



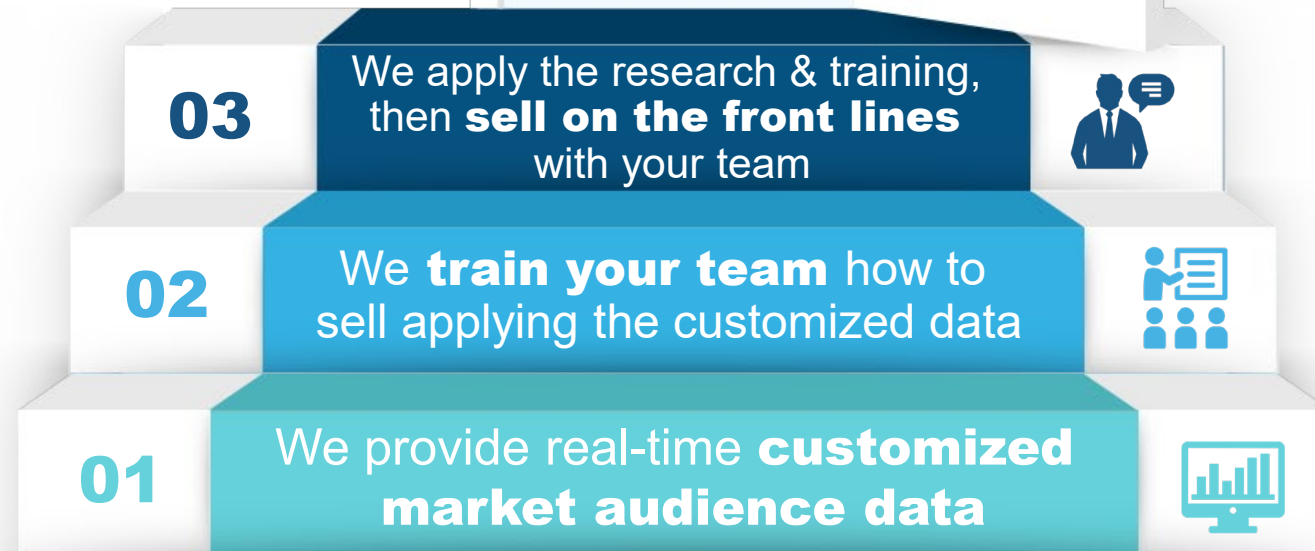
coda



=



In 3 easy steps, we unveil the full power of your audience, **sell on the front line** with your sales team, and instantly convert the audience data into **new annual ad revenue agreements**.



coda

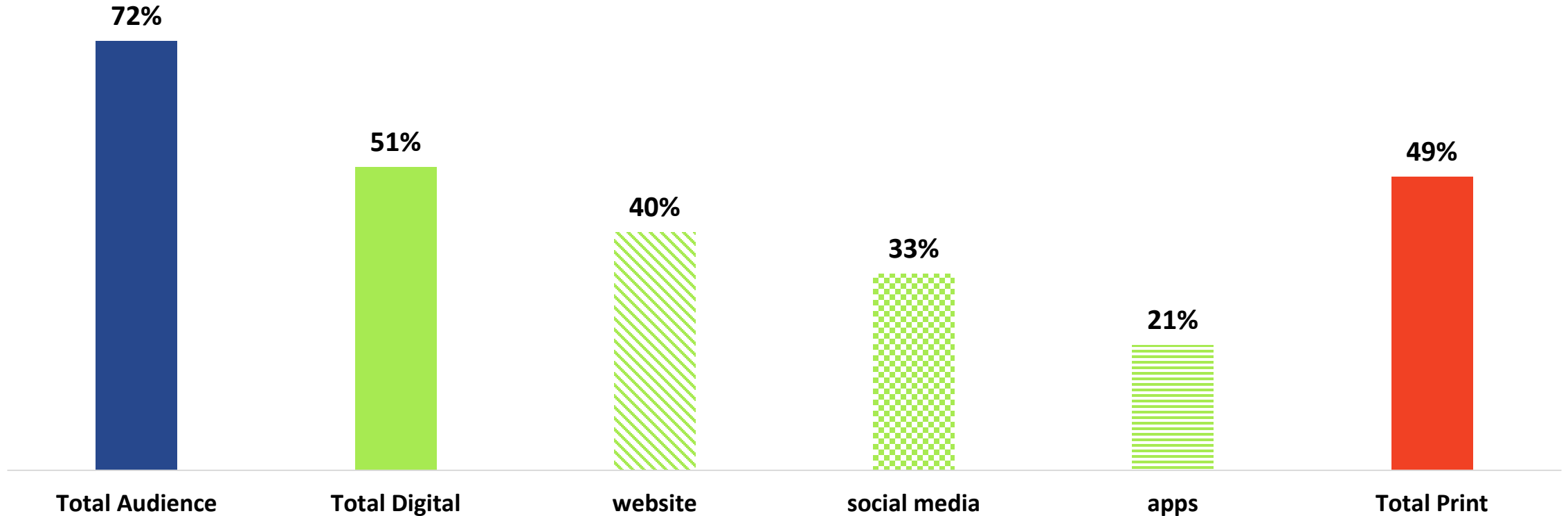
The background of the image is a clear, vibrant blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, with a larger, more prominent cloud in the upper left quadrant. The overall atmosphere is bright and airy.

