


20 FOR '20

REVENUE IDEAS THAT WORK!

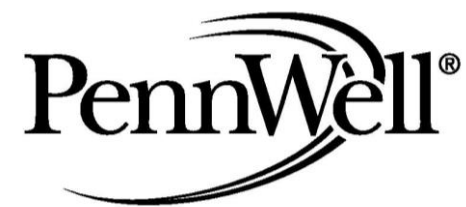


Presented by Ryan Dohrn
Founder, Brain Swell Media
RyanDohrn.com



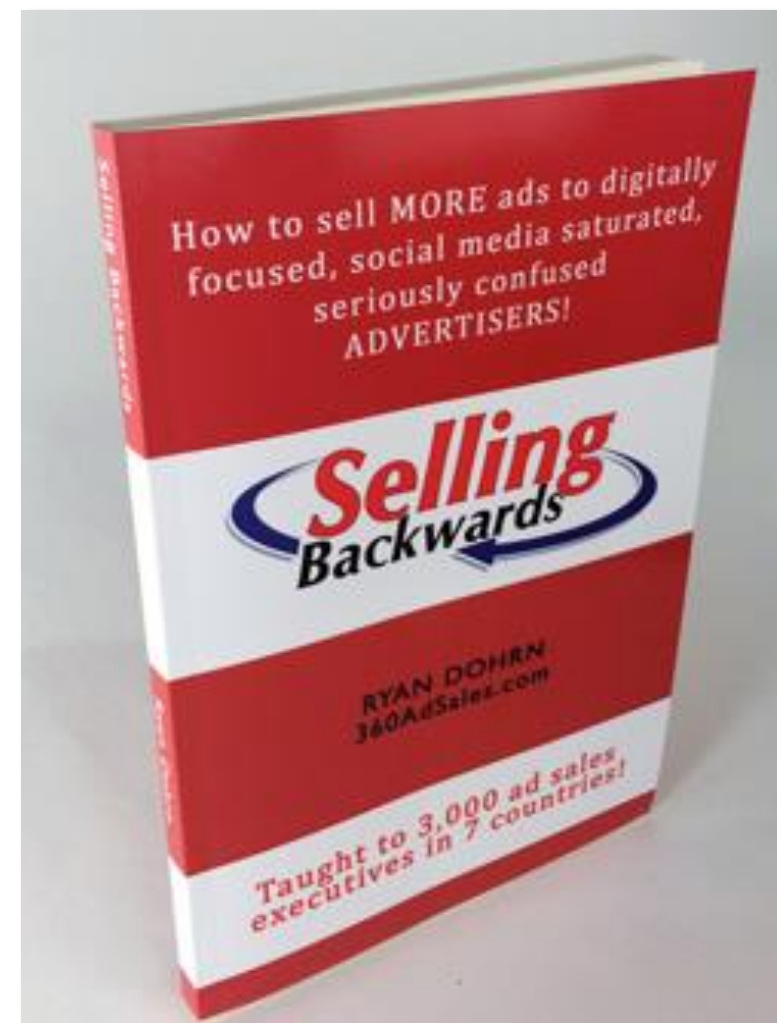
Over 500 magazine and newspaper titles.
Over 20,000 ad sales reps trained in 7
countries.

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Ad Sales Training Advice Blog

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- [TARGET Your Media Sales Message to Grow Results](#)
- [6 Ways To Show Your Advertisers Some Love](#)
- [10 Proven Ways To Exceed Your Sales Goals](#)
- [Selling Santa? A Fun Sales Tale.](#)
- [10 Ways To Boost Your Fall Sales Numbers](#)



Proven Ad Sales Training For Media Companies!
Over 3,000 ad sales professionals trained to date!

Firefox alias



There is a future in paper... WATCH!

