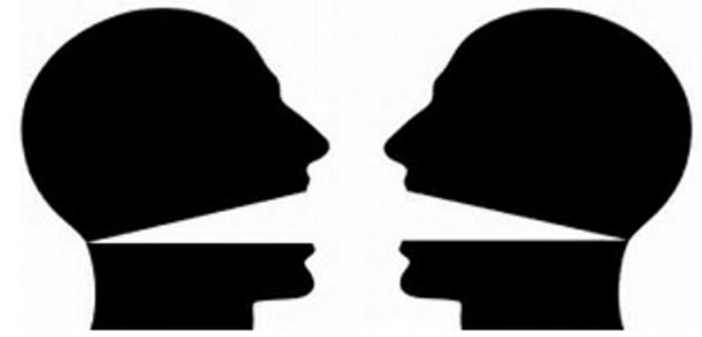


SNPA



P2P INITIATIVE

March 15, 2018
Video Conference – Revenue

Additional upcoming “P2P” (Publisher-to-Publisher) video conference calls:

- April 19 – Tactical cost-cutting
- May 17 - Organizing your sales force
- June 21 - Leveraging data to build audience and diversify revenue
- July 19 - How your news coverage impacts your venue
- Sept. 20 - Creating a digital agency
- Oct. 18 - Revisiting your organizational structure
- Nov. 15 - Diversifying revenue for success

Always the Third Thursday of the month!

Registration opens one month in advance of each call at www.snpa.org



P2P INITIATIVE

Today's conference moderator:

Tom Silvestri, president and publisher
Richmond Times-Dispatch



Revenue ideas submitted by:

Dothan Eagle / Alabama Group, Dothan, Ala.
Opelika-Auburn News, Opelika, Ala.
The Palm Beach Post, West Palm Beach, Fla.
Savannah Morning News, Savannah, Ga.
Valdosta Daily Times, Valdosta, Ga.
Idaho Press-Tribune, Nampa, Idaho
Indiana Media Group, Greensburg, Ind.
Washington Times Herald, Washington, Ind.
Marshalltown Times Republican, Marshalltown, Iowa
Lexington Herald-Leader, Lexington, Ky.
Commonwealth Journal, Somerset, Ky.
The Alpena News, Alpena, Mich.
The Daily News, Iron Mountain, Mich.
The Sault News, Sault Ste. Marie, Mich.
The Independent, Grand Island, Neb.
Omaha World-Herald, Omaha, Neb.
Traverse City Record-Eagle, Traverse City, Mich.
The Telegraph, Nashua, N.H.

The Press of Atlantic City, Pleasantville, N.J.
The Leader-Herald, Gloversville, N.Y.
The Daily Star, Oneonta, N.Y.
Fayetteville Observer, Fayetteville, N.C.
Steubenville Herald-Star, Steubenville, Ohio
The Advertiser-Tribune, Tiffin, Ohio
The Oklahoman, Oklahoma City, Okla.
Tulsa World, Tulsa, Okla.
The Post and Courier, Charleston, S.C.
Morning News, Florence, S.C.
Greer Citizen, Greer, S.C.
Morristown Citizen Tribune, Morristown, Tenn.
The Lufkin News, Lufkin, Texas
Culpeper Star Exponent, Culpeper, Va.
The Free Lance-Star, Fredericksburg, Va.
Richmond Times-Dispatch, Richmond, Va.
Charleston Gazette-Mail, Charleston, W.Va.
Ogden Newspapers, Wheeling, W.Va.



Accessing the slides after this call:

<http://snpa.static2.adqic.com/static/P2P-03-15-18.pdf>

We also will be sending this to you in an email,
along with a link to a recording of today's call.



Richmond Times-Dispatch Richmond, Va.

Retro Richmond

We've generated \$42K from eight Retro Richmond wraps to date.

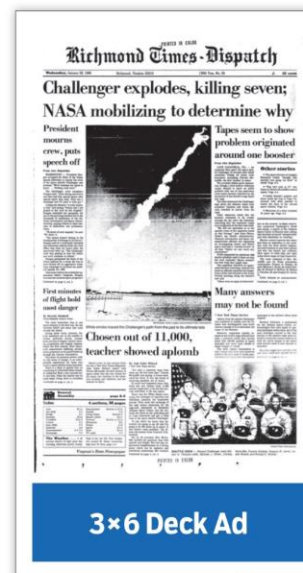
The program should generate \$67K annually.

Tom Silvestri, President and Publisher
Richmond Times-Dispatch
(804) 649-6121 • tsilvestri@timesdispatch.com



Retro Richmond

Let's do the time warp.
Retro Richmond, a limited-edition series of historic front page wraps, features articles related to the hottest news stories in recent history. And with front covers that showcase the famous A1 pages of those stories, you'll be at the center of attention.



Full Back
Page Ad

Pricing:

Front page deck ad 6 col. x 3" \$2,000
Full back page ad 6 col. x 21" \$3,622

Call 804.649.6182 or your
account representative today.

Richmond Times-Dispatch



Hidden Treasures Here at Home

Double Truck with small ads sold around the outside for small mom and pops or local places that one might forget about being here locally, plus places to visit or eat. Published along with a map of the region, with the locations highlighted.

The last time we did this, it was tied to a combined project with the Chamber of Commerce, and brought in about \$17K for the whole tourist season.

(812) 254-0480, ext. 127 • mbrunson@washtimesherald.com



Dothan Eagle / Alabama Group

Let's Play Takeaway!

In a new contest last April, cash prizes were offered to Alabama Group sales professionals to “takeaway” from competing media any advertisers/ad dollars that currently were not running with the Dothan Eagle.














As a team, the group booked more than \$33,000 in targeted-account contest revenue and reactivated 77 dark accounts from competing media.

[Download Excel template](#)

See next slide for contest details

Steve Smith, Regional Publisher
Dothan Eagle / Alabama Group
(334) 712-7930 • ssmith@alsmg.com



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Dothan Eagle / Alabama Group (continued)

Let's Play Takeaway!

Here's how **“Let's Play Takeaway!”** works:

- Use your ad sales meeting to review products from local print competitors and websites of local radio and TV stations. Include direct mail pieces/advertisers and any other kind of ad spending.
- Identify all advertisers on the sites and in the print products. Notate which of your reps are currently working with each of those advertisers – and have your reps volunteer to call on advertisers that may not be on anyone's account list.
- To qualify for this contest, the account should not have spent ad money with the paper in the past 60 days.
- (Naturally, you should increase sales pressure on accounts that have run with your paper, but are also in the competing media, regardless of the contest aspect.)

See next slide for contest prizes

Dothan Eagle / Alabama Group (continued)

Let's Play Takeaway!

Cash prizes:

- \$500 will be awarded to the sales professional who generates the highest revenue amount directly related to these account assignments
- \$250 will be awarded to the second highest revenue sales professional
- \$100 will be awarded for third highest revenue
- \$150 will be awarded to the sales professional who generates the highest number of sold accounts
- \$75 will be awarded to the sales professional who generates the second-highest number of sold accounts

“Revenue amount” will be determined by ad orders entered into the system by the deadline. Each ad director should monitor and measure those amounts, which must be directly related to the “takeaway” account assignments.

“Sold accounts” means individual businesses sold.

Opelika-Auburn News Opelika, Ala.

Tastebuds

Previously known as “Just Menus,” Tastebuds is so much more!

Restaurant menus are featured alongside articles and columns all about food. Plus, participating restaurants are listed on a map showing hungry patrons exactly where they can be found.

Revenue: \$12K
Cost to print: \$3K

Rex Maynor, Publisher
Opelika-Auburn News
(334) 737-2558 • rmaynor@oanow.com



P2P INITIATIVE



tastebuds

a special publication from the opelika-auburn news

Previously known as “Just Menus”, Tastebuds is so much more!

Your menu will be featured alongside articles and columns all about food. What better way is there to drive business to your restaurant than by featuring images of your mouth-watering dishes next to hunger-inducing articles?

Plus, all participating restaurants will be listed on our map showing hungry patrons exactly where to find you!

\$399

Full page ad in the special section
8.375" x 10.875" *

Deadline: Friday, February 17, 2017
Publishes: Sunday, March 26, 2017

Did you know?

According to the National Restaurant Association, seven in 10 consumers say their favorite restaurant foods provide flavors they cannot easily duplicate at home. Perhaps that's one reason why nine in 10 consumers say they enjoy going out to restaurants.

* Please include an additional .25" bleed on all ads.

Ogden Newspapers

Recipe Cards

Recipe cards are published each day throughout the year.
Each month, use a different theme for the topic of the recipes published.

For example, search <http://www.thenibble.com/fun/more/facts/food-holidays.asp> or <https://foodimentary.com/today-in-national-food-holidays/> to find food holidays to use. Or, you can come up with your own themes such as Farm to Table, Soups and Sides, or Barbeque Side Dishes. You can even do something unique like DIY Pet Treats.

Do a header to match the theme you have chosen and use it for the entire month.

See next slide for examples from each month of the year



P2P INITIATIVE



CHOCOLATE MINT PARFAIT

Ingredients:

- 1 pkg. (3.9 oz.) JELL-O Chocolate Flavor Instant Pudding
- 2 cups cold milk
- 1/4 tsp. peppermint extract
- 1 cup thawed COOL WHIP Whipped Topping
- 6 drops green food coloring



Directions:

1. Beat pudding mix, milk and extract with whisk 2 min.
2. Whisk COOL WHIP and food coloring until blended.
3. Layer pudding alternately with COOL WHIP in 6 parfait glasses. Refrigerate 15 min.

www.kraftrecipes.com

SONNY BOY RESTAURANT
BREAKFAST SPECIAL EVERYDAY \$3.29
2 Eggs, Home Fries, Sausage, Toast & Jelly **only**

881 National Rd., Bridgeport • 740-635-9065

Hours: 6:00 am-8:00 pm Daily

WATCH EVERY DAY FOR MORE RECIPES.