Imagine

Newspaper Audience: Beating Expectation



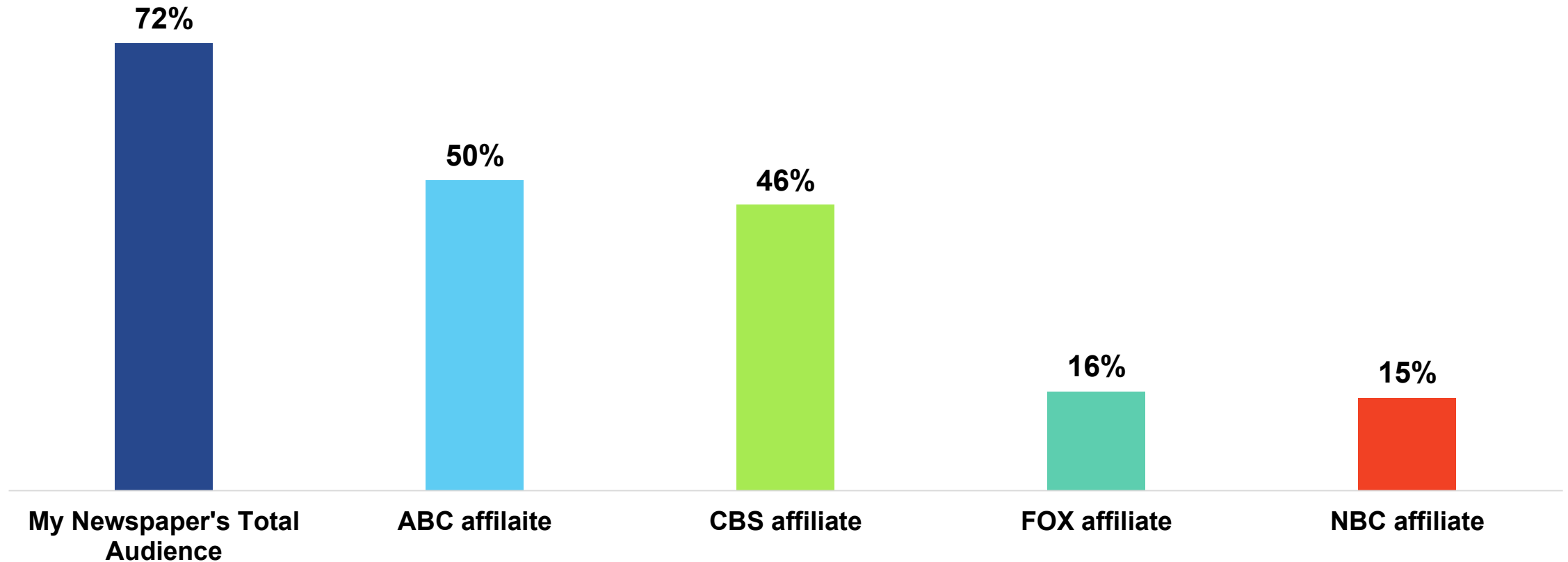
Newspaper Audience - Past 7 Days



Audience: Greater Than Local TV



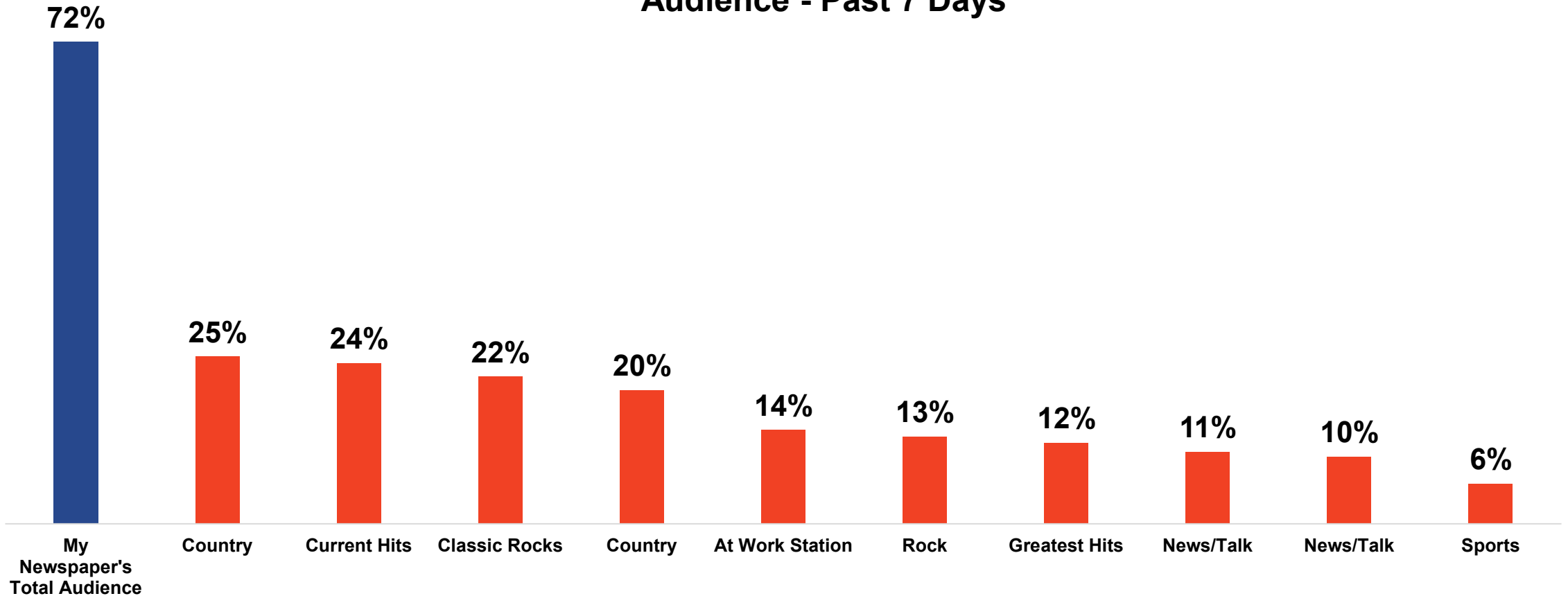
Audience Comparison - Past 7 Days



Audience: Much Higher Than Local Radio



Audience - Past 7 Days



Product/Marketing Data Customized to Meet Your Sales Needs



**Product usage for
your top 25+ key
advertiser categories**



New product adoption
*(e.g., smart speakers, meal kits,
mattress in a box, etc.)*



Brand specific data
*(e.g., familiarity, consideration,
preference, etc.)*



Shopper data:
consumer spending,
preferences, etc.



