

*Sponsored by Inland Press Association, Local Media Association, the Southern Newspaper Publishers Association and News Media Alliance*

**Deadline for entries is 11 p.m. (Central) on Tuesday, January 15, 2019
There is NO entry fee.**

**Please complete those questions below that pertain to the innovative idea that you are nominating. After completing your entry, please email this document to** **cindy@snpa.org****. Thank you!**

Newspaper or company name:

Address:

City:

State:

ZIP:

Entry submitted by:

Title:

Email address:

Phone:

**NEW REVENUE CHANNELS**

What new product(s) or approaches have you introduced in the past 3 years that is/are making a significant difference in your business model today or is expected to significantly alter your business model in the near future? In addition to a description of your products or approaches, please provide links to showcase examples. If you would prefer to mail 10 printed samples, email cindy@snpa.org for the mailing address. (300 words or less, suggested)

**BUSINESS MODEL TRANSFORMATION**

Digital Revenue:

My digital revenue was \_\_\_\_\_ percent of my TOTAL REVENUE over the past 12 months.

Digital revenue at my company grew \_\_\_\_\_ percent this past year over the previous year.

**NON-CORE REVENUE**Have you diversified your revenue in other ways beyond print and digital, such as events or agency services (PR work, logo development, competitive media placement, etc.)?

\_\_\_\_\_Yes

\_\_\_\_\_No

If yes, what percentage of your total advertising revenue comes from these streams? \_\_\_\_\_

What do you expect it to be in three years? \_\_\_\_\_

Please provide any additional details or comments that you would like the judges to consider (300 words or less, suggested).

**AUDIENCE DEVELOPMENT**

Please describe any innovative audience approaches your company has taken that has allowed your company to reach more readers, new audience segments (for example: Millennials, sports fanatics, etc.) or improve subscriber engagement. How has this impacted subscriptions, open rates, social shares or total audience? (300 words or less, suggested)

**SALES & MARKETING APPROACH**

Which of the following applies most to you?

\_\_\_\_\_We have trained all sales executives how to sell digital products.

\_\_\_\_\_We have a separate staff to sell digital and/or new initiatives.

\_\_\_\_\_We have specialized people who sell the complicated stuff and help the rest of the staff sell our new and/or digital product mix.

Please describe any innovative sales and marketing approaches you have taken that have helped your company improve the trajectory of your revenue (300 words or less, suggested)

**ORGANIZATIONAL & COMPANY CULTURE TRANSFORMATION**

Please describe how your company has changed its organizational structure, work environment and/or rewards to encourage innovation. (300 words or less suggested)