Double GOLD	10" ad twice per week	\$222 per ad	1/4 page monthly (avail. color)
<input type="checkbox"/> 20" GOLD	20" ad once per week	\$444 per ad	1/4 page monthly (avail. color)

Add Available Color for as low as \$6 per inch • Select One Color for \$10 per inch
Or Add Process Color for \$15 per inch

In Addition, Every GOLD Program We Offer Includes Supersizing At No Additional Charge!

VENICE GONDOLIER SUN

**Tim Smolarick,
Publisher, The Venice Gondolier Sun
941-207-1010**

“We held a blitz last year right before the 'season'. here is what we did to accomplish \$220,000 in new business via contract.” Tim Smolarick

1. Gave reps thirty day lead time to set up two new businesses per class. Would cut that down to two weeks going forward.

2. Supplied either breakfast or lunch for 6 classes per week.

3. Guaranteed each visitor a drawing for an Ipad. If a contract was signed new client earned three additional chance.



4. In the presentation we handle the attached presentation-quick and sweet

5. We have three expert closer reps in each class-more if needed



6. Limit the size of class-Ideal size is 12 attendees with 4 in the room.

7. Instructor should leave the class after the presentation is complete and return in 10-15 minutes to help sign some deals

8. Have the presentation even for one client. Never make a client feel unimportant because others did not show.

9. For those who do not sign up make sure at least a follow up appointment is created.

10. Compensate the reps for getting folks to the presentation.
For ex. \$50 per prospect



MARKETING FOR TOMORROW

PARTNERING FOR SUCCESS



KNOW YOUR AUDIENCE

- **Demographics**
 - **Tendencies**
 - **Base**
 - **Seasonal**
- **Campaigns VS. Advertising**

3 TYPES OF ADS-3 TYPES OF BUYERS

Ads

1. Branding Ads
2. Image Ads
3. Call to Action

Buyers

1. Spontaneous Buyer
2. Shopper
3. Not going to buy anything....today

THE AD

- Size
- Color
- Frequency

IT CAN BE CONFUSING

- **Print**
- **Radio**
- **Television**
- **Internet**
- **Mobile**

MISTAKES ADVERTISERS MAKE

- **Quit Advertising**
- **Never change Ads**
- **Sell Like they Buy**
- **Eggs in one Basket**
- **Lose touch with Audience**

PARTNERING

- **Customize your marketing plan**
 - **Reach audience**
 - **Create many types of ad campaigns**
 - **Personalized service**
 - **Agency Quality**

START NOW-HERE ARE THE BENEFITS

- We only have 30 packages.
 - Instant marketing plan
 - Social Season is beginning
 - Sensible, aggressive plan drives revenue
- We want you to succeed and grow; our goal is clear.
 - You could win an IPAD!
- Thank you

**Are you really as good as you
think you are at public
speaking?**



You May Want to hire an Expert!



**Next Example is an
EXPERT**

The Blinder Group

**Multimedia
Revenue Generators**

Mike Blinder, President

6139 Fjord Way

New Port Richey, FL 34652 USA

Phone: 727-847-2464

Fax: 724-847-5959

Mike@BlinderGroup.com

The trick is to create “fear of loss” at the event so attendees believe they need to advertise in some way, since most of us are hearing those “pesky” objections:

“We don’t need to market, we use word of mouth”

“We don’t need to market, we have enough business”

I do that by presenting real world data on the massive lack of brand loyalty in our society and the fact that those businesses that do market do MUCH better than those that don’t.

Then, I bring in “The Secret To Marketing Success: **“Reach & Frequency”**”

Training these business owners that targeting the right customer, ongoing is the way to aggressively market their business

Then, after talking to all forms of media (legacy, digital, social, etc)

I break down the 2 forms of marketing:

Frequency Branding-> “which protects your brand and establishes “Top of Mind Awareness”)

Instant Impact-> “which drives clicks, calls and customers”

Cost-effective marketing = Massive ROI

300,000 Total LOCAL Online Ads



25,000 /month
on the #1
LOCAL Website

Online
List Optimization
& Reputation
Monitoring



Massive ROI

600,000 Total LOCAL Online Ads



Massive ROI

1.2 Million Total LOCAL Online Ads



Massive ROI

1.2 Million Total LOCAL Online Ads



Massive ROI

1.2 Million Total LOCAL Online Ads



100 Total Print Ads



Full Page (color) /week
w/ bonus (2x/mo):
Full page in Good News Gaston
Section Front Strip in Daily Paper