**Media most relied on when
shopping – your newspaper
brand vs. other media.**



**Demographics &
Psychographics**

Newspaper Media Audiences Are Knowledgeable Car Shoppers



Have Shopped/Consider Shopping (Top 3)

	Market	My Newspaper	
	Comp.	Comp.	Coverage
Jim's Toyota	30%	36%	83%
Marianne's Mercedes	28%	35%	85%
Dave's Ford	27%	31%	83%

Good Deals (Top 3)

	Market	My Newspaper
	Comp.	Comp.
Jim's Toyota	30%	23%
Marianne's Mercedes	19%	23%
Dave's Ford	17%	21%

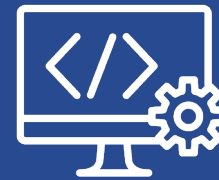
Dealer You Can Trust (Top 3)

	Market	My Newspaper
	Comp.	Comp.
Jim's Toyota	9%	10%
Marianne's Mercedes	8%	10%
Dave's Ford	8%	9%

Client Deliverables



Sales ready report templates



Access to custom tabbing software

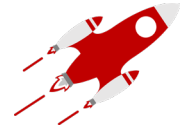


Sales & research training/support



Customized on-demand reporting from Coda team

coda



ROCKET²

RESEARCH DRIVEN REVENUE

The industry's first
research-driven
revenue program that
offers newspapers a
revenue guarantee

coda

About Us

The Weeks Group



"The Weeks Group", a team of industry-trained sales leaders with a real passion for selling newspaper media solutions.

We create and execute one-week revenue events that have generated millions of dollars in new ad revenues for the newspaper industry.

Founded in 2011

28 talented sales directors who grew up selling advertising as newspapers employees.

- 1. Build Media Packages**
- 2. Sell on the Front Line with your team**
- 3. Earn a commission when successful.**



ROCKET2REVENUE.COM

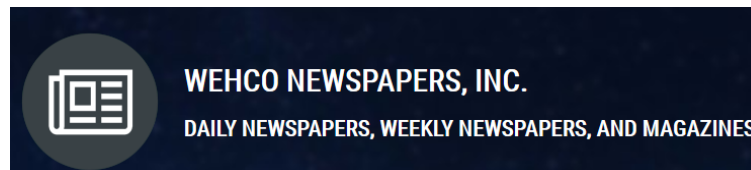


The Weeks Group

Clients.... The Weeks Group



Arkansas Life



Larger Markets

Market	1 Week Revenue
Worcester	\$405K
Ft. Myers	\$461K
Philadelphia	\$520K
Miami	\$549K
Daytona Beach	\$560K
Sarasota	\$647K
Oklahoma City*	\$650K
Baton Rouge	\$681K

Market	1 Week Revenue
Raleigh	\$877K
Hartford*	\$1.0M
San Jose*	\$1.1M
Columbus	\$1.1M (2016)
Baltimore*	\$1.1M
Tampa Bay	\$1.5M
Orlando	\$1.5M
Ft. Lauderdale*	\$2.1M

***in 2 market visits**

Corporate Wide Revenue Results



Lee Enterprises	\$3.8 million
Pioneer News Group	\$773,942
Gannett	\$4.6 million
WEHCO	\$1.089 million

Individual Markets

Market	Incremental Revenue Generated
St Louis	\$504,640
Madison	\$219,444
Tucson	\$752,380
Lincoln	\$285,195
Munster	\$283,387
Quad Cities	\$221,387
River Valley	\$162,518
Billings	\$258,961

201 Magazine	\$750,000
Albany	\$241,300
Missoula	\$239,640
Provo	\$148,732
Helena	\$254,440
New Orleans Advocate	\$168,000
Elizabethtown KY	\$152,000
Klamath Falls OR	\$155,000
New Bern Jacks. Kinston	\$233,000
Coeur d' Alene	\$140,000
Billings	\$287,000

Anchorage	\$418,000
Pocatello, ID	\$181,000
Scranton PA	\$178,000
Arkansas Life Magazine	\$325,000
Wilmington, NC	\$257,000
Texarkana	\$188,000
Hot Springs	\$149,000
New Bedford	\$224,000
El Dorado/Mag./Camden	\$214,000
Kalispell MT	\$193,000
Burlington, Lex., Asheboro	\$248,000