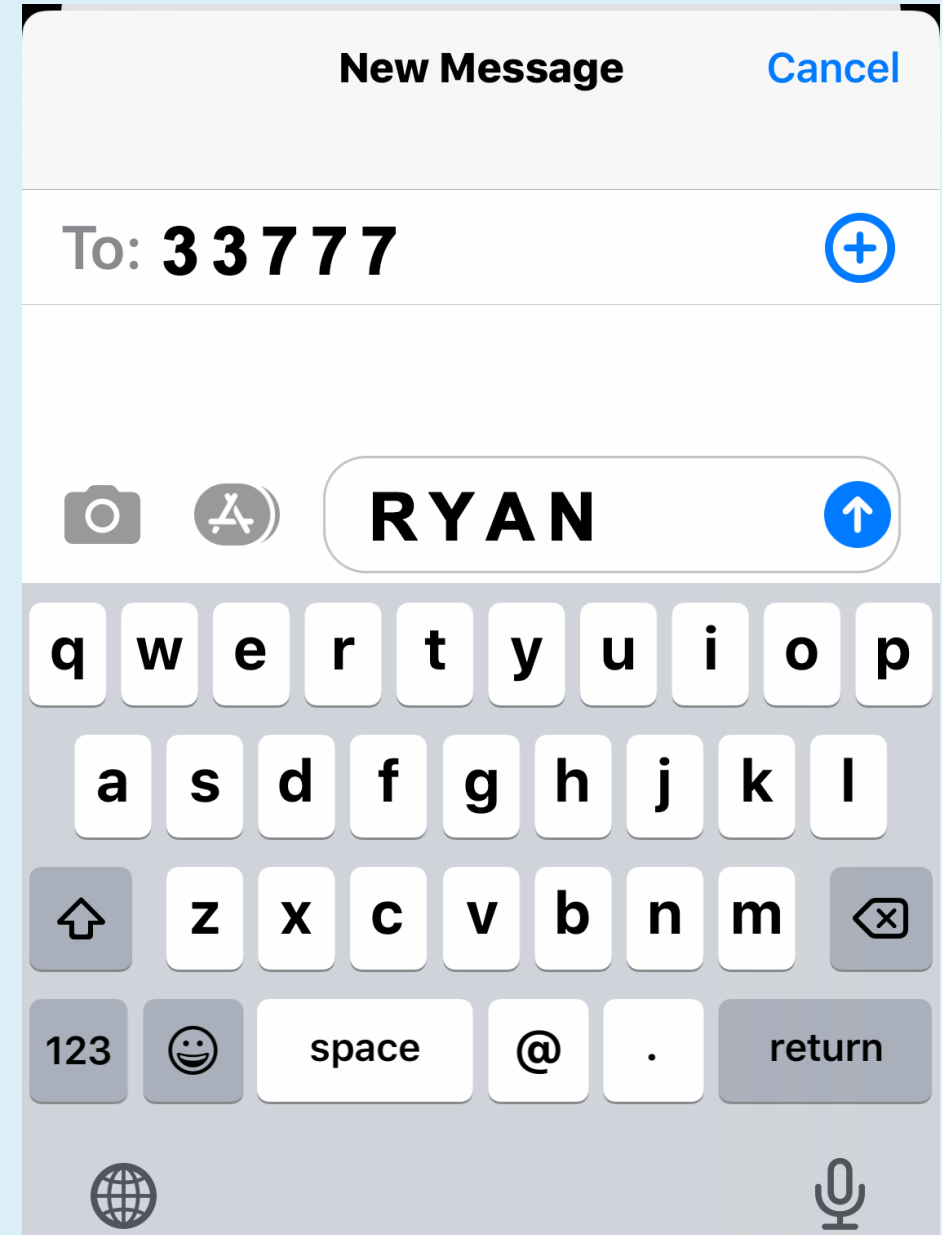


The ideas today are provided as a service to you. The presentation of these ideas is not meant to imply an endorsement of the product or service.

Revenue idea #20
made \$650,000 for
a newspaper in a
mid-sized market in
a Southeastern
state.




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REVENUE IDEA #1:

Topic Specific eNewsletters

Only landscapers
Only homes with pools
Only homes at the lake
Only insurance providers
Only dentists
Only restaurants
Only home improvement
Only marinas
Only bars and pubs



PRESCOTT VALLEY
TRIBUNE
Prescott Valley & Dewey-Humboldt, Arizona


Homes with Pools Showcase



Stunning custom home built by Jimmy Garren. Lush landscaping & front entry with impeccable curb appeal featuring 4 bedrooms, 3.5 bathrooms & optional 5th bedroom in basement. Elegant foyer welcomes guests. Cozy great room accented by offered ceiling & fireplace. Study, sunroom, half bathroom, laundry room w/ sink & cabinetry on main level. Located off formal dining room this chef's kitchen features: breakfast area. [Click here to learn more.](#)



Fabulous three acre estate, custom built by Marc Simons, features hardwood floors, soaring ceilings, formal living & dining rooms, family room with fireplace, and updated gourmet eat-in kitchen that includes granite counter tops, stainless appliances, Subzero refrigerator, two ovens, ice maker, warming drawer, loads of cabinet and counter space, center island, bar, & sitting area. [Click here to learn more.](#)



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This is a mock-up example for educational purposes.

REVENUE IDEA #2: Incredible Kids Promotion



Source: <https://lab.secondstreet.com/articles/stl-magazine-kids-sweeps/>

REVENUE IDEA #3: Ask the Expert / Q&A



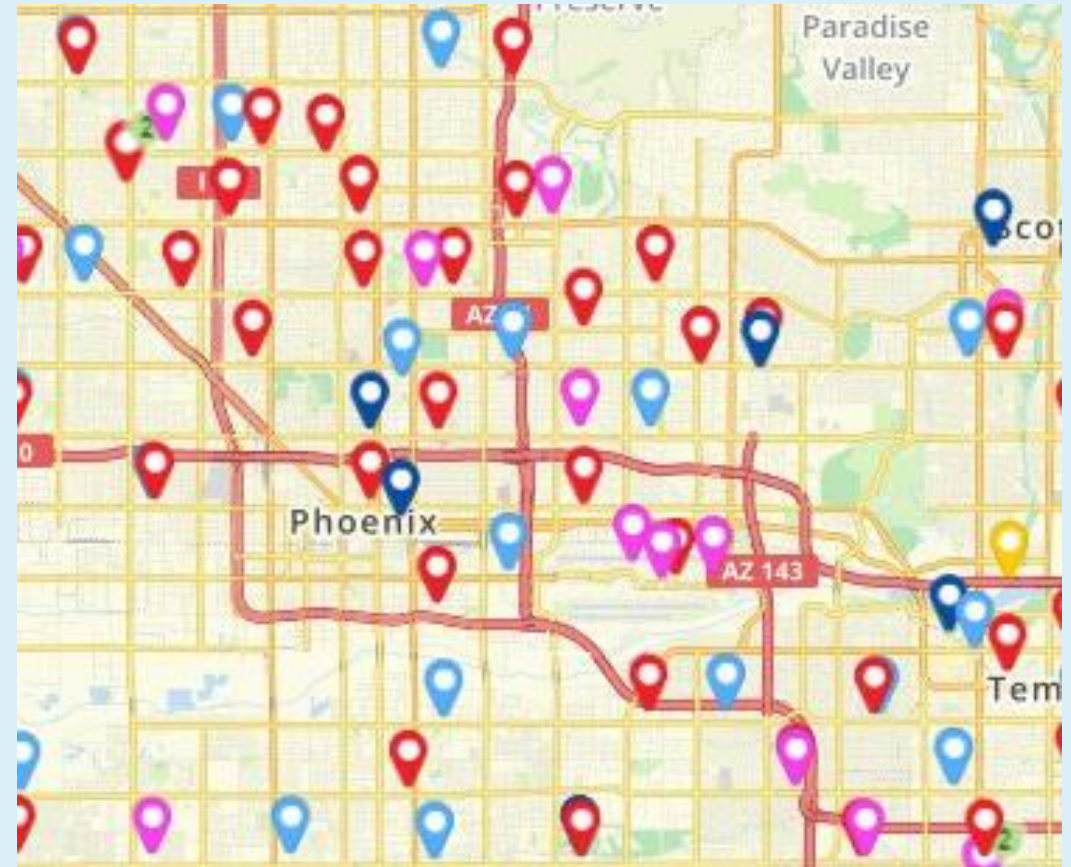
Ask the Gardner
Ask the Family Counselor
Ask the Mechanic
Ask the Banker
Ask the Chef
Ask the Handy Man
Ask the Insurance Pro
Ask the Realtor

