80/20 by 2020

A Revenue Growth Plan

2/14/20

RJ media group
Transformation

Culture + Strategy = Results
Mindset

Continue the Culture of Continuous Change

Succeed or Fail Fast!
Non-Traditional Revenue as a % of Total Revenue

80/20 by 2020
4 Pillars of Transformation

1. Consumer Revenue
2. Owned & Operated Revenue
3. Event Revenue
4. Homebase Digital Revenue

80/20 by 2020

Foundation:
~ Unique Local Content ~ Strong Local Brands ~
~ Community Relationships ~
1. Consumer Revenue Team

https://prezi.com/view/yrpZviFCfXRLnIARA4YzD/
1. Consumer Revenue Team

- Pageviews
  - Audience is anyone who reads our content
- Audience Focused Model
- Pivoting to
  - Engagement
  - Multiple audiences each with own interests, needs, problems
- Fighting for clicks
- Building engagement, earning subscriptions

https://prezi.com/view/yrpZviFCfXRnIARA4YzD/
1. Consumer Revenue Team

What We Will Do

The Record-Journal will unite company-wide to become an indispensable part of our readers’ daily lives through audience-focused, data-driven strategies with the goal of increasing digital subscriptions 200% before the end of 2020.

https://prezi.com/view/yrpZviFCfXRLnIRA4YzD/
1. Consumer Revenue Team

https://prezi.com/view/yrpZviFCfXRLnI6RA4YzD/
1. Consumer Revenue: #FactsArentFree Team
4 Task Forces Formed in December 2019

1. Content Engagement Strategies
2. #FactsArentFree Marketing
3. Retention & Onboarding
4. New Pricing Offers
1. Consumer Revenue: #FactsArentFree Team

- Experiment
2. Owned & Operated Digital Revenue

Content Sponsorships
2. Owned & Operated Digital Revenue - Content Sponsorships
2. Owned & Operated Digital Revenue Content Sponsorships
2. Owned & Operated Digital Revenue
Content Sponsorships
2. Owned & Operated Digital Revenue

Promotions
3. Event Revenue
3. Event Revenue

Revenue:
$25,000 in 2016 to $235,000 in 2019
4. Homebase Digital Revenue

Why Launch a Separate Digital Brand?

- Businesses said they don’t want to buy digital from a newspaper
- But many businesses also like that a digital brand has a stability behind it and is established in the local community
4 Pillars of Transformation

1. Consumer Revenue
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Foundation:
~ Unique Local Content ~ Strong Local Brands ~
~ Community Relationships ~

80/20 by 2020
Owned & Operated Digital Revenue

& Events

& Homebase Digital...

12-Month Media Plans
12-Month Media Plans

Culture Shift

Transactional → Long-Term
12-Month Media Plans

1. CNAs with prospects

2. Weekly Brainstorm Sessions – Sales Team, Creative Team, Fulfillment Team, Managers

3. Build Customized List of Product/Service Solutions for Each Prospect – Input from media consultant, manager & 3 fulfillment partners

4. Build 12-Month Planning Calendars

5. Build Multimedia Proposal with Spec Ads & Visuals
# 12-Month Media Plans

## Holiday Hill 12 Month Media Plan Proposal

**1/30/20**

### Client Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>Holiday Hill Day Camp is a “hidden gem” in Prospect. Objective is to make Holiday Hill Day Camp a household name</td>
</tr>
<tr>
<td>Education</td>
<td>Staffing is accredited with little turnover. Tons of great activities to do, all food is included, family owned, but stops all over CT.</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>Have your prospective parents of campers sign up for camp</td>
</tr>
</tbody>
</table>

### Target Audience(s)

- Parents of children 3-13 within the state of Connecticut (may be narrow focus to 30 mile radius of Prospect). Income of $100k+.

### What are your expectations?

- Metrics, phone calls, walk ins, clicks, website growth, etc.

### What's your capacity?

- Unlimited

### Other

- Main objectives are to increase conversions & awareness

### Client Locations

<table>
<thead>
<tr>
<th>Number of locations</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of locations</td>
<td>42 Canoe Rd. Prospect, CT 06712</td>
</tr>
</tbody>
</table>

### Client Seasonality

<table>
<thead>
<tr>
<th>Season</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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</tbody>
</table>

### Solutions

- **Print**: Full Page Full Color Print Ad
- **Premium positions**: Back page of CC, SC, NHC, PC, BC, TT, TP

#### Proposals

- Record-Journal
- Cheshire Citizen
- North Haven Citizen
- Plainville Citizen
- Torrington Citizen
- The Post

<table>
<thead>
<tr>
<th>Print Spatial Sections</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td>Business &amp; Industry</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Back To School</td>
<td>X</td>
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<tr>
<td>Business &amp; Industry</td>
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<td>Back To School</td>
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**RJ Media Group**
# 12-Month Media Plans

## Print Special Sections

<table>
<thead>
<tr>
<th>Print Special Sections</th>
<th>January</th>
<th>February</th>
<th>March</th>
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</thead>
<tbody>
<tr>
<td>Business &amp; Industry - Full page ad, article &amp; photo</td>
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<td>Back To School - Full page ad</td>
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<tr>
<td>Camp &amp; Activities Pages - 2x4 ad</td>
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## Ad Notes

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<tr>
<th>Ad Notes</th>
<th>January</th>
<th>February</th>
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<th>April</th>
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</thead>
<tbody>
<tr>
<td>Covering 100% of 9 towns: Meriden, Wallingford, Southington, Cheshire, Berlin, North Haven, Plainville, Durham, Middlefield</td>
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<td>Reach: 155,245 households</td>
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## Promotions

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<th>April</th>
<th>May</th>
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</thead>
<tbody>
<tr>
<td>Win a Free Week of Summer Camp! Lead Generation Contest</td>
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</table>

## Events / Sponsorships

<table>
<thead>
<tr>
<th>Events / Sponsorships</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<th>June</th>
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</thead>
<tbody>
<tr>
<td>Design An Ad - Event Sponsorship Hosting the R.J event at Nelson Hall</td>
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<tr>
<td>Wallingford 350 Jubilee Countdown Champion Sponsorship</td>
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</table>

## Digital Marketing Services

<table>
<thead>
<tr>
<th>Digital Marketing Services</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<th>June</th>
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<tbody>
<tr>
<td>Youtube Non-Skippable Pre-Roll Ad Campaign</td>
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<tr>
<td>Facebook &amp; Instagram Ad Campaign</td>
<td>X</td>
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<tr>
<td>SEM (Google Ad Words)</td>
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<tr>
<td>Targeted Display Ads - 100,000 impressions/month</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Targeted Email Campaign - Parents with Children 3-13, Household income $100,000+, 20 mile radius of Prospect Reach: 35,225</td>
<td>X</td>
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12-Month Media Plans
Weekly Brainstorm Sessions – Sales Team, Creative Team, Fulfillment Team, Managers
Questions

- Liz White, Publisher & EVP
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  - lwhite@record-journal.com