156 Total Print Ads



Three 2x3 (black & white)
ads/ week

156 Total Print Ads



Two 2x5 (color) ads/ week
w/ bonus Weekly (2x5)
in Good News Gaston

100 Total Print Ads



1/4 Page (color) /week
w/ bonus (2x/mo):
1/4 page in Good News Gaston
Masthead Ad in Daily Paper

Diamond Multimedia

\$495/week

REGULAR PRICE = \$1790.75/week*

*Open rate for full package

Platinum Multimedia

\$350/week

REGULAR PRICE = \$1021/week*

*Open rate for full package

Multimedia Programs
LIMITED to 20
advertisers ONLY



Gold Multimedia

\$195/week

REGULAR PRICE = \$508.50/week*

*Open rate for full package

Multimedia Programs
LIMITED to 20
advertisers ONLY



Silver Multimedia

\$99/week

REGULAR PRICE = \$323.50/week*

*Open rate for full package

Multimedia Programs
LIMITED to 20
advertisers ONLY



Bronze Multimedia

\$75/week

REGULAR PRICE = \$261/week*

*Open rate for full package

Multimedia Programs
LIMITED to 20
advertisers ONLY



Cost-effective marketing = **Massive ROI**

1.2 Million Total LOCAL Online Ads



50,000 /month
on the #1
LOCAL Website



50,000 /month
on National Sites
Behaviorally Targeted

156 Total Print Ads



Two 2x5 (color) ads/ week
w/ bonus Weekly (2x5)
in Good News Gaston



Online
List Optimization
& Reputation
Monitoring

Gold Multimedia
\$195/week

REGULAR PRICE = **\$508.50/week***

*Open rate for full package

Multimedia Programs
**LIMITED to 20
advertisers ONLY**





A 3 Minute Frequency Branding / Instant Impact Analysis

For Your Business Name: _____

I. Your Frequency/ Branding Quotient:

A) On a Scale of 1 to 10 how well known are you in the minds of your marketplace?

B) What's your USP (Unique Selling Proposition)?

What 3 things make you "rock" over your competitors (*Faster/ cheaper/ better, etc*)

C) Are there any major misperceptions or issues you need to correct in the "minds of the marketplace" (location, competitor shifts, past perceptions or challenges, etc)

II. Your Instant Impact Analysis

Appx. how many times a year would you normally need to focus on a business boost
(sales, offers, seasons, holidays, etc)

What top ones (of the above) come to mind:

III. Does anyone else assist you with your multimedia marketing?

Who:

Your info (name /number): _____

Impressions Help Sell Inches!

Combining your local newspaper’s Website inventory and Programmatic Audience Extension with print products has helped many newspapers this year gain hundreds of new advertisers, resulting in millions of dollars of new advertising revenue!

One example is GateHouse Media’s Gastonia (NC) Gazette that offered a number of packages, at various price points that rewarded local businesses with high value programs in exchange for agreeing to advertise for a full year! Also, included with each package was a solution (provided by Propel Marketing) that helps advertisers monitor their online reputation and improve their Google Maps rankings.

Packages offered varied in price (depending on the size of the business) from \$495/week to \$75/ week. The Gastonia Gazette (and sister newspaper Shelby Star) have generated over \$100,000 in new revenue in just a 5-day period using this model

Contact: Konrad LaPrade, Regional Ad Director, GateHouse Media
klaprade@gastongazette.com / [704-666-3085](tel:704-666-3085)

Thanks for thinking of me!
Hope all is well
Mike

.....
Mike Blinder| President - [Blinder Group](#)
(m) [917.865.4827](tel:917.865.4827) | [@MikeBlinder](#)

Survey Results



Armed with research about their readers' buying habits, ad reps for Jones Media newspapers are making measurable revenue gains.

How measurable? Try **\$248,000** in 2014 for [The Daily Times](#), a 17,000 circulation paper in Maryville, Tenn., and **\$168,000** for [The Greeneville Sun](#), a 14,000 circulation daily in Tennessee.

Senior Vice President John Cash said [Pulse Research's](#) AdSeller program accounts for the successful change in how the sales staff does business. The program is based on detailed surveys of readers' current and future buying habits, which is used to create annual plans for current and potential advertisers.