REVENUE IDEA #4: Track Readers to Advertisers

Load subscriber data
Exact match to home address
Mobile ID at home is recorded




Load advertiser addresses
Geo fence advertiser location

Track readers by mobile ID
when they enter the store



REVENUE IDEA #5: Comparative Selling Strategy

Market Intelligence Report

	2019 Advertising Spend Range	2020 Projected Spend Range	2020 Customer Reach
	\$35,000 - \$45,000	\$35,000 - \$45,000	565,000
	\$45,000 - \$55,000	\$45,000 - \$55,000	565,000
	\$35,000 - \$45,000	\$0	0

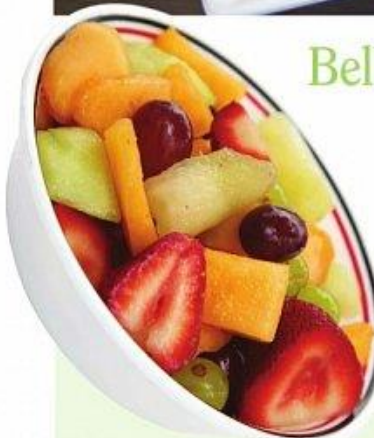
PROTECT YOUR TURF!

REVENUE IDEA #6: Featured Eats and Treats



Bella Vista Social Club & Caffé

Pair refreshing views over the ocean with a healthy Del Mar Salad, and enjoy the perfect summer meal at this Torrey Pines hot spot. Grilled salmon stars atop a bed of fresh spring mix, along with tomato, olive, cucumber, avocado, and hard boiled egg. Drizzle with house-infused olive oil to your heart's content.

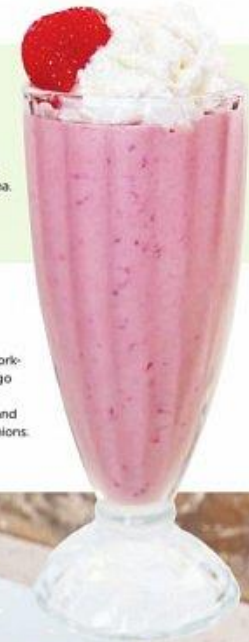


Girard Gourmet

Really, on a hot summer's day what tastes better than a bowl of fresh seasonal fruit? Flavorful local strawberries, sweet melons, juicy grapes, tropical pineapple, maybe slices of peaches, cherries or other stone fruit—can't you just taste the coolness?

Harry's Coffee Shop

Summer heat got you lagging a tad? Harry's Energy Shake will quench your thirst and give you that needed boost. Thick and cold, it combines vanilla non-fat frozen yogurt, fresh orange juice, strawberries, and banana. Aaaaahhh, how's that for refreshing?



Nosh Delicatessen

East Coast meets West Coast at La Jolla Village's newest authentic New York-style delicatessen, serving all the classic favorites. For an indulgent lunch, go for the Crabmeat-Stuffed Avocado: premium jumbo lump blue crabmeat mounded on perfectly ripe halves of avocado, resting on a bed of greens and surrounded by slices of summer's freshest tomatoes, cucumber and red onions. Find Nosh in Encinitas, as well, for double the pleasure.



REVENUE IDEA #7: Audience Based Programmatic

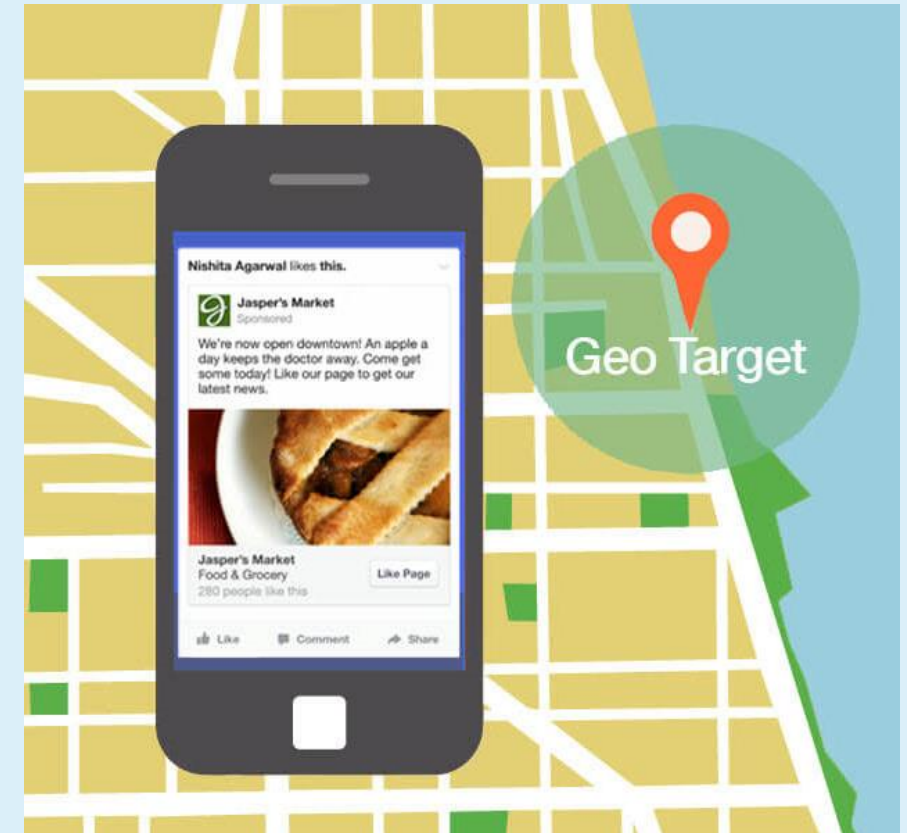
Customization of programmatic audiences is hard for advertisers to comprehend