Ogden Newspapers (continued)

Recipe Cards

The recipe card examples are 2x5 with ad space being 2x1. (A good tip is to schedule the ad for the same location every day.)

There are several ways to sell the ad space. One would be to open the sales effort up to everyone for each day and make sure sales reps are communicating when the ad is sold. The second (which seems to work the best) is to assign a set amount of days to each sales rep. For example, if there are 30 days in the month and you have 3 reps, each rep is responsible for 10 days of recipe card ads.

If pricing is set at \$31 for the 2x1 ad space, your revenue for a 31-day month is \$961. That would generate \$11,532 for the year.

Kim Collette, Project Coordinator
Ogden Newspapers

(740) 633-1131, ext. 757 • kcollette@ogdennews.com

Examples by month:

[January](#)

[February](#)

[March](#)

[April](#)

[May](#)

[June](#)

[July](#)

[August](#)

[September](#)

[October](#)

[November](#)

[December](#)



The Leader-Herald Gloversville, NY

Word Search Tab

This is a revenue idea that I started at my previous newspaper as the advertising manager.

We did a 24-page Word Search tab. The price was \$300 per strip ad, and generated \$5,400 in revenue.

The sales pitch offered two things:

1. You are getting a 6x3 strip advertisement, but the entire page is about you. All of the words readers are looking for are tailored to your business.
2. The reader will spend roughly 30 minutes looking at your ad/puzzle.

Trevor Evans, Publisher
The Leader-Herald

(518) 725-8616, ext. 303 • tevans@leaderherald.com



Find and circle each of the words from the list below. Words may appear forwards or backwards, horizontally, vertically or diagonally in the grid.

PIZZA
HAND TOSSED
CHEESE
PEPPERONI
ITALIAN SAUSAGE
PHILLY STEAK
BACON
CHICKEN
BEEF
HAM
SALAMI
ANCHOVIES
PEPPERS
MUSHROOMS
PINEAPPLE
PASTA
STUFFED CHEESY
BREAD
CINNASTIX
MARBLED COOKIE
BROWNIE
PARMESAN BREAD
BITES

3 - The Express - WORD SEARCH - THURSDAY, JULY 20, 2017

**DOMINO'S**

Lock Haven
203 N. Jay Street
570-748-3100

Jersey Shore
1138 Allegheny Street
570-398-7000

ALL DAY. EVERY DAY.
LARGE 3-TOPPING PIZZAS
CARRYOUT ONLY

\$7.99 EACH
9174

[View complete section](#)



P2P INITIATIVE

Savannah Morning News Savannah, Ga.

Savannah Brunch Festival

We launched a fantastic new event here in Savannah in Q4 of 2017 ... the Savannah Brunch Festival!

We have an existing and strong “foodie” brand here in the Coastal Empire with events like Savannah Buds and Burgers Week, Savannah Winter and Summer Restaurant Week and two editions of a magazine titled Dine Savannah.

Savannah Brunch Festival was an extension of that brand and an event that we hosted and it was a great success!

Laura Ray Iwanski, Digital Media Sales Director
Savannah Morning News
(912) 652-0230 • laura.ray@savannahnow.com



In the first year:

- Over 800 in attendance, 250 of those in our VIP section
- Over 35 vendors/restaurant booths
- Over \$42,000 in revenue

[Learn more](#)



P2P INITIATIVE

Lexington Herald-Leader Lexington, Ky.

Political Advertising Guide

We are currently going after political dollars as a strategy and expect to triple what we did in 2014's mid-term year.

There is a projection that – in 2018 – more than \$8 billion will be spent on political ads and advocacy overall and \$3.5 billion of that will be on local and state mid-terms.

Our political guide is now being used to get in front of local and state candidates and incumbents. [Download a copy](#)

[View a PDF of the 2014 results](#)

Rufus Friday, President and Publisher
Lexington Herald-Leader
(859) 231-3248 • rfriday@herald-leader.com



P2P INITIATIVE



Election
 **2018**
POLITICAL ADVERTISING GUIDE



The Telegraph Nashua, N.H.

Wrappers and Posters

We sold wrappers to go on the outside of our paper for The Big Game. The wraps ran once a week, the day before the game. The entire project was full color.

Strip with full page: \$1,700

Strip with 1/2 page: \$995 (Front page of wrapper or front page of sports for strip placement)

Half page: \$650

Quarter page: \$450

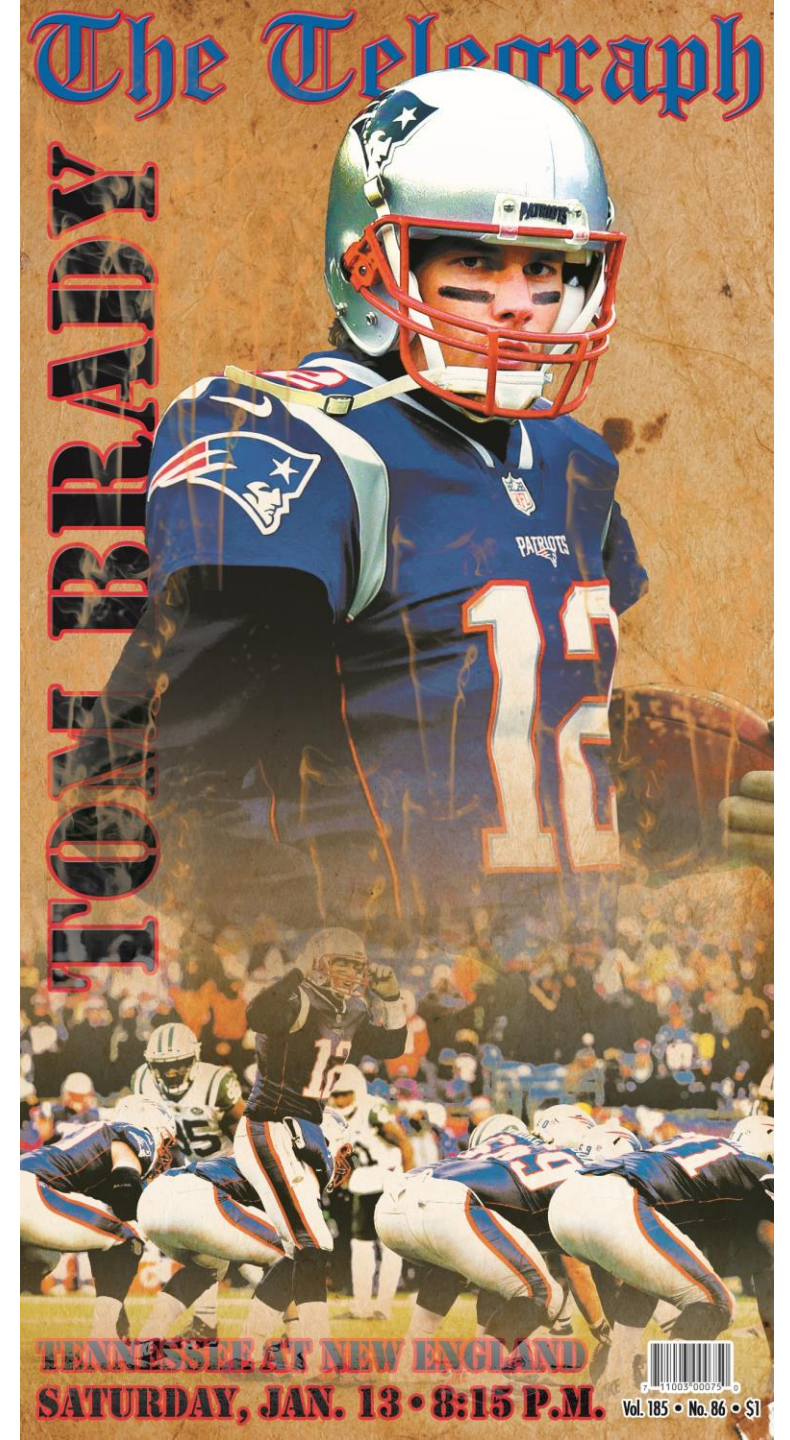
Eighth page: \$250

See next slide for info about posters

Autumn Williams, Advertising and Marketing Director
The Telegraph
(603) 594-1211 • awilliams@nashuatelegraph.com



P2P INITIATIVE



The Telegraph (continued) Nashua, N.H.

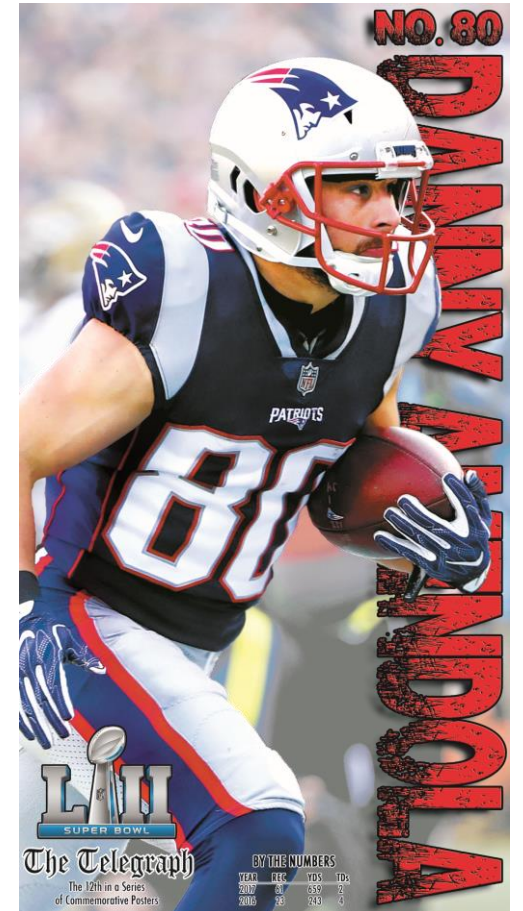
Posters

In addition, we printed posters every day for a week and a half including the day of the Big Game, which gave us 11 - 12 days' worth of posters. Each poster featured one player from the Patriots team who the community viewed as the most exciting or some of the more famous players (for example: Tom Brady, Rob Gronkowski, Bill Belichick).