Pulse

AdSeller

AdSeller gives your sales team the upper hand when competing for local advertising dollars. An easy to use online tool, AdSeller allows your sales staff to create advertising presentations in the office, on the go, on in front of a potential client. Backed with the most current shopping data available, your sales staff become valued consultants.

5 Pulse Recommendations

SNPA & FPA SALES BLITZ

1. Teasers: setup appointments for sales blitz

Free use of research if paper promotes upcoming Pulse of America survey



2. Prospects –

Best business category opportunity for community newspapers based on actual sales results from over 5,000 Adseller ad reps

Combined close ratio, average sale and most sold

Business Type	Close Ratio	Average Sale	Sold Rank
Hearing Aid Center	Teaser 50.8%	\$4,769	19
Retirement Home	Teaser 52.6%	\$3,817	20
Funeral Service Provider	Teaser 52.2%	\$3,236	18
Shopping Center	Teaser 51.4%	\$4,855	54
New Vehicle Dealership	Teaser 46.4%	\$5,905	2
Furniture Store	Teaser 45.5%	\$5,031	4
Hospital	Teaser 49%	\$6,673	64
Real Estate Brokerage Firm	Teaser 48.7%	\$3,503	26
Realtor	Teaser 53.9%	\$2,183	1
Live Theater	Teaser 64.7%	\$2,969	108
Mattress or Bedding Store	Teaser 48.8%	\$4,099	60

Most Sold

Business Type		Close Ratio	Average Sale	Sold Rank
Realtor	Teaser	53.9%	\$2,183	1
New Vehicle Dealership	Teaser	46.4%	\$5,905	2
Family Style Restaurant	Teaser	40.5%	\$1,344	3
Furniture Store	Teaser	45.5%	\$5,031	4
Restaurant with Lounge or Bar	Teaser	39.4%	\$1,622	5
Auto Repair Shop	Teaser	39%	\$1,735	6
Hair and Beauty Salon	Teaser	38.5%	\$789	7
Insurance Agency	Teaser	36.4%	\$1,506	8
Fast Food Restaurant	Teaser	39.1%	\$1,364	9
Used Vehicle Dealership	Teaser	36.9%	\$3,386	10
Financial Advisor	Teaser	41.9%	\$2,253	11
Legal Firm or Attorney	Teaser	41.5%	\$2,428	12
Dentist	Teaser	45.4%	\$2,644	13
Drugstore or Pharmacy	Teaser	50.9%	\$2,216	14
Heating & Air Conditioning Services	Teaser	46.5%	\$2,903	15

Highest close ratio

Business Type	Close Ratio
Record Store	Teaser 100%
Garbage Collection Service	Teaser 87.5%
Knife Store	Teaser 83.3%
Adult Club or Entertainment Company	Teaser 77.3%
Bird Seed Store	Teaser 75%
Stucco or Plastering Contractor	Teaser 75%
Community Theatre	Teaser 73.3%
Lecture or Seminar Series	Teaser 72.2%
Musician or Band	Teaser 71.9%
Community Service or Non-Profit Organization	Teaser 71.4%
Asphalt or Paving Contractor	Teaser 70.8%
Geriatric Physician	Teaser 66.7%

Highest Average sale

Business Type	Close Ratio	Average Sale
Oral Surgeon	Teaser 42.9%	\$7,915
Casino	Teaser 42.2%	\$6,847
Hospital	Teaser 49%	\$6,673
Ear, Nose & Throat Doctor	Teaser 40%	\$6,313
Vascular Surgeon or Vein Center	Teaser 50%	\$5,989
New Vehicle Dealership	Teaser 46.4%	\$5,905
Neurosurgeon	Teaser 45.5%	\$5,606
Golf Pro Shop	Teaser 31.6%	\$5,225
Furniture Store	Teaser 45.5%	\$5,031
Senior Care Placement Agency	Teaser 55.6%	\$4,960
New Home Builder	Teaser 43%	\$4,946
Waterproofing Contractor	Teaser 41%	\$4,908

3. Best Ad Packages for sales blitz

Pulse recommendations



Your Plan: Your advertising is important & you know it. You want a regular program, but know occasionally you need some impact.

Our Solution: Our modular program offers a variety of sizes AND a digital presence to have a great balance of reach, impact and value.