Build defined audiences and sell as a part of their monthly ad program

Private Schools: Target where Mom's go

Retail: Target other stores with a like or complimentary product set

Spa and Wellness: Target where Mom's go

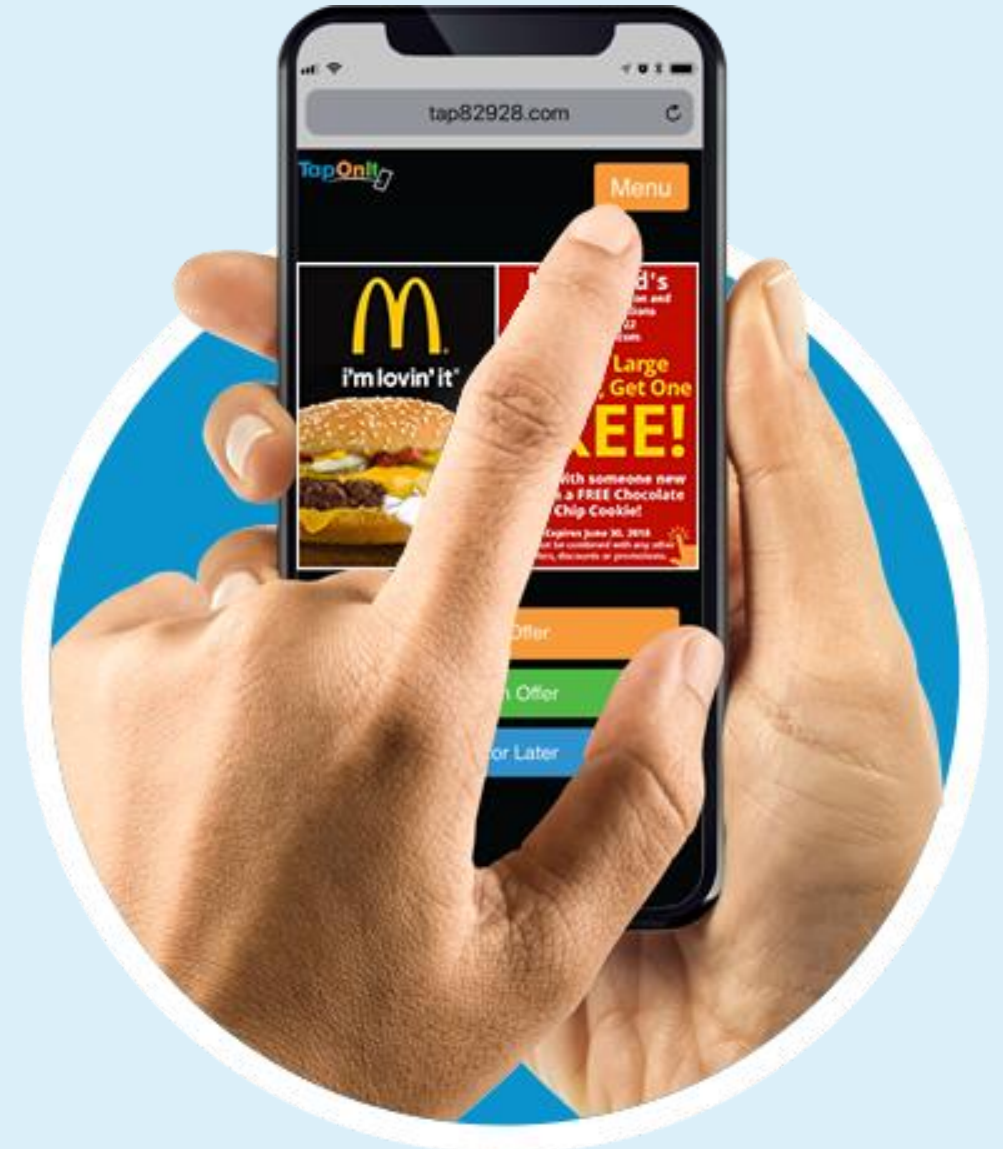


REVENUE IDEA #8: Top On It Deals

100% permission based

Offers sent to users
phones

TapOnItDeals.com



REVENUE IDEA #9: Local Event Listings

Great for web
traffic and output
to print too

Pay to play or not

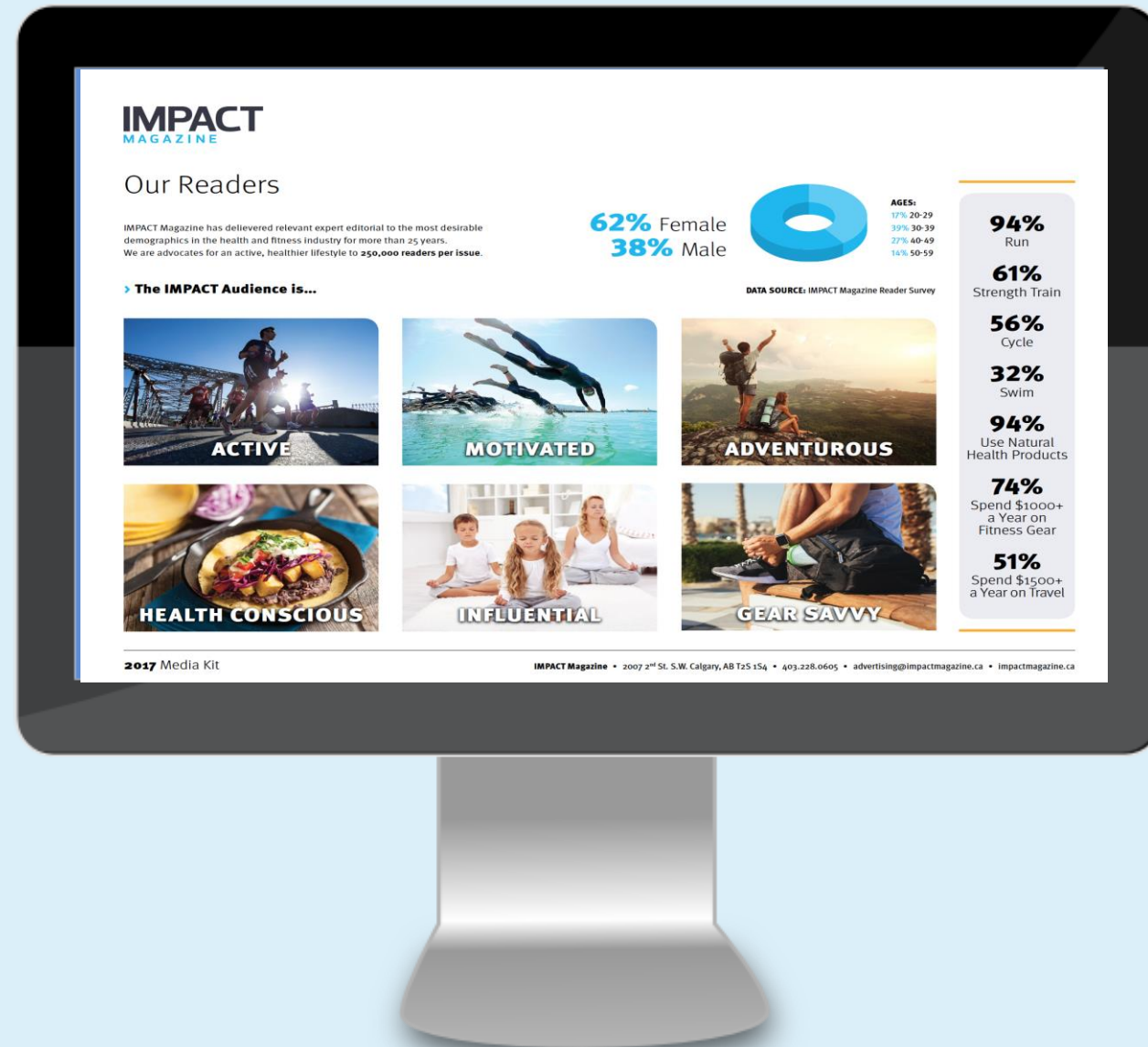
Can be sponsored

Partner:
Transparenssee.com

The screenshot shows the 'Upcoming Events' section of the Atlanta Journal-Constitution (AJC) website. The header includes the AJC logo and navigation links for News, Politics, County by County, Things to do, Life, and Sports. The 'Upcoming Events' title is prominently displayed. To the right, a link for 'More Upcoming' is visible. The events are