We sold strip ads for \$450 with color. The posters ran on the back page of sports with jumps on the front page and the front page of sports.

Revenue: \$14,240

View more posters: [here](#) and [here](#)



Tulsa World
Tulsa, Okla.

RockNRoll Contest

This project is simple and we used decade dress themes (70s, 80s and 90s).

Each rep was given a real 45 record to break once they broke their sales record. The contest is still going on and the reps are having fun with it.

[Download PDF with full details](#)

See next slide for “how it works”

Bill Masterson, Jr., President and Publisher
Tulsa World
(918) 581-8502 • bill.masterson@tulsaworld.com



P2P INITIATIVE



How It Works

Sign new business commitments and reach Gold, Platinum, Multi Platinum and Diamond levels.

Break Your Record and you will literally "Break Your Record" in the next Tuesday Sales Meeting!

****New business contracts/commitments only. Incremental does not count.**

Retail Outside, Recruitment Outside & Digital

Level	Revenue Sold	Reward
Gold	\$1,500	\$10 QT Gift Card
Platinum	\$3,000	Movie Tickets for 2
Multi Platinum	\$6,000	\$50 Dinner for 2
Diamond	\$10,000	\$100 Visa Gift Cards

OWG & Retail Inside

Level	Revenue Sold	Reward
Gold	\$1,000	\$10 QT Gift Card
Platinum	\$2,000	Movie Tickets for 2
Multi Platinum	\$3,000	\$50 Dinner for 2
Diamond	\$7,000	\$100 Visa Gift Cards

Recruitment Inside, Class Inside, CSR's & Majors/National

Level	Revenue Sold	Reward
Gold	\$500	\$10 QT Gift Card
Platinum	\$1,000	Movie Tickets for 2
Multi Platinum	\$2,500	\$50 Dinner for 2
Diamond	\$6,500	\$100 Visa Gift Cards

The Fine Print

New Business is defined as any business that has not published with Tulsa World/OWG in the past 12 months and does not have a current contract.

The only exception during that 12 month period is recruitment advertising or private party advertising on the account.

Recruitment - New Business is defined as any business that has not published a recruitment ad with Tulsa World/OWG in the past 6 months.

One time, one month sales will count if a one sheet proposal and complete needs analysis is submitted.

Steubenville Herald-Star Weirton Daily Times Steubenville, Ohio

Business Development Corporation Glossy magazine

The BDC uses this magazine to market its business.

This is a 24-page, 9 x 11.25" magazine and it's sold by one outside sales rep.

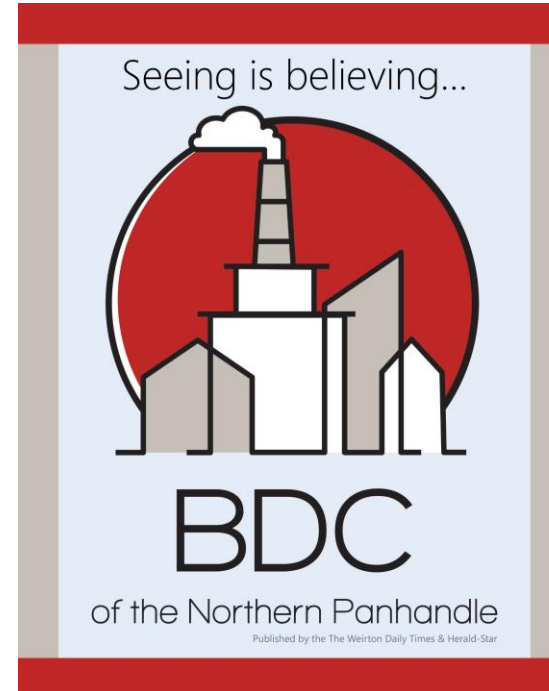
Revenue: \$13,450

[Download letter from BDC](#)

Tammie McIntosh, Publisher
Steubenville Herald-Star/Weirton Daily Times
(740) 284-7327 • tmcintosh@heraldstaronline.com



P2P INITIATIVE



 Business Development Corporation
of the Northern Panhandle

Welcome to Brooke and Hancock Counties

Phone: (304) 748-5041
Fax: (304) 914-4887
324A, Planco Road
Weirton, WV 26062

Inserted into Brooke & Hancock Counties
via the
 

Additional copies will be distributed by the BDC as their marketing piece.

THURSDAY, OCTOBER 26, 2017

This special full color, glossy magazine will showcase the positives of Hancock and Brooke Counties. It will be used as a marketing piece for the Business Development Corporation of the Northern Panhandle, under the direction of Patrick Ford. It will also be used as a tool to attract new business to our area, and will be distributed by the BDC.

**HELP BOOST
ECONOMIC GROWTH BY
PLACING YOUR ADVERTISING
MESSAGE IN THIS OFFICIAL
PROGRAM**

Special Advertising Rates	
Full Page.....	\$975
1/2 Page.....	\$525
1/4 Page.....	\$300
EXCLUSIVE POSITIONS	
Back Cover.....	\$1250
Inside Front Cover.....	\$1050
Inside Back Cover.....	\$1050

Please Contact _____
Advertising Representative

Phone **(740) 283-4711**, Ext. _____

Toll Free: 1-800-526-7987 • Fax (740) 282-4261

Advertising Deadline is Friday, Sept. 29, 2017

**Steubenville Herald-Star
Weirton Daily Times
Steubenville, Ohio**

Jefferson County Chamber of Commerce Book Glossy magazine

The Chamber uses this magazine to market the Chamber and as a handout at the annual Chamber Dinner.

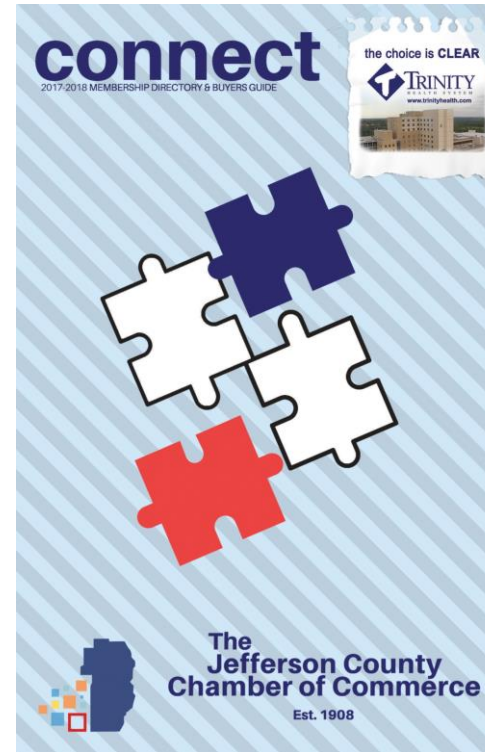
This is a 64-page, 5.62 x 8.63" magazine and it's sold by inside sales.

Revenue: \$26,177

Tammie McIntosh, Publisher
Steubenville Herald-Star/Weirton Daily Times
(740) 284-7327
tmcintosh@heraldstaronline.com



P2P INITIATIVE



2017 Membership Directory

Will feature a full color glossy magazine cover, inside pages printed on 40 lb. stock and will be inserted into the

HeraldStar
HeraldStarOnline.com

WEDNESDAY, OCTOBER 18, 2017

This Membership Directory will list your business alphabetically & by industry. Build a Partnership that lasts a lifetime. Be a part of this special Chamber Publication

All ads include full color

Dimensions:
FULL PAGE 5.125" x 8.125"
HALF PAGE HORIZONTAL..... 5.125" x 4"
QUARTER PAGE
HORIZONTAL 5.125" x 2"

By purchasing an ad in this publication, the Jefferson County Chamber receives a percentage of your ad investment.

<u>Premium Positions</u>	
<i>Full Color Glossy Magazine Positions</i>	
BACK COVER 5.125"X 6"	
& FRONT PEEL.....	\$1,550
INSIDE FRONT COVER.....	\$1,290
INSIDE BACK COVER.....	\$1,290

<u>Special Ad. Rates - Inside Pages</u>	
FULL PAGE	\$925
HALF PAGE HORIZONTAL.....	\$465
QUARTER PAGE	
HORIZONTAL	\$280

Please Contact: Julie Jones

Phone: (740) 283-4711, Ext. 124 jjones@heraldstaronline.com
Call Toll Free: 1-800-526-7987 Fax: (740) 282-4261

HeraldStar
HeraldStarOnline.com

HURRY DEADLINE FRIDAY SEPTEMBER 15, 2017

Marshalltown Times-Republican Marshalltown, Iowa

Points of Pride

Our local Chamber was working on building pride within our community. Our newspaper decided to develop a list of things in our town for which every resident could be proud. Our staff contacted dozens of community leaders to get input on the list. We decided to name the publication “Points of Pride.”