MODULAR PROGRAM	
Advantage	4 Quarters, 4 Eighths, 16 1x2 Stamps
Monthly	218 Total inches
\$1,360	35 K 300x250 ROS digital impressions + Print Ad SEO
Expanded	2 Quarters, 2 Eighths, 20 1x2 Stamps
Monthly Charge	133 Total inches
\$940	35 K 300x250 ROS digital impressions + Print Ad SEO
Plus	1 Quarters, 2 Eighths, 12 1x2 Stamps
Monthly Charge	85.5 Total inches
\$735	25 K 300x250 ROS digital impressions + Print Ad SEO
Standard	2 Eighths, 12 1x1 Stamps
Monthly Charge	42 Total inches
\$375	10 K 300x250 ROS digital impressions + Print Ad SEO

All ads B/W
Three-month commitment required

CHOOSE YOUR PLAN



PRINT



WEBSITE



MOBILE



CLASSIFIEDS



BUSINESS DIRECTORY



EMAIL BLASTS



SOCIAL MEDIA BLAST



PLATINUM

Total Value: \$14,500.00

Discount: \$2,540.00

Weekly Investment: \$230.00

Quarter
Page
4.917" x 8"



Big Box
(300x250px)
ROS



Big Box
(Mobile)
ROS



4-Line
Classified Ad



1x2 Ad
Choice of Paper



160x200px
Included in
Daily Email Blast



Once a month
Mention

GOLD

Total Value: \$12,192.00

Discount: \$5,952.00

Weekly Investment: \$120.00

3x4 Size
4.917" x 4"



Big Box
(300x250px)
ROS



Big Box
(Mobile)
ROS



4-Line
Classified Ad



1x2 Ad
Choice of Paper

SILVER

Total Value: \$5,314.00

Discount: \$1,414.00

Weekly Investment: \$75.00

2x3 Size
3.222" x 3"



Big Box
(300x250px)
ROS



Big Box
(Mobile)
ROS



4-Line
Classified Ad



1x2 Ad
Choice of Paper

BRONZE

Total Value: \$4,192.00

Discount: \$1,072.00

Weekly Investment: \$60.00

2x2 Size
3.222" x 2"



Big Box
(300x250px)
ROS



Big Box
(Mobile)
ROS



4-Line
Classified Ad

SMALL SPACE BUSINESS BUILDER

A smart affordable frequency plan designed to drive results!

ALL PACKAGES INCLUDE: MARKETPLACE AND A SMALL SPACE FREQUENCY PLAN

- BENEFITS:**
- Reach 110,000 unduplicated readers
 - Frequency - 3 days a week
 - Online: 10,000 impressions on idahopress.com
 - Investment - starting at only \$50 per week!
 - Drive response and get customers to your front door
 - Stay ahead of your competition

PACKAGE A

\$25 /week

INCLUDES A 1" BLACK & WHITE FREQUENCY PRINT PLAN - AD RUNS 3 DAYS A WEEK!

Minimum 3 month commitment
Logos are omitted

PACKAGE B

\$50 /week

INCLUDES ONLINE BANNER AND A 2" FULL COLOR FREQUENCY PRINT PLAN - AD RUNS 3 DAYS A WEEK!

Minimum 3 month commitment
Logos are omitted

PACKAGE C

\$75 /week


INCLUDES ONLINE BANNER AND A 3" FULL COLOR FREQUENCY PRINT PLAN - AD RUNS 3 DAYS A WEEK!

Minimum 3 month commitment

PRINT EXAMPLES



Frequency ads need to focus on strong offers with a clean look for maximum results!



4. Target inconsistent advertisers
Focus on businesses that do
advertise, but not consistently with
Adseller to sell frequency contracts

5. FREE AdSeller program

**Free One Page AdSeller presentations
for any SNPA & FPA publication that
hosts survey**

HAPPY FURNITURE

BUSINESS OPPORTUNITY

Furniture Store Research

14.7%

Plan to Shop
Furniture Store

Oxdown Gazette Print + Web
Households Reached

37,500

14.7% of the 37,500 Households
Potential Customers

5,513

Annual Household Spending
Customer Value

\$900

\$900 × 5,513 Households
Projected Spending

\$4,961,700

Example of Opportunity
1% Share is

\$49,613

TARGET PROMOTION TO CURRENT DEMAND

Segments	Results	Households	Spending	Opportunity
Memory Foam Mattress	6.5%	2,437	\$1,900	\$4,630,300
Furniture (Bedroom)	8.5%	3,187	\$1,150	\$3,665,050
Furniture (Living Room)	10.3%	3,862	\$800	\$3,089,600
Furniture (Dining Room)	3.5%	1,312	\$1,490	\$1,954,880
Outdoor Furniture	7.6%	2,850	\$375	\$1,068,750
Reclining Chair	5.6%	2,100	\$450	\$945,000
Rugs	12%	4,500	\$200	\$900,000