presented in a grid of six cards, each featuring a date, a title, a venue, and social media sharing icons (Facebook and Twitter). A blue diagonal banner on the bottom right of each card reads 'Featured Venue'.

Date	Event Title	Venue
FEB 28	See Hear Change	AVANTGARTE Atlanta Contemporary Art Center
FEB 28	Les Misérables	The Fox Theatre
MAR 1	HARI KONDABOLU	Center Stage
FEB 28	Eddie Owen Presents: Darrell Scott with Levi Lowrey	Eddie Owen Presents @ Red Clay Musi ...
FEB 28	AFTON SHOWCASE Vinyl	
FEB 28	Free Show: Counting Crows "August & Everything After", ...	Venkman's

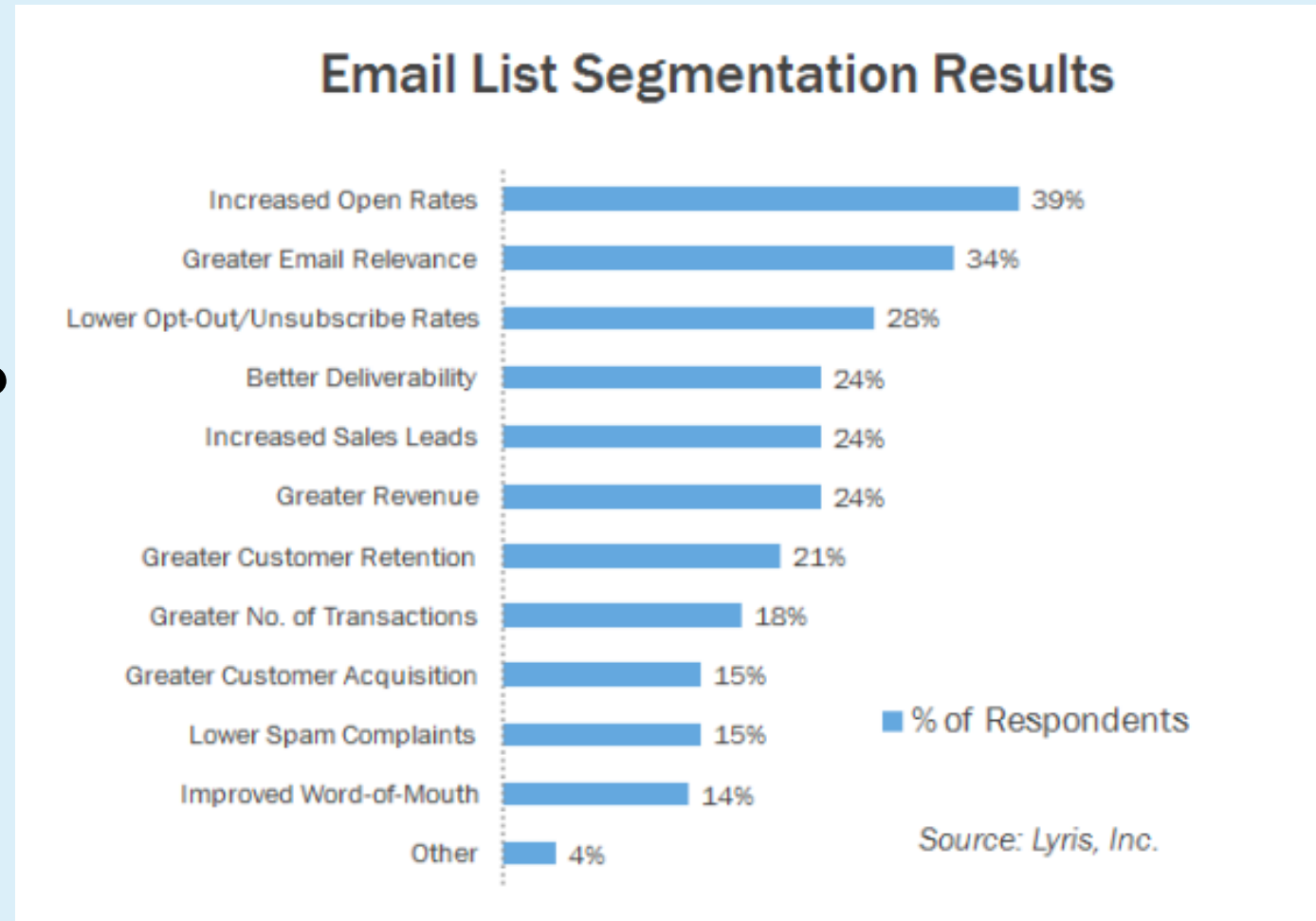
REVENUE IDEA #10: Landscape Sales Materials



REVENUE IDEA #11: Audience Extension Emails

Data pulled from ethical and trusted sources

- Who has a car lease coming up in Clinton, IA?
- New home owners in Kinder, LA?
- Parents with high school kids in Vegas?
- People with dogs in Augusta, GA?