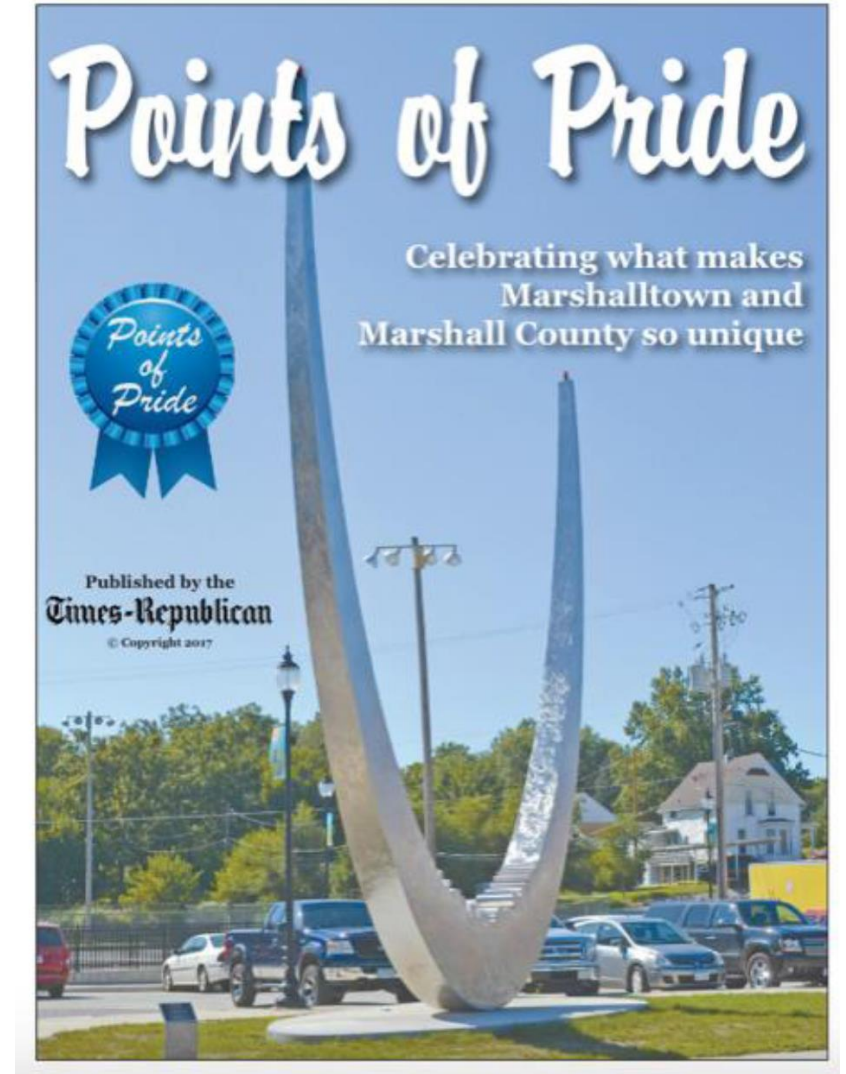
Over 100 places, organizations, businesses and events were named. Our editorial staff wrote a paragraph and took a photo of each entry, our ad staff sold over \$20,000 in ads and we compiled it all into a 64-page glossy magazine. The publication was inserted into the newspaper and a digital copy went on the website. We also did an overrun and distributed copies at various high-traffic drop points around town.

The magazine was an enormous success – readers loved it, advertisers were pleased, and our chamber was ecstatic.

Mike Schlesinger, Publisher
Marshalltown Times-Republican
(641) 753-6611, ext. 243 • mschlesinger@timesrepublican.com



P2P INITIATIVE



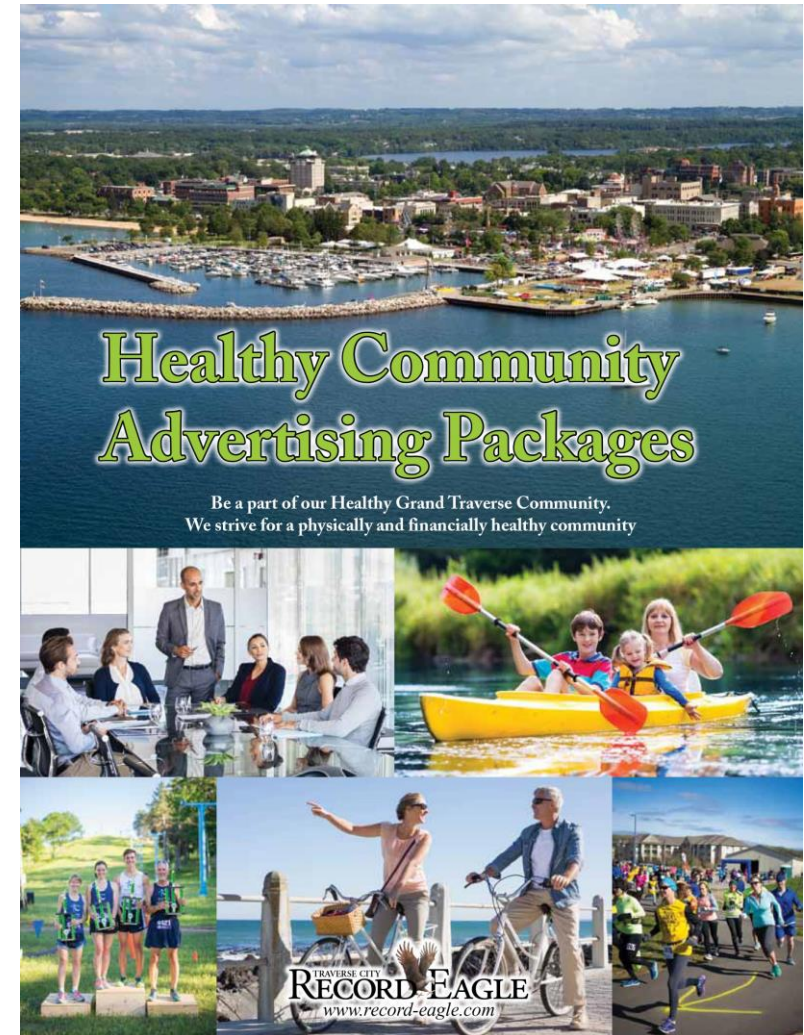
Traverse City Record-Eagle Traverse City, Mich.

Healthy Community Advertising Package

This goes beyond the standard print/digital packaging, by including targeted banner ads with the larger packages, a choice of magazines that are required to purchase, a weekly ad in our SMC, a logo sponsorship on our summer running series, and a healthy amount of added value to allow for larger sale ads.

See next slide for inside pages

Shawn Winter, Director of Advertising
Traverse City Record-Eagle
(231) 933-1413 • swinter@record-eagle.com



P2P INITIATIVE

Traverse City Record-Eagle (continued)

Traverse City, Mich.

Healthy Community Advertising Package



☐ **Endurance Package**

(8) 2 col. (3.58") x 3" Ads..... \$324
(4) 2 col. (3.58") x 3" Ads in North Coast \$90
10,000 Online Impressions \$150
Total Package \$564 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race

☐ **Fitness Package**

(8) 2 col. (3.58") x 5" Ads..... \$480
(4) 2 col. (3.58") x 5" Ads in North Coast \$120
20,000 Online Impressions \$300
Total Package \$900 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race
Bonus: Website takeover and Half-page ad in Record-Eagle

☐ **Stocks & Bonds Package**

(8) 3 col. (5.44") x 5" Ads..... \$630
(4) 3 col. (5.44") x 5" Ads in North Coast \$135
50,000 Next Gen BT \$500
Total Package \$1,265 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race
Bonus: Website takeover and Full-page ad in Record-Eagle

☐ **Bull Market Package**

(8) 3 col. (5.44") x 10.5" Ads..... \$1260
(4) 3 col. (5.44") x 10.5" Ads in North Coast \$220
50,000 Next Gen BT \$500
Total Package \$1,980 per month

Added Value:
Logo on all print ads promoting
Record-Eagle Running Series and 2-Mile Race
Bonus: 2 Website takeovers and 2 Full-page ads in Record-Eagle



Each package requires a minimum
of 3 magazine ads purchased.

Please mark which issues you would like to advertise in.

Health & Wellness	Grand Traverse Scene
<input type="checkbox"/> May 30th	<input type="checkbox"/> April 25th
<input type="checkbox"/> August 22nd	<input type="checkbox"/> June 13th
	<input type="checkbox"/> July 25th
	<input type="checkbox"/> September 19th

Size	Price	Size	Price
<input type="checkbox"/> Full page	\$649	<input type="checkbox"/> Full page	\$619
<input type="checkbox"/> Half page	\$399	<input type="checkbox"/> 2/3 page	\$469
<input type="checkbox"/> Quarter page	\$299	<input type="checkbox"/> Half page	\$419
		<input type="checkbox"/> 1/3 page	\$319
		<input type="checkbox"/> 1/6 page	\$199

All magazine ads include an additional 10,000 impressions.

If commitment is not fulfilled, added value
advertisements will be billed at earned rate.

These are 6 month packages. Offer expires 5/31/18.