Opportunity for more local purchasing

Total: \$16,253,580

CONSUMER HOUSEHOLDS MISSED BY OTHER MEDIA

Radio Ads (make local purchase)
71% no purchase - past 30 days

Business Facebook Offer
96% not used offer past 30 days

Local Business Website
54% not used - past 30 days

Home Shopping
75% not searched - past 30 days

CONSISTENT PROMOTION IS REALISTIC

22

New Customers
Out of 5,513
Cover Cost of Ad Campaign

52 Weeks campaign is \$188 per week
VIP Gold Package

\$9,750

Retail \$900 customer at est. 50% Gross Profit
Customer Gross Profit

\$450

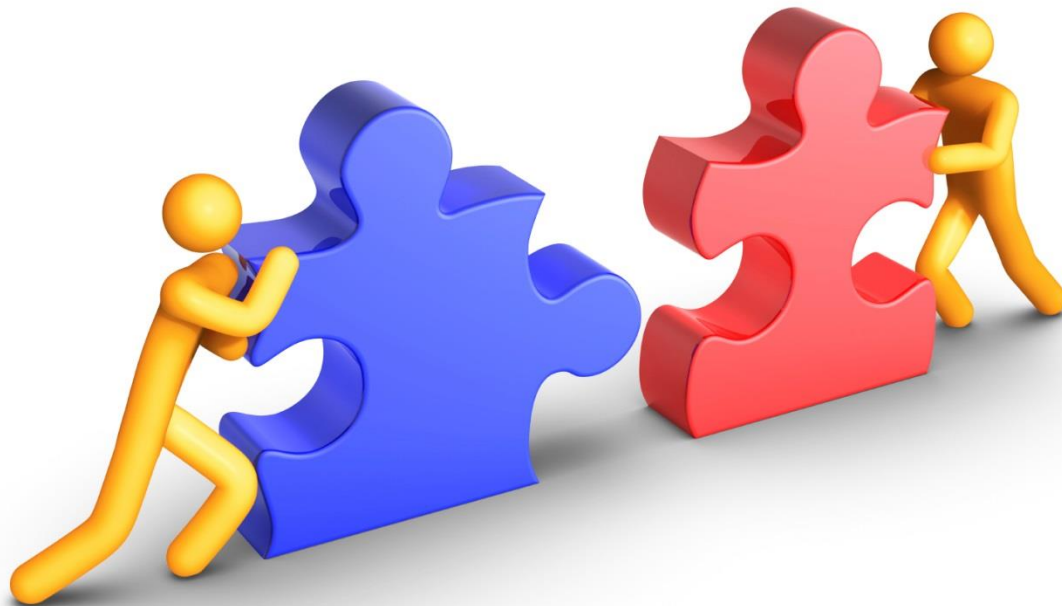
\$9,750 divided by \$450 Gross Profit
Customers to Pay for Campaign

22

New Revenue Opportunity
111, spending \$900 =
10x ROI on \$9,750 Campaign

\$100,000

External Partner



The salespeople and the advertisers easily understood the print and online hybrid program and SOLD IT FOR A ONE WEEK BLITZ. They basically received both for one low weekly price.

The salespeople were even surprised at the different new non-advertising accounts we were able to pick up from the concept.”

RICK WELCH

The Messenger in Madisonville, Ky.

Package Value
\$135/wk
Yours for only
\$49/wk

The Messenger

the-messenger.com

INTRODUCTORY PACKAGE

SAVE
56%

2 x 2" Biweekly Print Ad Campaign
in *The Messenger*

GOT LOGS?
NEED LUMBER?
PORTABLE SAWMILL SERVICE
AT YOUR LOCATION
800.973.1967

Your identical ad appears in the e-edition...
reaching an additional audience!



2 x 2" Biweekly
Print Ad Campaign
in *Pennyrile Plus*

Tile Ad on
the-messenger.com



Package Value
\$290/wk
Yours for only
\$109/wk

The Messenger

the-messenger.com

GOLD LEVEL

SAVE
62%

2 x 6" Biweekly Print Ad Campaign
in *The Messenger*

Best
Value!

