#### 2016 Key Executives Mega-Conference

# 10 Turn-key Ideas in 10 Minutes That Generate Revenue (and results for your customers!)

# Sticky Notes Digital Bundle

- FREQUENCY
- Digital component
- Include Homepage Roadblocks
- Include mobile too



#### Annual Calendar

- Great reader engagement/shelf life
- Premium edition with great value
- Sponsor opportunities



#### Puzz e Book

- Wide audience
- Easy to get content
- Long shelf life
- Great reader engagement for advertiser



## **Anchor Inventory**

- Fixed positions, no extra cost
- Digital component
- Sports, Crosswords, Celebrity
   News, Weddings, Funerals
- 12 16 -26 -52 week
   commitments
- Probably 10-12 sponsor positions



#### Multi-Million \$ Producers

- Get list of multi-million dollar producers for real estate
- Put together monthly advertising program touting their success, pre-sale annual commitments
- Include plaque for Realtor to hang that gives them recognition from paper.



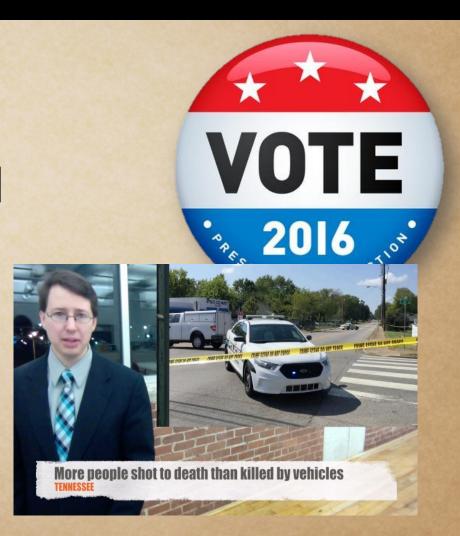
## Digital Promotion Events

- Forecasting to grow 78% by 2020
- Database has increased 75% over
- 2015 in just two months
- More than just Readers Choice
- West did just under 400K in January
- · Other digital events: surgeries, debates, spelling bees



#### Local In-brief newscast

- Think mobile, levels playing field
- First 'Newscast" ever in markets
- Sell digital pre-roll
- No need for a studio
- Start it with the election cycle
- Little investment needed



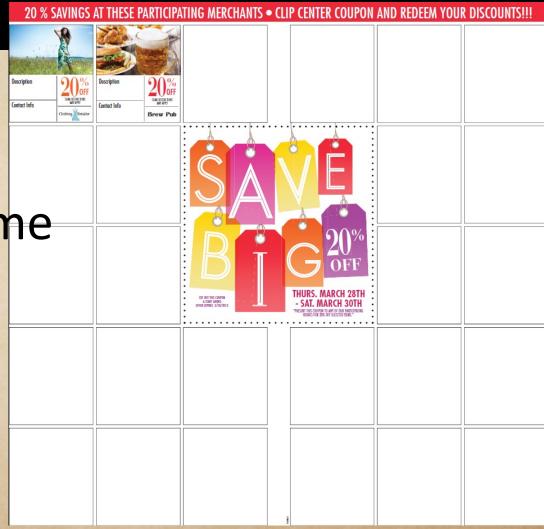
# Baby Publication

- Planner or magazine
- Distributed advertiser counter tops
- Distributed at hospitals, maternity, non-profits for mothers
- Access non-traditional advertisers



#### Multi-Advertiser Sale

- Multiple advertisers offer same discount same weekend
- Print and digital components
- Double truck in paper

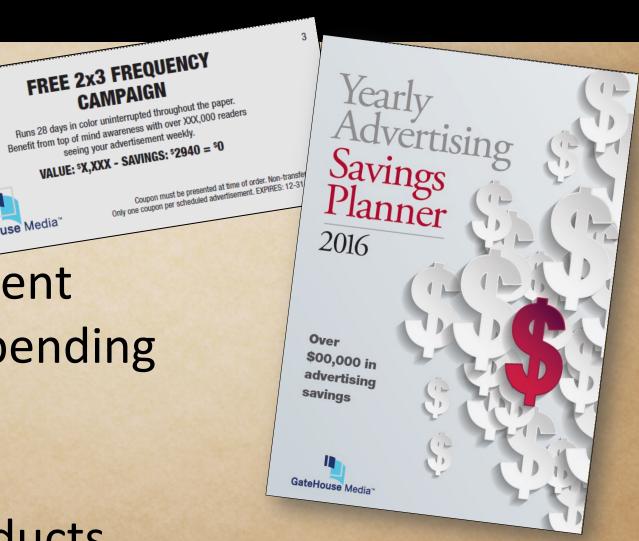


## Yearly Savings Planner (coupon book)

FREE 2x3 FREQUENCY

seeing your advertisement weekly. VALUE: \$X,XXX - SAVINGS: \$2940 = \$0

- High quality coupons
- Use a calendar for fulfillment
- Target inactive and low spending accounts
- Year long campaign
- Introduce them to all products



#### **Contact Info**

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