Healthy Community Advertising Packages

- Endurance Package ☐ Stocks & Bonds Package ☐
Fitness Package ☐ Bull Market Package ☐

Specific Notes: _____

Business Name: _____

Authorized Signature: _____

Date: _____

Sales Rep: _____

TRAVERSE CITY
RECORD-EAGLE
www.record-eagle.com

120 W. Front Street • Traverse City, MI 49684
231-946-2000 • sewa.record-eagle.com

For more information contact your sales representative



Linda Côté
933-1463
lcote@record-eagle.com



Colleen Gerace
933-1505
cgerace@record-eagle.com



Ashley Giles
933-1504
agiles@record-eagle.com



Meghan
Mauc-Gondol
933-1454
mmauc@record-eagle.com



Ginny Thomas
933-1459
gthomas@record-eagle.com



Katie Wray
933-1450
kwray@record-eagle.com

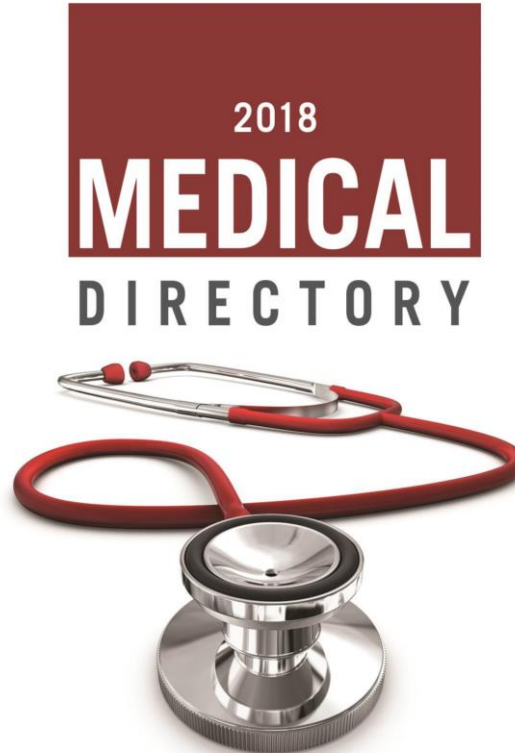
Morning News Florence, S.C.

2018 Medical Directory

A comprehensive guide to physicians and healthcare providers in the Pee Dee Region

[Download letter to healthcare providers and physicians](#) (includes categories and contact form)

Jane Comfort, Regional Advertising Director
Morning News
(843) 317-7232 • jcomfort@florencenews.com



A Comprehensive Guide to Physicians and
Healthcare Providers in the Pee Dee Region

Morning News

scnow.com

MEDICAL DIRECTORY Advertising Rate Card

The Medical Directory is an annual full color publication showcasing pictorial listings of regional physicians along with display ads and advertorial content separated by specialty. It is distributed in the Morning News, Hartsville Messenger, Marion Star, Mullins Enterprise and at participating hospitals and medical offices.

Specifications

DIRECTORY SIZE: 8.75 x 11 inches

AD SIZES:

Full Page:
8.25 x 10.5 inches

Half Page Horizontal:
8.25 x 5.15 inches

Half Page Vertical:
4 x 10.5 inches

Quarter Page:
4 x 5.5 inches

ELECTRONIC SUBMISSIONS:

- Artwork for ads must be received as camera-ready digital files.
- Only high resolution (300dpi) files, in either TIFF or PDF formats, will be accepted.
- Artwork must be submitted actual size, set to the sizes/specifications provided.

Advertising Rates

STANDARD POSITIONS

AD SIZES	COMMITMENT
Full Page	\$2,250.00 (Includes 100K imp on SCNOW Health Page)
Half Page	\$1,225.00 (Includes 50K imp on SCNOW Health Page)
Quarter Page	\$1,000.00 (Includes 50K imp on SCNOW Health Page)
Premium Position	\$5,150.00 (Inside Front, Page 3, Inside Back, Back Cover)

(Includes 150K imp on SCNOW Health Page or 1 Advertorial/Sponsored Content in Medical Directory and on SCNOW)

A LA Carte Pricing

Each Listing With Ad (Photo or Logo)	\$ 85.00
Solo Listing (Photo or Logo)	\$ 250.00
1 st Pre-Approved Advertorial/Sponsored Content	\$ 850.00 With Ad (call for details)
2+ Pre-Approved Advertorial/Sponsored Content	\$ 450.00 With Ad (call for details)
Digital Impressions – Minimum 50,000	\$ 8.00 CPM

Deadlines

Listing Deadline: February 28, 2018 Ad Deadline: March 7, 2018

Publish Date: April 1, 2018

Contact: 843-317-7223 / 843-317-7230 E-Mail: medicaldirectory@florencenews.com



P2P INITIATIVE

Commonwealth Journal Somerset, Ky.

2018 Pulaski County Worship Directory

Published Saturday, Dec. 30, by The Commonwealth Journal,
Somerset-Pulaski County Chamber of Commerce and the
Somerset-Pulaski County Ministerial Association.

A complete pictorial and information guide of the OVER 200
churches and worship centers in Pulaski County in a full-color, high-
quality, high-gloss 6" x 9" book.

Distributed FREE in the Commonwealth Journal, the Pulaski
County Chamber of Commerce and in high-traffic areas around
Pulaski County.

Robert McCullough III, Publisher
Commonwealth Journal
rmccullough@somerset-kentucky.com

Four ad sizes:

- **Full Page**\$365
(Full Page with bleed - \$375)
- **Half Page Banner.....**\$195
- **1/4 Page Banner.....**\$115
- **Sponsor Ad.....**\$70

Deadline: Thursday, Dec. 14 at 5 PM
**One Single Payment for the Entire
Year!**



P2P INITIATIVE

The Alpena News Alpena, Mich.

Desk of Cards

We sold advertisements on a deck of cards.

Revenue: \$22,425

Christie Werda, Advertising Manager
The Alpena News
(989) 354-3115 • cwerda@thealpenanews.com



STACK THE DECK

In your Favor
with a
Great
"DEAL"

Inside The Alpena News in mid-January each reader will find a customized deck of cards. Each of these boxed, premium quality playing cards will feature a unique advertisement on the face side of the card.

*Playing cards are great for summer camping,
family game night or any night fun!*

PREMIUM CARDS: ACES	TENS, JACKS, QUEENS, KINGS	DUECES thru NINES	JOKERS
\$650 per card 4 Total Cards Available	\$550 per card 16 Total Cards Available	\$385 per card 32 Total Cards Available	\$275 per card 2 Total Cards Available

What a great unique opportunity to promote your business for years to come. Call your sales representative today!

- Janel Muszynski, 989-358-5682
- Jennifer Robinette, 989-358-5684
- Ryan Sanders, 989-358-5695
- Shannon Knowlton, 989-258-5681
- Jennifer Torz, 358-5685

THE ALPENA NEWS
Northeastern Michigan's Newspaper

(989) 354-3111 • 1-800-448-0254
Fax (989) 354-2096

Live Image:
1.85" x 3"
(Actual size shown)

**THE
ALPENA
NEWS**

Don't Hesitate!
Reservations Close
September 29, 2017

The Free Lance-Star Fredericksburg, Va.

Downtown Fredericksburg Contest

Each year we do a scavenger hunt in cooperation with our downtown merchants, the city of Fredericksburg tourism and the city of Fredericksburg economic development

The promotion has become more and more successful over the years and it's a big boost to downtown Fredericksburg traffic and store sales. [Read last year's news story summary for more details.](#)

This would be a good promotion for anyone with a downtown cluster of merchants.

Bill Smith, Advertising Director
The Free Lance-Star
(540) 845-3009 • bsmith@freelancestar.com



P2P INITIATIVE

Participate as a sponsor in this popular 12TH ANNUAL DOWNTOWN FREDERICKSBURG CONTEST

Runs June 5–July 15



ONE-DAY HINT:

\$75

**+\$25 OR MORE
GIFT CARD**

- 2 col. x 3" Hint ad in *The Free Lance-Star*
- 300x250 online hint ad on fredericksburg.com
- Facebook contest promoting a chance to win your gift card



fredericksburg.com

Contact Your Sales Rep
540-374-5460

SPONSORS:

\$350

+\$25 OR MORE GIFT CARD

- 2 col. x 3" ad in the *Itty Bitty City* special section on Sunday May 29
- 2 col. x 3" Hint ad in *The Free Lance-Star*
- 300x250 online ad with 10,000 impressions on fredericksburg.com to promote your business
- 300x250 online hint ad on fredericksburg.com
- Facebook contest promoting a chance to win your gift card

The Oklahoman Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

Goal:

- To support Mathis Brothers Furniture's Labor Day campaign
- To show Mathis Brothers a creative way to maximize results of its campaign
 - Drive more traffic/ups
- To track results and get credit for the audience we delivered

See next slide

Wayne Snow, Vice President of Sales
The Oklahoman
(405) 475-3771 • wsnow@oklahoman.com



P2P INITIATIVE

MATHIS BROTHERS OUTLET

Fall Campaign - September 2017



Labor Day Sale Rack Card



Shopping Spree Scratch Card

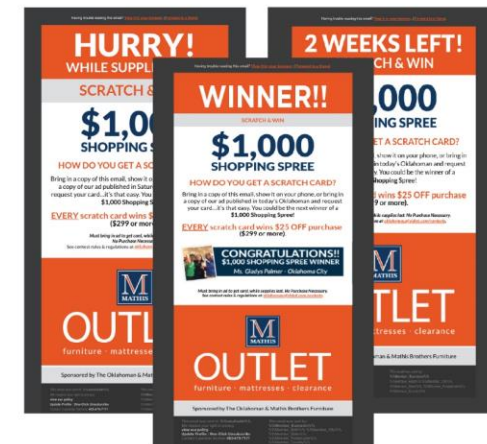
Newsprint Ads



TMC Ads



Email Blasts



The Oklahoman (continued)

Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

Description:

For their Labor Day Weekend sale, they invested in a Gatefold. To enhance their campaign, we printed rack cards, and placed in approximately 300 metro area racks, for 4 days (Friday, Saturday, Sunday and Monday), and sent an Email Blast to our opt-in subscribers.

Labor Day Weekend Results: With 1/10 of what they spent in TV, we delivered 50% of the ups they claimed TV delivered.