REVENUE IDEA #12: Meet the Maker Videos

The screenshot shows the Our State website interface. The top navigation bar includes links for MAGAZINE, STORE, EVENTS, NEWSLETTERS, and EXTRAS, along with a SUBSCRIBE button. Below the navigation bar, there are five main content sections:

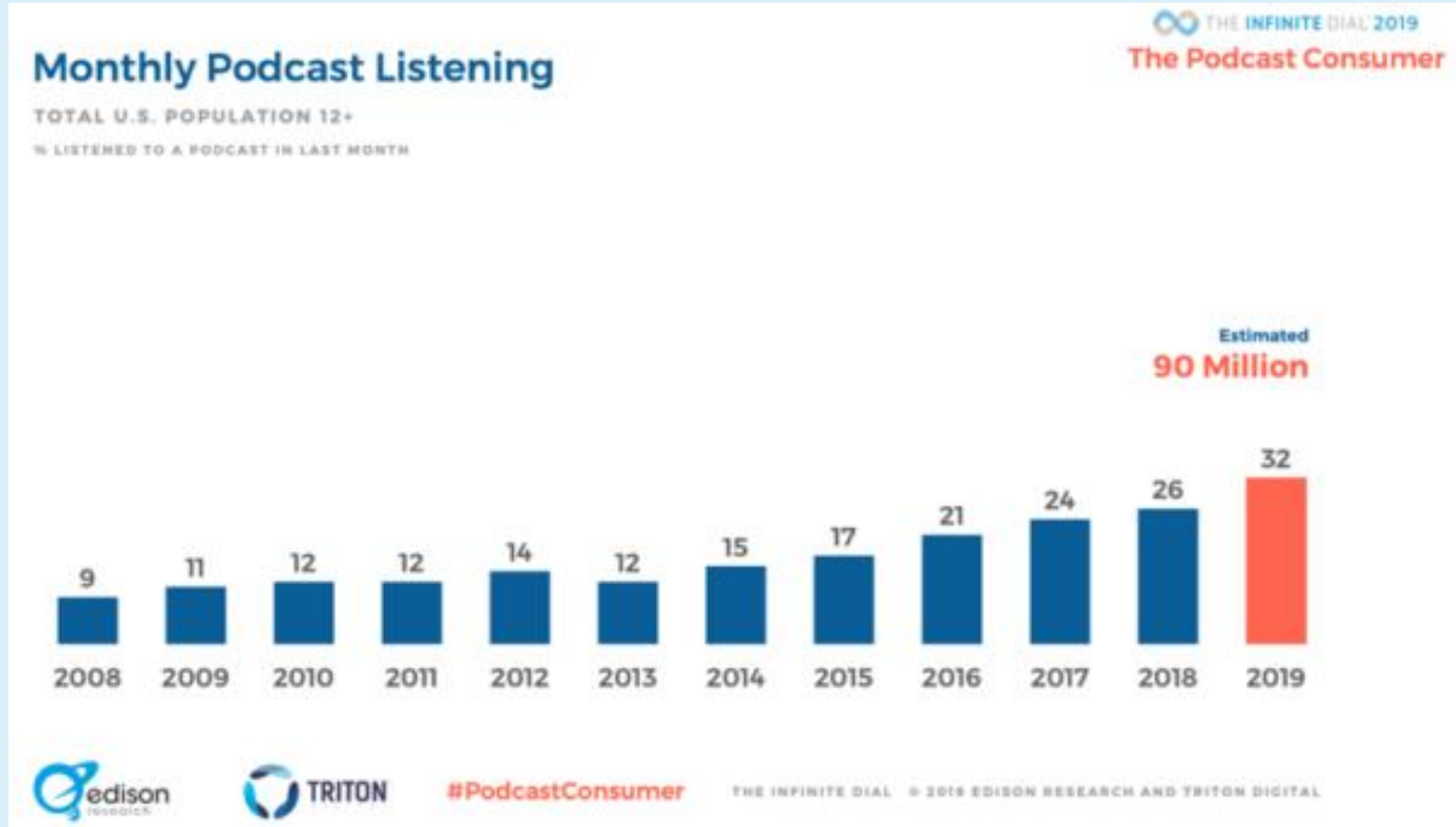
- SPONSORED:** A video player showing a white house with a porch, titled "ons to Visit town, South na, This Fall".
- FEATURES:** A video player showing a rural landscape with a barn, titled "Through the Looking Glass".
- COLUMNS:** A video player showing a woman smiling, titled "From Elizabeth Hudson: There's No Place Like Home".
- Print Subscription:** A video player showing the cover of the Our State magazine, titled "Print Subscription".
- FEATURE:** A video player showing a red barn, titled "Humble Hic".

REVENUE IDEA #13: Outsource Sales Tasks

- Directory sales
- Appointment setting
- Marketing reports
- Spec ads
- Ad material collection
- Surveys
- Reader impact telemarketing



REVENUE IDEA #14: Topic Driven Podcasts



REVENUE IDEA #15: Marketing Impact Reports

ABC, Inc. - MARKETING IMPACT REPORT													
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTALS
Type of Media			TOTAL AUDIENCE NUMBERS										
PRINT:													
Heartland Herald	60,000		60,000		60,000		60,000		60,000	60,000	60,000	60,000	480,000
<i>4 color full weekly page ad - 15,000 weekly readers</i>													
eMail-push to 15,000 users per push													
		15,000		15,000		15,000		15,000					60,000
<i>Logo image and text link to your website, sent once per month to 15,000 opt-in readers</i>													
Banner Ads, HeartlandNews.com - 728x90 and 300x250 ads													
Total impressions served		250,000		250,000		250,000		250,000		250,000		250,000	1,500,000
Unique users exposed to ad		25,000		25,000		25,000		25,000		25,000		25,000	150,000
Events and special marketing boost projects													
Social Media boosts		2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	24,200
Health fair			3,500										3,500
Kids promotion	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100		25,000			33,800
Video profile							1,500						1,500
Sponsored Content		15,000		15,000		15,000		15,000		15,000		15,000	
TOTAL EXPOSURE:	61,100	308,300	66,800	308,300	63,300	308,300	64,800	308,300	62,200	377,200	62,200	352,200	753,000
										Total with banner impressions			2,253,000