19,000
Circulation



ROCKET²

RESEARCH DRIVEN REVENUE

GUARANTEED

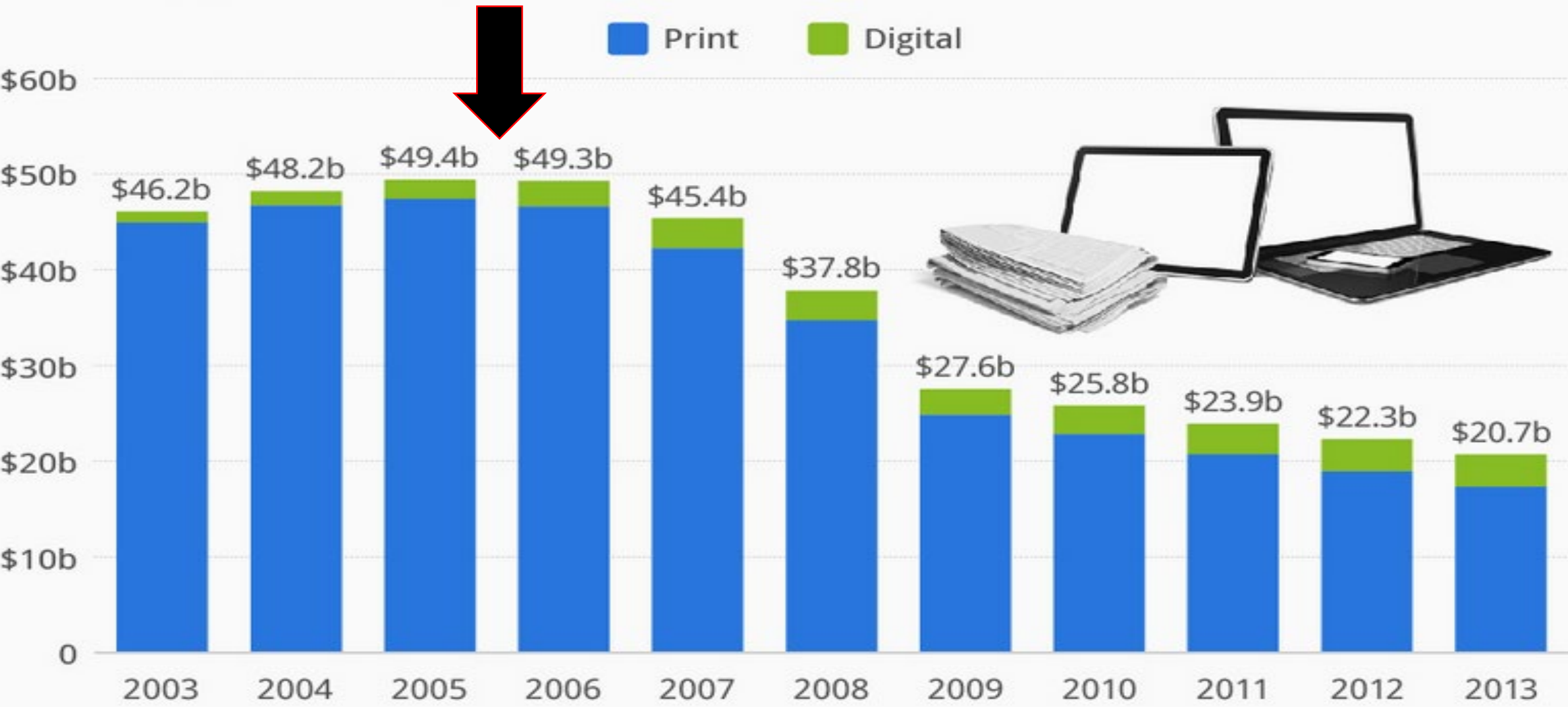
“Potentially the single biggest idea in 2019 that will dramatically impact revenue production for the newspaper industry” EJW



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U.S. newspaper advertising revenue (in billion U.S. dollars)



WHAT IT TAKES TO WIN TODAY

It's not 2006 and winning in media has new requirements.

- Detailed knowledge of your audience and your Sellers need to KNOW it well.
- Clear understanding of your competition.
- Uncover revenue opportunities in various categories.
- Use every competitive advantage.

You can't do it alone.

- Connect with partners who know your business



Our Mission = Your Success!

**First \$25,000 in
Revenue Delivered
Commission Free!**

GUARANTEED!