\$1,000 Fall Storewide Shopping Event @ Mathis Outlet / Mathis Scratch & Win Campaign

For the Mathis Brothers Fall Storewide Shopping campaign, they invested in 4 – ½ page color ads, to run each Saturday. To help track results of our readers, we developed and proposed a \$1,000 Shopping Spree. We ran 3 – 2x8” ads on Friday and Saturday, and an Email Blast to our opt-in subs.

See next slide

The Oklahoman (continued) Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

We produced and delivered 500 scratch cards to the Outlet Store prior to launch.

- Each card was a “WINNER”, with 499 cards offering an *in-store discount of \$25 off any purchase of \$299 or more (approx. \$12,000)*, provided by Mathis Brothers (helps identify “intent/interest”) *with expiration date (October 1st because the last ad ran Sept. 30th)*
- One scratch-off revealed a *\$1,000 shopping Spree courtesy of Mathis Outlet and The Oklahoman.*

An announcement ad was scheduled in The Oklahoman following the campaign to announce the winner of the promotion, with photo.

Result: We delivered 102 furniture shoppers/ups to their Outlet Store over a 3-week period, and had 2 winners of a \$1,000 Shopping Spree at their store.

Morristown Citizen Tribune Morristown, Tenn.

The Kids Design an Ad

We partnered with the County Middle Schools and their Arts departments.

We sell 40 businesses the opportunity to support the Arts in our County and have Middle School students design their ads to go into a special publication in the paper and online.


We sell the sponsorships in February to take to the teachers before Spring break and to have back by the first of April for the special publication.

See next slide



P2P INITIATIVE

CITIZEN TRIBUNE, Sunday/April 30, 2017/5

<p>AKITA EXPRESS JAPANESE GRILL</p>  <p>Akita Express Japanese Grill</p> <p>423-586-5888 3100 E Morris Blvd • Morristown</p> <p>JEORDIE MORALES • AGE 12 • 6TH GRADE EAST RIDGE MIDDLE SCHOOL</p> <p><i>Akita Express Japanese Grill</i></p>	<p>K&J AUTO SALES</p>  <p>K&J Auto Sales</p> <p>423-581-6636 904 S. Cumberland St • Morristown</p> <p>JAELE REA • AGE 14 • 8TH GRADE MEADOWVIEW MIDDLE SCHOOL</p> <p><i>K&J Auto Sales</i></p>
<p>CARPET CARE PLUS</p>  <p>Carpet Care Plus</p> <p>423-586-8015 3557 Falcon Rd • Morristown</p> <p>COURTNEY HORNOLD • AGE 13 • 7TH GRADE WEST VIEW MIDDLE SCHOOL</p> <p><i>Carpet Care Plus</i></p>	<p>EAST TENNESSEE NISSAN</p>  <p>NISSAN</p> <p>423-587-2506 5496 W Andrew Johnson Hwy • Morristown</p> <p>KIMBERLY PEREZ • AGE 13 • 8TH GRADE MEADOWVIEW MIDDLE SCHOOL</p> <p><i>EAST TENNESSEE</i></p>

Morristown Citizen Tribune (continued)

Morristown, Tenn.

The Kids Design an Ad

We supply the students with the business logo, mission statement and/or other pertinent info. When we get them back, we judge the top 40 and place them in quarter-page blocks and put a border around them with the company's name, address, phone number and website.

We also award first-, second- and third-place for each school and an overall first, second, third and two honorable mentions. Each of the winners get gift cards and certificates. We also give each of the teachers gift cards to help replenish their art supplies.

This generates \$10,000 in advertising revenue.

Mike Walker, Sales & Marketing Director
Citizen Tribune
(423) 581-5630, ext. 350 • mwalker@citizentribune.com



P2P INITIATIVE

Idaho Press-Tribune Nampa, Idaho

New Sunday Section

In mid-2016 the Idaho Press-Tribune made some changes that resulted in the elimination of its Monday edition, a dramatically reduced TV book and an overhaul of the daily comics published.

All of these changes were made in an attempt to reduce costs and they seemed like good decisions at the time. They did save the company a significant amount of expense, but it also pushed more than 2,000 subscribers to cancel.

This 32-page tab section is an evolved version of some of the most traditional print newspaper elements, designed to bring subscribers back and increase advertising revenue.

See next slide



P2P INITIATIVE

IDAHO PRESS-TRIBUNE



idahopress.com

**We are excited to announce the
launch of your new Sunday Section!**



Description of Idea:

In mid-2016 the Idaho Press-Tribune made some changes that resulted in the elimination of its Monday edition, a dramatically reduced TV Book and an overhaul of the daily comics published.

All of these changes were made in an attempt to reduce costs and they seemed like good decisions at the time. They did save the company a significant amount of expense, but it also pushed over 2,000 subscribers to cancel.

This 32- page tab section is an evolved version of some of the most traditional print newspaper elements; Comics, TV & Puzzles. We've now combined the Sunday

Comics, some missing daily comics, an expanded TV grid of over the air channels and several new popular puzzles into a special Sunday tab called Lazy Sunday. We even added Newspaper Fun puzzles for kids.

The ultimate goal is to use this new Sunday section to bring back lost subscribers and hopefully increase advertising revenues in this category.

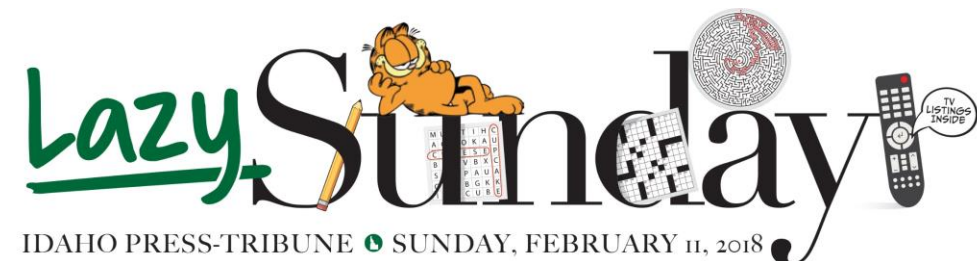
Historically the revenue generated from those content elements was \$0. Since the launch we've sold almost a dozen new advertisers on contract worth roughly \$50k annually.

Idaho Press-Tribune (continued) Nampa, Idaho

Since the launch, we've sold almost a dozen new advertisers on contracts worth roughly \$50K annually.

[View feedback from readers about Lazy Sunday Section](#)

Matt Davidson, Publisher and President
Idaho Press-Tribune
(208) 465-8101 • mdavidson@idahopress.com



TUNDRA

CHAD CARPENTER

THAT'S REALLY GOOD, WHAT'S YOUR MEDIUM? GUESS.

I REALIZE IT'S LOW MAINTENANCE, BUT CONSIDERING OUR VOCATION, DO YOU REALLY THINK VINYL SIDING IS A GOOD IDEA?

THE SHORT CAREER OF THE PIED PIPER WHO SPECIALIZED IN LEMMINGS

© Tundra 2018 www.tundracomics.com

What's Inside

SUNDAY COMICS 2


DAILY COMIC STRIPS ... 11

TV LISTINGS 14

PUZZLE PAGES 21

KIDS FUN 29

ANSWERS 31



Test Drive This Dual Electric Bike Today!



UBCO

Transform the way you...
Ride, Hunt, Farm, Fish & Play!
Learn More at
eMotorsWest.com

eMotorsWest.com

5803 Cleveland Blvd., Caldwell • 208.466.6250



P2P INITIATIVE

[View complete Lazy Sunday Section](#)

Valdosta Daily Times Valdosta, Ga.

150th Anniversary

We celebrated our 150-year anniversary in 2017.

In celebration, we prepared a hardbound coffee table style history book entitled "150 Years of The Valdosta Daily Times." We had reader-submitted photos and information along with many archived photos and items from the newspaper. The book has brought in over \$15,000 in sponsor ads and over \$23,000 in book sales so far. The book was very well received by our audience and we are still selling books.

The book was put together and printed by Pediment Publishing. My contact was Ashley Ainley ashley@pediment.com.

Jeff Masters, Publisher
Valdosta Daily Times
(229) 244-1880 • jmasters@cnhi.com



Lowndes County Through Our Eyes 150 Years of The Valdosta Daily Times

The Valdosta Daily Times

presents a unique glimpse of 150 years of Lowndes County history through stunning photographs. This beautiful hardcover, heirloom-quality coffee-table book features remarkable images of the life and times of the area. The book truly captures the rich history of the area from the 1800s to today.



Showcase your business in this hardcover book that will be treasured by the community for years to come.

One page \$1650

Two pages \$2900

Four pages \$4950

Book Sponsor: Logo on front page and 2 pages \$ 3500, Logo on front and 4 pages \$5500 (limited number available)

Deadline is September 8th. Book publishes in November. Contact Ann Jordan at 229-375-5786

The Greer Citizen Greer, S.C.

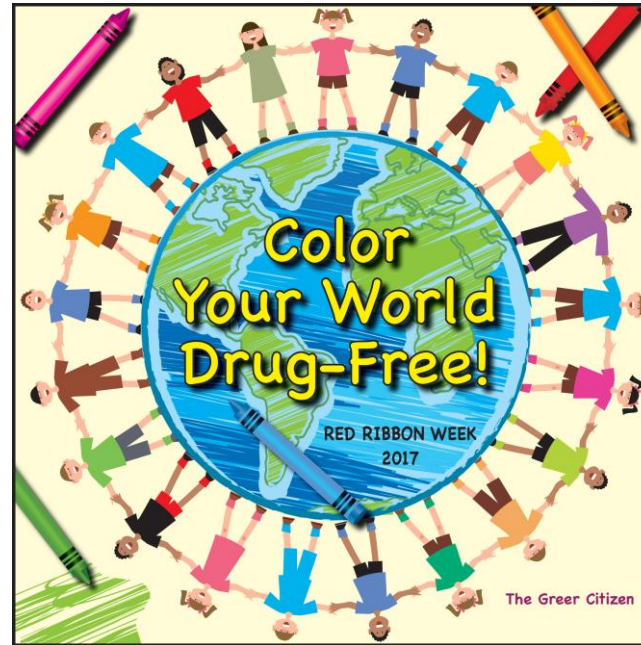
Just Say No

We print this as a black-and-white tab and it serves as a coloring book for the elementary schools in our area.