REVENUE IDEA #16: Seasonal Apparel Photo Ads

PRODUCT SPOTLIGHT

Hat by Kuhl Skull Cap \$19.99

Against the skin Merino Wool (orange) Tech T Lite 150 \$64.99

Apex Legging \$99.99

The North Face Freedom Pant \$140.00

Insulation Jacket by Marmot, Variant \$169.99 (grey)
Outershell Patagonia Piolet \$329.99

Moab Polar Waterproof boot by Merrell \$109.99

The Ultralight Merino Wool Sock by Darn Tough \$23.99

HIS HERS

Brought to you by
Redding Sports Ltd

To enjoy the best mountain experience, you must equip yourself with the proper gear. Active NorCal teamed with Sports LTD to spotlight the best equipment for all your winter activities.

ThermoBall Jacket \$199.00 By The Northface

Flizz Hat \$29.99 & Robin Wristlets \$29.99

Burton Fly Pant in True Penny Huntsman Plaid \$179.99

Icebreaker Merino Wool Vertex Half Zip \$104.99 and Oasis Legging \$89.99

Boots by Keen The Hoodoo II \$149.99

Merino Wool Socks by Darn Tough Edelweiss OTC \$25.99

32 Active NorCal January/February 2014

January/February 2014 Active NorCal 33

REVENUE IDEA #17: Ask the Expert Youtube Channel

YouTube

ask the gardener

Up next

AUTOPLAY

Large Veggies in Containers
CaliKim29 Garden & Home DIY
937K views
16:46

How To Grow Pot Plants in a Container Garden
Silverline Tools
1.1M views
16:13

Filling Wick Tub with soil and fertilizer Ep 20A
Gardening With Leon
244K views
9:50

How to Make Compost Faster (and Know When It's Ready!)...
Gardens That Matter
472K views
17:27

Casting cement pots from plastic pots Ver 2
I Craft
349K views
15:21

Rehabilitating Dehydrated

Ian Cooke
Horticulturist

Ask Ian: Container Gardening
3,626,944 views • Aug 1, 2011

48K 1.5K SHARE SAVE

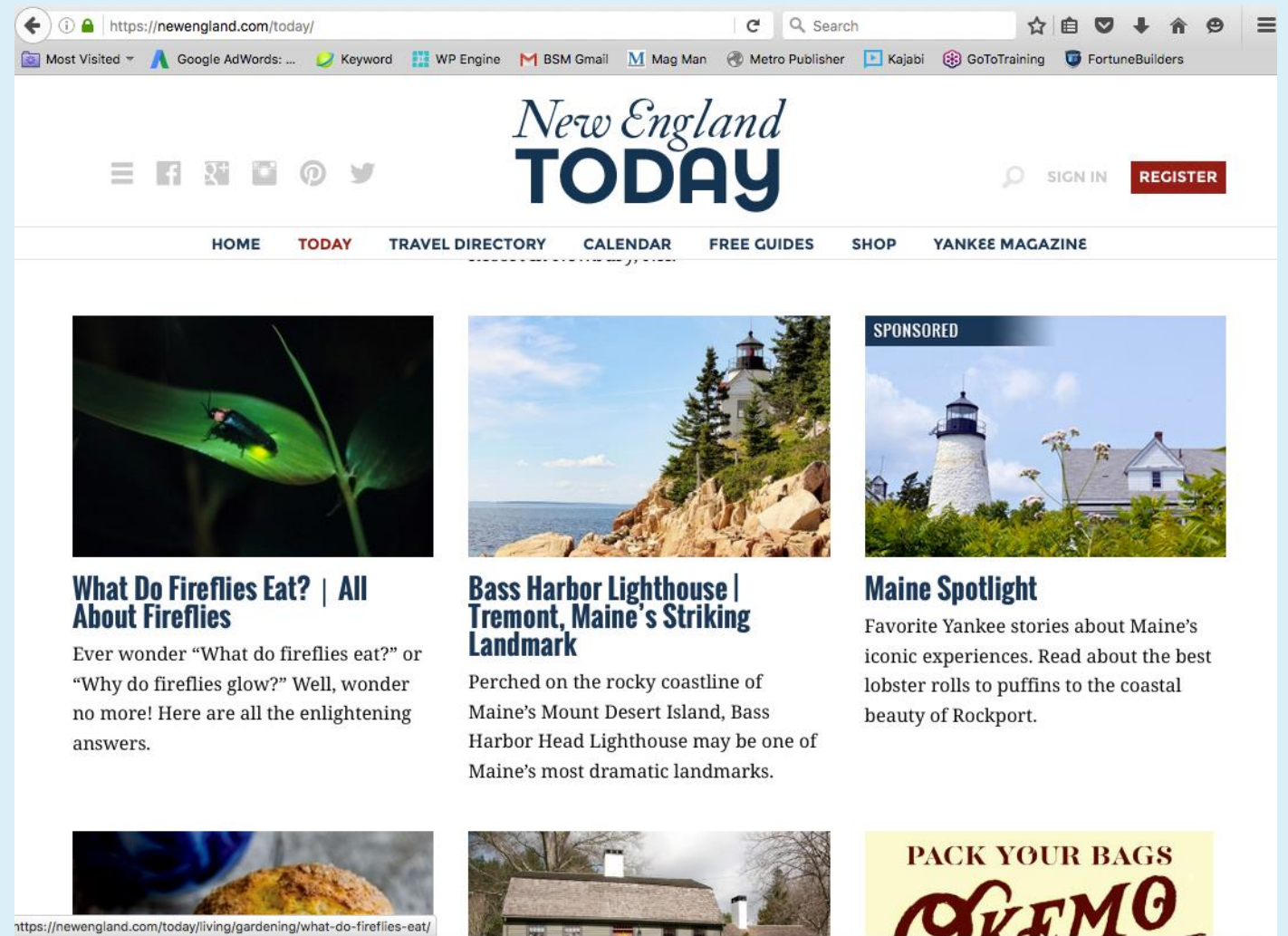
REVENUE IDEA #18:

Curated Content Section Sponsorships

Budget to promote
via social

Must promote via
eNewsletter

Manage expectations



REVENUE IDEA #19: Self Service Sales

- 80% of potential customers desire to get 100% of their information about your product from your web site.
- 86% of buyers said they would rather visit the dentist than talk to a sales person.
 - SAP Consumer Buyer Study
- 64% of 78 random conference attendee websites surveyed had limited or no information about advertising on their web site. Contact info only was the most common observation.