Ridgewood Apartments

425 Filter Plant Road
Franklin, KY 42134-4084

BEAUTIFUL

2 & 3 Bedroom Apartment Homes
With 2 Full Baths, W/D Connections,
Ice makers, Dishwashers, Ceiling Fans,
Playground, Computer Room, Community
Room, Accessible Apartments Also Available

AND EVEN MORE

Wonderful amenities in these spacious
apartments! HUD Vouchers Accepted.
WATER, SEWER & TRASH PAID

Affordable Rents

2 Bedroom Apartments - \$485

3 bedroom Apartments - \$545

For more information
contact our **RESIDENT MANAGER**

Pamela Trent

270-598-8840



Equal Housing Opportunity



Your identical ad appears in the e-edition...
reaching an additional audience!



2 x 6" Biweekly
Print Ad Campaign
in *Pennyrile Plus*



Top Leaderboard Ad
on the-messenger.com



Madisonville Tire & Retreading
(270) 821-2954

[Learn More](#)



Cold Calling Blitzes





2006 CHARLOTTE COUNTY
CHAMBER OF COMMERCE
MEMBERSHIP SUPPORT
DRIVE CONTEST



**CHAMBER OF
CHAMPIONS**

**MAY 15TH THRU JUNE 3RD
SUPPORT YOUR CHAMBER & WIN BIG IN 2006!**

**RECEIVE \$10 FOR EVERY MEMBERSHIP SOLD PLUS,
10% OF THE MEMBERSHIP DUES COLLECTED!!**

**BONUS ALERT: THIS YEAR WE'RE COMPETING AGAINST OTHER TEAMS
IN THE COMMUNITY. CLEAR CHANNEL SAYS**

"THE SUN HERALD COULD NEVER BEAT THEM!"

WE'RE COMPETING FOR:

GRAND PRIZE:

\$500 FOR THE TOP PRODUCER

(THIS IS THE PERSON WHO ACHIEVES THE HIGHEST DOLLARS IN NEW MEMBER DUES DURING THE DRIVE)

2 SECOND PRIZES

\$250 WINNERS IN RANDOM DRAWING

**THE TOP TEAM WILL BE SERVED A "BREAKFAST OF CHAMPIONS"
ALONG WITH AWARDS FOR 1ST, 2ND & 3RD PLACE**

**THERE'S A NEW MEMBER RECEPTION ON TUESDAY JUNE 27TH. THIS
WILL BE INVITATION ONLY FOR NEW MEMBERS AND THEIR SPONSOR.**

Lucky 7



Prospecting Contest

- Are you feeling lucky?
 - Need some extra cash or prizes?
 - Are you tired of the same old cold calls?
- If you answered YES to any of those questions,

LUCKY 7 is here for YOU!

Your management team has placed **7 LUCKY prizes in every territory**. Yes, there's cash and prizes out there, and all you have to do is **find it!**

Don't forget, the point of this contest is for you to meet **new** businesses and **sell more advertising**, so make sure you ask the **needs analysis questions before** you ask for the prize. But, that's not all! The **first** account manager to find all of their LUCKY 7 prizes wins **\$500 CASH!**

Disclaimer: All calls must be made in person. No phone, text, email, social media or any other form of communication to contact and/or obtain prizes allowed. Territory will be disqualified from all prizes if not made in person. Contest expires 6/17/16.

Category Blitzes



Presents

Summer Dining & Entertainment Specials

Receive OVER 50% OFF
Let's Go & Punta Gorda Herald
with FREE Process Color

*Reach Over 140,000 Readers In Punta Gorda,
Port Charlotte, Englewood, North Port, DeSoto & Venice*

Let's Go Only

<u>Ad Size</u>	<u>Rate</u>
Full Page (6 col x 10").....	\$1,495
3/4 Page (6 col x 7.5").....	\$1,125
1/2 Page (6 col x 5").....	\$765
1/4 Page (3 col x 5").....	\$385
1/8 Page (3 col x 2.5").....	\$195
1/16 Page (2 col x 2").....	\$99

Both Let's Go & Punta Gorda Herald

<u>Ad Size</u>	<u>Rate</u>
Full Page (6 col x 10").....	\$1,795
3/4 Page (6 col x 7.5").....	\$1,350
1/2 Page (6 col x 5").....	\$915
1/4 Page (3 col x 5").....	\$460
1/8 Page (3 col x 2.5").....	\$235
1/16 Page (2 col x 2").....	\$119

Hurry! Offer Ends Sept. 30, 2009

Authorized Company Signature

Advertising Acct. Executive

Advertising Mgr.