We sell page sponsorships mainly to our non-traditional advertisers.

Last year we went into 18 elementary schools. Two schools are not in our distribution area, but have requested these to give to their students. It is a great way to engage young students with the newspaper and the advertisers feel that they are helping to promote a good cause in the community.

Steve Blackwell, Publisher
The Greer Citizen
(864) 877-2076 • sblackwell@greercitizen.com



2 THE GREER CITIZEN

WEDNESDAY, OCTOBER 25, 2017

Share
hugs
-not
drugs!

JUST
SAY NO!



P2P INITIATIVE

**LANGSTON
BLACK**
REAL ESTATE, INC.

1001 West Wade Hampton Blvd.
(Highway 29)
848-9070

We
Love
Greer!

STI SERVICE
TRANSPORT
INCORPORATED

In Life... ON TIME...or...ON US!

"Integrity is about
doing the right thing
when no one else is looking."

www.servicetransport.com • 800.849.2590

The Greer Citizen Greer, S.C.

12 That Make a Difference

This was a new tab for us last year. In addition to the revenue, we were able to generate a lot of good will, as a lot of those featured were the "shakers and movers" in the community.

We held a reception and presented each person honored with a plaque that they could display in their respective businesses.

View centerspread graphic on next slide

Steve Blackwell, Publisher
The Greer Citizen

(864) 877-2076 • blackwell@greercitizen.com



P2P INITIATIVE



Meet Jessica

Founder; Saved By The Heart

Husband: Nathan Monroe

Education: Hampton Park Christian School, Wade Hampton High School, Greenville Technical College

Bucket list: Travel

Favorite musician: Whitney Houston

Favorite food: Authentic Hispanic food

Good book: Love Warrior and Carry on Warrior by Milton

Movie: Star Wars

TV Show: Nashville

The Greer Citizen (continued)

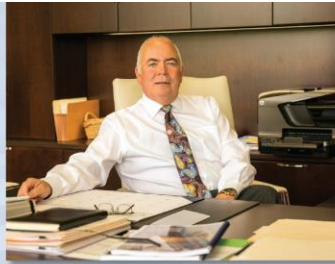
Greer, S.C.



Meet Chuck

President; Langston Black Real Estate

Hometown: Whiteville, NC
Family: Wife Brenda; Children Megan, MacKenzie; Granddaughter Emory
Education: UNC Wilmington; CCIM Real Estate Designation (Held by five percent of realtors in US)
Favorite movie: Hoosiers
Favorite restaurant: Rivera's, Strip Club 104, The Clock
Currently reading: The Little Red Book of Selling
Role model: Dad, Charlie Langston



Meet Ed

City Administrator; City of Greer

Hometown: Lancaster
Family: Wife Christy; Children Kathryn, Mary Moore
Education: MBA Winthrop University; BA in Public Relations USC-Columbia; Associate in Science in Business Administration USC-Lancaster
Favorite artist: Jimmy Buffet
Favorite food: Steak
Guiltily pleasure: Expensive wine
Role model: Father, Bill Driggers



Meet Keith

Lead Pastor; His Vineyard

Hometown: Easley
Family: Wife Debbie; Sons Dwight, Graham, John
Education: Anderson University, Southern Wesleyan University
Influences: Father, William Dwight Kelly
Favorite music: Bluegrass
Favorite TV show: Andy Griffith



Meet Candice

Greer Market Administrator; Countybank

Hometown: Greer
Family: Parents Michael and Terri Good
Education: USC Upstate
Favorite food: Macaroni and cheese, queso
Bucket list: Visit Italy, Meet Dolly Parton
Favorite TV show: Fixer Upper
Role model: Lysa TerKeurst



Meet Tony

President; Pelham Medical Center

Hometown: Auburn, AL
Family: Wife Leah; Sons Nick, Aidan, Sam
Education: Auburn University (Industrial Engineering)
Favorite band: U2, Led Zeppelin
Favorite food: Steak
Currently reading: Gifted Hands
Role model: Father, Costas Kouskolekas



Meet Mark

President/CEO; Netalytics

Education: Hampton Park Christian School, Clemson University (Computer Science, 1993)
Hobbies: Golf, fishing, camping
Favorite music: 80's Music
Favorite restaurant: The Strip Club 104, Rivera's
Currently reading: Barbarians at the Gate: The Fall of RJR Nabisco

What a difference 12 make



Meet Cristy

Founder/Executive Director; Greer Farmers' Market

Hometown: Johnson City, TN
Children: Lucy, Henry, Harrison, Lilly
Education: Spartanburg Day School (1995), University of South Carolina; Winthrop University; Wofford College (BA in English)
Hobbies: Hiking, karate, exercise, cooking, reading
Favorite band: Rolling Stones or The Beatles
Favorite 'Foodies' food: Scandinavian Bread Cheese
Bucket list: Travel



Meet Jennifer

President/CEO; CBL State Savings Bank

Family: Husband Walden; Children Carter, Eliza
Education: Greer High, Presbyterian College, South Carolina Bankers School, Graduate School of Banking Colorado
Favorite music: Country
Favorite food: Chicken Philly from old Calabash Restaurant



Meet Rosylin

VP of Communication; Greenville Spartanburg Intl. Airport

Hometown: Sumter
Family: Husband Jeff; Children Nelson, McKenzie
Education: University of South Carolina (Broadcast Journalism)
Last movie I saw: Girls Trip
Hobbies: Doing voiceover work, volunteering
Role model: Father, Marion Atkinson



Meet Junior

Manager; Greer Quality Foods

Hometown: Greer
Hobbies: Watching football, golf at Greer Country Club
Favorite music: Country
Favorite food: Hotdog or hamburger
Favorite TV show: Blacklist or Old Westerns
Bucket list: Go to Super Bowl



Meet Brian

Owner; The Galleries by Brian Brigham

Favorite music: Beach music
Favorite food: Any. "There's not a lot I don't like. I don't need to go to expensive places or anything like that, but I do love meat. I also enjoy cooking if I get the time."
Hobbies: "I do this all the time. I really do. This is my main thing. I'm a workaholic."



Meet Jessica

Founder; Saved By The Heart

Husband: Nathan Monroe
Education: Hampton Park Christian School, Wade Hampton High School, Greenville Technical College
Bucket list: Travel
Favorite musician: Whitney Houston
Favorite food: Authentic Hispanic food
Good book: Love Warrior and Carry on Warrior by Milton
Movie: Star Wars
TV Show: Nashville

Omaha World-Herald Omaha, Neb.

Win Back Big!

The goal of this campaign was to get appointments with people who used to do business with us but have not in at least one year.

In addition to a letter that went out to clients from Terry Kroeger, multiple additional incentives were offered:

- First, just for meeting with the sales rep, they are entered into a drawing for a \$5,000 ad package.
- Second, if they choose to advertise with the paper again, they can select one of the offered bundles or take a standard 25% discount off all advertising.

Keely Byars, VP of Advertising
Omaha World-Herald
(402) 444-1110 • keely.byars@owh.com



New Business Drive

Win Back – re-engage with former customers
Win Big – make big pitches anywhere to anyone

Win Back +\$108,000

- 403 letters sent, 371 called
- 72 appointments made = 19% return rate
- 26 sales – 36% close
- Average \$4,115

Win Big +\$419,000

- Taught us to be creative and put together aggressive proposals

Total SOLD +\$527,000

[Download full details](#)



P2P INITIATIVE

The Post and Courier Charleston, S.C.

Monetizing Newsletters

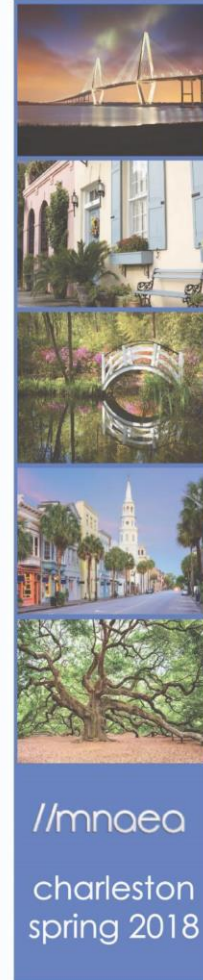
We changed our focus, added or redirected staffing to oversee all newsletters and craft daily news newsletters, and changed our sales approach.

[Download full details here](#)

Scott Embry, Director of Advertising
The Post and Courier
(843) 937-5405 • sembry@postandcourier.com



P2P INITIATIVE



Revenue Impact

- We're projecting 45K in incremental ad revenue year one.
- Reader engagement has grown digital subscriptions from 1,200 to over 4,000 since October 2017.
- We've already added a second ad position due to advertising demand.
- We planning to add additional newsletters on a consistent bases.

Charleston Gazette-Mail
Charleston, W.Va.

Non-Profit Advertising in our Monday e-Edition

We eliminated our Monday print edition.

Advertisers were not keen on paying for the e-edition. We decided to feature non-profit advertising in the Monday e-edition thinking community influencers would see an impact from these ads and begin to advertise businesses. I cannot tell you if these have had an effect as we have been in a constant state of turmoil, but it might work for a paper exploring the elimination of a day of their print edition.