REVENUE IDEA #19: Self Service Sales

FirefoxFile Edit View History Bookmarks Tools Window Help

Advertise in JEMS (Journal ...

www.jems.com/about/advertise.html

Most VisitedGoogle AdWords: ...KeywordWP EngineBSM GmailMag ManLinkedIn GroupsMetro Publisher




Melissa Roberts
East Coast Sales
+1 918 831 9727


ADVERTISING

JEMS is the most authoritative source of emergency medical services (EMS) information worldwide and is dedicated to the improvement of patient care in the prehospital setting. The leading EMS monthly publication, JEMS meets the needs of the EMS provider, instructor and administrator with news, clinical articles, industry surveys, product reviews and more. JEMS has a qualified circulation of 46,270 (June 2015 BPA Statement) and JEMS.com reaches over 420,000 EMS professionals monthly (Publisher's Data: 2015 JEMS.com website audience data). JEMS provides the pivotal component to all EMS media strategies, with opportunities in print, online and face-to-face.


Marketing Trends in EMS, NEW information!



Sponsored Content can drive ROI and SEO



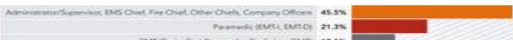
EDITORIAL STRENGTH



A.J. Heightman, MPA, EMT-P, Editor-in-Chief of JEMS & JEMS.com directs the content and ensures we are

AUDIENCE PROFILE

JEMS Qualified Circulation by Occupation/Position



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REVENUE IDEA #20: Best of the Best Voting

\$630,000+
revenue for paper

1,500+ person
winners' event

21,000+ unique
users

79,000+ votes

Chattanooga Times Free Press



Best Of The Best Realtor



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\$630,000+
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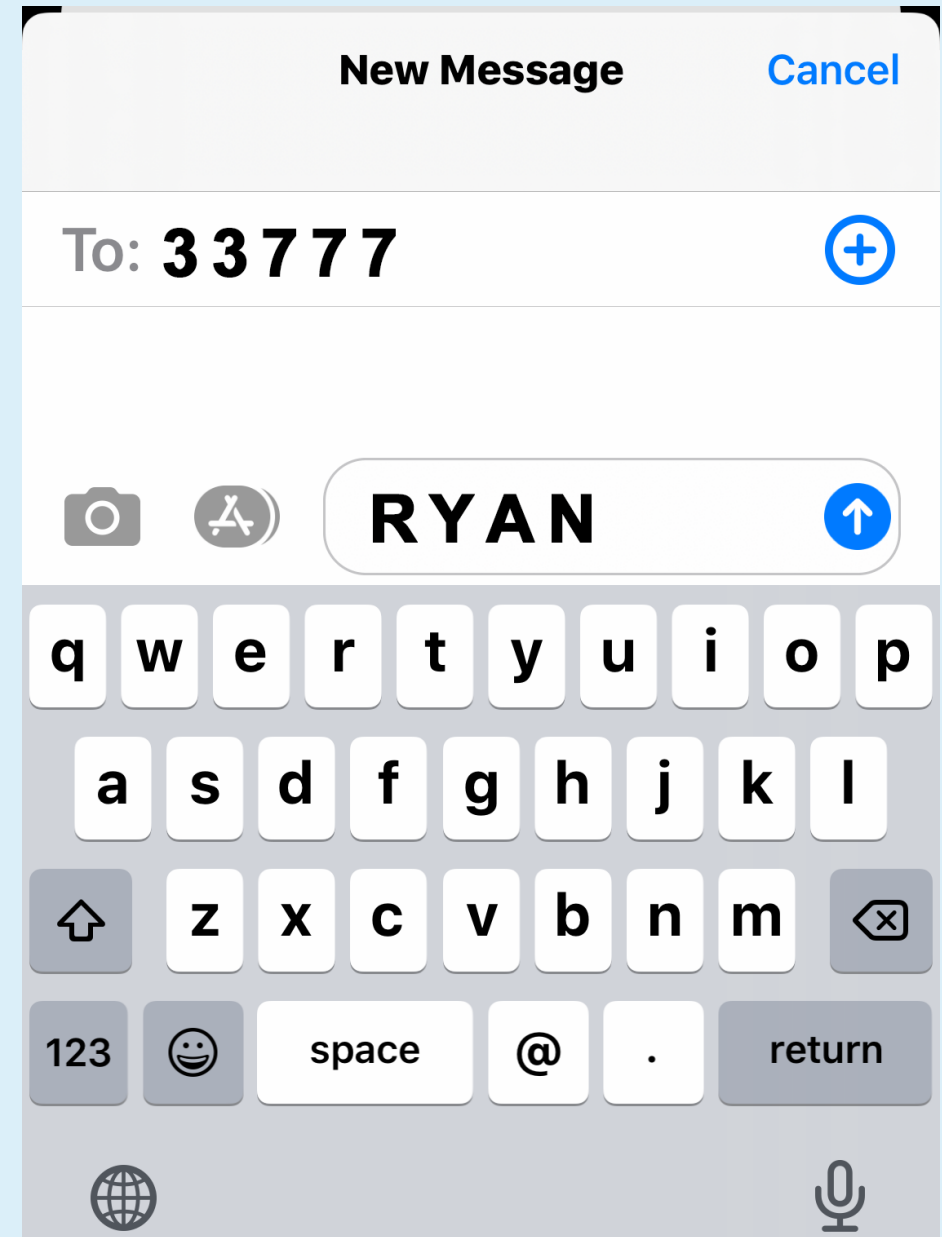
79,000+ votes

Partner: Second Street

Chattanooga Times Free Press



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