SUN COAST HOME & GARDEN

**Reach Over 100,000 Readers
Every Week!**



Sun Newspapers introduces a weekly Home & Garden section every Saturday in your local Charlotte, Englewood and North Port Sun.

Participating Sun Coast Home & Garden advertisers will receive a feature story once every twelve weeks. These feature stories will give readers the Home & Garden information they've been eagerly anticipating while providing businesses with an exciting opportunity to profile their products and services.

2 x 3 Full Color

13x	26x	52x
\$199	\$189	\$179
p/wk.	p/wk.	p/wk.

2 x 6 or 4 x 3 Full Color

13x	26x	52x
\$379	\$360	\$290
p/wk.	p/wk.	p/wk.

Note: Rates are based on consecutive weekly placement in Sun Coast Home & Garden.

(Advertiser)

agrees to place advertising in Sun Newspapers promotion "Sun Coast Home & Garden" for the size and frequency specified. If advertiser fails to meet the contracted agreement terms, the advertiser will be billed for the rate and frequency specified.

Size

Frequency

Advertiser Signature

Received by: Advertising Representative

Accepted by: Sun Coast Media Group Inc.

Money Making Ideas



Once a year, in February, we publish our “Hometown Connections” book/magazine.

We consider it a “everything you ever wanted to know about Madison County” book.

Within the book/magazine we expand on.....

- Madison County history

- Every elected official, their picture and phone number

- Taxes, Permits and voting – along with a district map

- Every public and private school, addresses and phone numbers

- Schools that are “over the county line” but our county students still attend

- Hospitals, nursing homes, Health Care

- Leisure Activities, recreational activities

- All area churches and phone numbers

- Banks, businesses and services, shopping, and insurance agencies

- Libraries and post offices

- Etc, etc etc

We insert/stuff these into one of our editions and then deliver others all around the town in doctor offices, motels, chamber of commerce, banks and restaurants. We periodically deliver more inserts continually throughout the year. We also pass them out during our town's Down Home Days parade and Homecoming parade.

The advertisers know that the exposure lasts for one full year and that we continually keep the Hometown Connections magazine in circulation throughout the year.

This is our biggest project all year long in editorial content and in money revenue!

The book/magazine is usually around 80 pages.

Thank you,

Emerald Greene Parsons

Greene Publishing, Inc.

Madison County Carrier

Madison Enterprise-Recorder

[850-973-4141](tel:850-973-4141)

1. Observer preps.com

Online preps sports site focus on local sports integrated with local school social media. Launched with \$25,000 in revenue for the first 4 months.

2. Healthy West Orange challenge. 10 week challenge in print and online generating \$28,000 in new revenue to start the year. The challenged included 16 advertisers challenging the community to become a healthier community launching into a movement to become one of the top 10 healthiest communities in the Nation. The contest ended with a Health & Wellness Expo.



Dawn Willis // Publisher

tel [407-656-2121](tel:407-656-2121)

Observer preps.com

We also hosted a Chamber After Hours as the launch. The launch including High School marching bands, cheerleaders and football players. Including amazing tailgating food. The Initiative has been a big hit. We are currently launching T Shirts at weekly games.

This is a big push for the younger market and families to be connected with Observerpreps.

Expense for T Shirts was sponsored by a local T' shirt company. The overall expense was minimal based on the initiative being primarily online coverage.

Follow your favorite school all season long!

Observer Preps

.com



**CATCH
US ALL
SEASON!**

CLICK HERE >>



B.A.H.
BUSINESS AFTER HOURS

HOSTED BY

Observer
West Orange Times. Windermere.

Join Us As We Launch

ObserverPreps.com

The Best Coverage of Local Preps Sports

August 18th, 2016

5:30 p.m.-7:30 p.m.

at

Garage Mama Fitness

1232 W.G. Vineland Rd. #116 • Winter Garden, FL 34787



**CLICK
HERE
TO RSVP**

Plus... WIN the Spirit Award!

Wear your favorite sports jersey (High School, College or Pro Team) and Join the games, food and fun!
You will have chances to win sporting and event tickets & more.



Keeping you up-to-date with news, photos (game film), athletes of the week, commentary, alumni updates, recruiting and more for our area's prep sports.

OBSERVER PREPS SCHOOL COVERAGE PRINT & ONLINE COVERAGE

- West Orange High School (Winter Garden)
- Ocoee High School (Ocoee)
- Olympia High School (Apopka-Vineland, MetroWest, Windermere)
- Dr. Phillips High School (Dr. Phillips)
- Windermere Prep (Windermere)
- Central Florida Christian Academy (East Ocoee, MetroWest)
- Legacy High School (Ocoee/Winter Garden)
- Foundation Academy (Winter Garden/Horizon West)

ADDITIONAL OBSERVER PREPS ONLINE COVERAGE

- Evans High School (Pine Hills)
- Wekiva High School (South Apopka)
- The First Academy (Southwest Orlando)
- Apopka High School
- Freedom High School (South/Southwest Orlando, Seaworld area)

OBSERVER PREPS SPONSORSHIP OPPORTUNITIES

Launching August 2016 and includes:

- Your logo on all print promotions launching August thru November.
- Two ¼ page ads to use in our weekly papers prior to November 30th.
- One 300 x 250 Medium Rectangle ad locked on the Observer Preps webpage
- Your logo included on T-shirts to be used at 11 different High School "Games of the Week" during August through November.

**This is a 4 month package August through November at
\$500/month = Total Package price is \$2000.00.**

For more information or to advertise please
contact 407-656-2121
or email
AdvertiseNow@OrangeObserver.com

WEST ORANGE TIMES &
Observer

Circulation: 15,000

WINDERMERE
Observer
Serving Southwest Orange County

Circulation: 15,000

INTRODUCING

ObserverPreps.com

**CATCH
US ALL
SEASON!**



Facebook....Observer Preps



Twitter@ObserverPreps



Instagram ...@observerpreps



**Follow your favorite
school all season long!**

Keeping you up to date with news,
photos (Game Film), athletes of the week,
commentary, alumni updates,
recruiting and more for our area's prep sports.

Presented by...

Observer
West Orange Times. Windermere.

Sponsored in part by...



**FLORIDA HOSPITAL
WINTER GARDEN**
*The skill to heal. The spirit to care.**



A OOR SHOPPING CENTER

To advertise or subscribe email AdvertiseNow@OrangeObserver.com or call 407-656-2121

Increase Your Advertising Results With **COLOR!**

Its A FACT!

Ads that have color generate
43% MORE RESPONSE than
ads that are black & white!

**Add Color To Your
GOLD Ad Today!**



For Only

\$40*

Yes! Sign me up for the 12 -week Gold Color Special for Only \$40 per ad.*

Name of Account: _____

Owner/Manager Signature: _____

Received by: Advertising Representative

Received by: Sun Coast Media Group

* Does Not Include Supersized Ads

SUN
NEWSPAPERS

Last Chance For Summer Splash '09

OVER
50% OFF

FREE
Process Color

Catch **BIG MONEY**
With **BIG Ads!**

CRUSH Your Competition This Summer!



**1/4
Page!**

Reach Over
120,000
Readers in
the
Charlotte,
DeSoto,
Englewood
and North
Port Sun



**1/2
Page!**

It's A
Fact
That
Color
Increases
Sales
Results by
43%!



**Full
Page!**

ONLY
☐ **\$599***
Includes FREE
Process Color!

ONLY
☐ **\$1,095***
Includes FREE
Process Color!

ONLY
☐ **\$1,995***
Includes FREE
Process Color!

Hurry! Offer Ends July 31, 2009

*Summer Splash Ads available on Monday, Tuesday & Thursday

Company Name

Advertising Frequency

Authorized Company Signature

Advertising Acct. Executive

Advertising Mgr.

A row of six smiling professionals: a construction worker in a blue shirt and green hard hat holding blueprints; a female nurse in a white coat and stethoscope; a male doctor in a white coat and stethoscope; a female florist in a red top holding a bouquet of flowers; a male hunter in a plaid shirt holding a shotgun; and a male chef in a white uniform and hat making an 'OK' hand gesture.



**Advertiser agrees to place advertising
on the Business Profile Page for:**

- Business Name** _____

Signature _____

Accepted by: Sun Coast Media Group

Call 941-206-1263



**23170 Harborview Road
Charlotte Harbor, Fl 33980**

5P20775

CONTRACT BLITZ



If you fail...



Schedule your blitzes



Divorce your special sections losers!



Don't listen to your AEs

POSITIVE	NEGATIVE
+	0
1	-
POSITIVE	NEGATIVE

QUESTIONS