Susan Shumate, Publisher
Charleston Gazette-Mail
(304) 348-4877 • susan.shumate@wvgazettemail.com



[View a copy of Monday's e-Edition,](http://wvgazettemail.com)
[which includes non-profit ads](http://wvgazettemail.com)



P2P INITIATIVE

Culpeper Star-Exponent Culpeper, Va.

Hometown Christmas

The Culpeper Star-Exponent hosted a Holiday Marketplace on Dec. 10 from 11 a.m. to 4 p.m. Vendors included direct sales companies like Scentsy and Lularoe, two local authors, a florist, as well as local crafters and artisans.

In conjunction with the Holiday Marketplace, a glossy magazine was distributed in the Sunday, Nov. 26 paper. The magazine contained content, ads from vendors appearing in the show, other local advertising and promotion for the marketplace.

Lynn Gore, General Manager and Advertising Director
Culpeper Star-Exponent
(540) 825-0772 • lgore@starexponent.com



*See additional details
on the following slides*

[Download full details](#)



P2P INITIATIVE

Magazine Sales Flyer – promoted to local advertisers who would not be a vendor at the Holiday Marketplace

Celebrations
Decorating & Entertaining

Back to Basics
Expert tips, recipes, and inspiration to:
• Plan the Perfect Meal
• Deck the Halls Naturally
• Put the Perfect Tree
• Upgrade Your Cookie Game
...and More!

Celebrations
MAGAZINE
Decorating & Entertaining
Ideas, Tips and Recipes!

Just in time for the holidays!

Glossy Magazine in the paper on Sunday, November 26

- Additional copies distributed at the Hometown Holiday Expo
- Includes Community events for the holidays
- Information about the Hometown Holiday Expo on December 10
- Long shelf life – Readers will hang on to this throughout the holiday season!

ADVERTISING RATES

Inside Front / Back Page (9.44" x 10")	\$699	(Price includes 10k online impressions)
Full Page (9.44" x 10")	\$599	(Price includes 10k online impressions)
Half Page Horizontal (9.44" x 4.695")	\$379	(Price includes 10k online impressions)
Half Page Vertical (4.665" x 9.44")	\$379	(Price includes 10k online impressions)
Quarter Page (4.665" x 4.695")	\$199	(Price includes 5k online impressions)
Eighth Page (4.665" x 2.25")	\$129	(Price includes 5k online impressions)

Glossy magazine publishes in the Culpeper Star-Exponent on Sunday, November 26
Advertising deadline: November 9—All advertising includes full color!

CALL 825-0771 FOR INFO! CULPEPER STAR-EXPONENT
Your Hometown Newspaper

Digital Advertising

VENDORS WANTED!
HOLIDAY MARKETPLACE
 Sun., Dec. 10 • 11 am–4 pm
 Germanna's Daniel Technology Center

[Click for more information!](#)

Holiday Marketplace
 Germanna's Daniel Technology Center

Exhibiting products perfect for gift giving

Sunday, December 10th
11 am–4 pm
\$10 admission

Half of the door proceeds will be donated to the Culpeper Food Closet!

Email lgore@starexponent.com for questions or more information or visit starexponent.com/christmas for pricing, terms and to reserve your space

2017 Hometown Christmas Holiday Marketplace
\$5 OFF Adult Admission
Must present at entrance. Good Sunday, December 10. Day of marketplace.

HOLIDAY MARKETPLACE
 Sun., Dec. 10 • 11 am–4 pm • \$10 admission
 Germanna's Daniel Technology Center
Exhibiting products perfect for gift giving
Half of the door proceeds will be donated to the Culpeper Food Closet!

[Click for more information!](#)

Digital Advertising for the Holiday Marketplace included a call for vendors starting in August, then switched to ads geared to attendees in November.

Digital promotions included online impressions, email blasts and social media.

Digital art was shared with vendors for use in social media.

VENDORS WANTED!
HOLIDAY MARKETPLACE
 Sun., Dec. 10 • 11 am–4 pm
 Germanna's Daniel Technology Center

[Click for more information!](#)

Print Advertising



- Print advertising mirrored what was run in digital formats.
- Provided postcard and sign art to vendors.



Communication was key throughout the process. FAQs were sent to vendors as soon as they signed up and frequent emails kept everyone informed prior to the event.



Frequently Asked Questions

How many attendees do you expect?
Our best estimate is 300, but we are hoping for more!

When is payment due?
Payment for the Advertising and Booth packages is due by Tuesday, November 21. We will continue to sell booth space without ads as long as it is available.

What is included with my booth space?
Premium booths are approximately 8' x 4' and include a 6' table and two chairs. Table spaces consist of a 6' table and two chairs, but do not have space between the tables. Spaces will NOT be divided by pipe and drape. Limited electricity is available. If you need electricity, please let your rep know and we will place you as near to an outlet as we can.

Can I offer a prize and giveaways at my booth?
YES! Small giveaways or favors are encouraged. You may have customers register at your booth for a drawing. If you wish to provide a prize of \$25 or more in value, we will be drawing for prizes throughout the day and your business will be announced when your prize is given away.

Can we have tasting of food and beverages in our booth?
Absolutely. Tastings are great.

How big can our display be?
If you have a Premium Booth, You can display whatever you can fit on and behind a 6' table in about a 4' depth. If you have a very large display, consider purchasing another space.

If you have a Table, you will have the 6' table length, and about 4' in depth (including the table). If you have a large display, consider purchasing two tables. We can place them side-by-side or back-to-back.

What time can we arrive to set up?
Sunday, Dec. 10 at 8 AM. Everyone must be ready to go when the show opens at 11 AM.

What time should we be done?
The show ends at 4 PM – please do not start breaking down your booth until after that time. We must be cleaned up and out by 7 PM.

What else do I need to know?
Tablecloths and extension cords are not provided.
Open flames are prohibited.
Food warmers (flammable gel) are permitted, but must be on a non-combustible surface.
Nothing is to be hung from or affixed to any projection screens or monitors.
No tape/adhesive devices may be used on tables or walls.

What about bad weather? If inclement weather forces us to reschedule, we will email all exhibitors as early as possible on the day of the event.

Vendor Application and Contract



2017 Application / Contract

Email to: lgore@starexponent.com

Bring or Mail to: Culpeper Star-Exponent, 122 West Spencer St., Culpeper, VA 22701

Name: _____ Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Website: _____ Email: _____

Phone: Bus _____ Cell: _____ Home: _____

Do you have social media accounts? Please list them: _____

Please choose the package you would like:

		Ad Only	With Booth	With Table
Inside Front, Inside Back or Back Cover	9.889" x 19.5"	\$ 699	\$ 729	\$ 699
Full Page	9.889" x 19.5"	\$ 599	\$ 629	\$ 609
Half Page	9.889" x 9.75"	\$ 379	\$ 499	\$ 429
Quarter Page	4.889" x 9.75"	\$ 199	\$ 329	\$ 299
Eighth Page	4.889" x 4.75"	\$ 129	\$ 279	\$ 229
Business Card	3.22" x 2"	\$ 59	\$ 209	\$ 159
Booth Only 8' x 4' with table and 2 chairs	-		\$ 149	
Table only 6' table & 2 chairs	-			\$ 99
Add 10,000 online impressions for only \$99				

Method of Payment: Deposit \$ 50 ☐ Check ☐ Visa ☐ American Express

Credit Card Number: _____ Exp. Date: _____

Signature Authorizing Charge: _____

Do you need electricity? _____

Any special requests? _____

Please include clear photos of item(s) to be displayed.

Summary of work:

Initials - Print:

Recap & Results

- 38 Vendors participated in the marketplace.
- A DJ played Christmas music.
- Door prizes provided by the vendors were announced throughout the day.
- Three food trucks were there along with an area to sit and eat.
- Local singers and a children's choir entertained in the eating area.

Revenue		
	Vendor Space Revenue	\$ 4,315
	Door proceeds	\$ 720
	Magazine Ad Sales	\$ 3,459
	Total Revenue	\$ 8,494
Expenses		
	Contribution to Culpeper Food Closet	\$ 360
	Signage	\$ 75
	Bags	\$ 309
	Content That Works	\$ 119
	Printing	\$ 2,100
	Total Expenses	\$ 2,963
	Net Revenue	\$ 5,531

The Sault News Sault Ste. Marie, Mich.

We Salute You


One thing that we did back in 2016 for The Sault News that yielded us \$9,590 in print revenue was "We Salute You."

This was a glossy magazine that had 88 internal pages with pictures of local veterans and advertising. This year we are going to do it again but we are going to include online, as well as get sponsors for the Second Street promotion. This will allow people to go online and enter their own photos and stories, instead of them having to come to us to scan and get information for the book.

David Zewicky, Publisher
The Sault News
(906) 203-9694
dzewicky@gatehousemedia.com



P2P INITIATIVE



WE SALUTE YOU



The Sault News will be publishing a special edition that will honor the great men and women who have served so proudly for us in the armed services. Be a part of helping us honor them in this special edition that will publish November 11, 2016 in the Sault News.

Inside front cover: \$445
Inside front cover 1/2 page: \$250
Inside back cover: \$400
Inside back cover 1/2 page: \$200
Back cover: \$500

Contact Andrea Today!
apayment@sooeveningnews.com

**THE SAULT NEWS**
SAULT STE. MARIE, MICH.

109 Arlington St. • Sault MI • 906.632.2235




WE SALUTE YOU

The Sault News will be publishing a special edition that will honor the great men and women who have served so proudly for us in the armed services. Be a part of helping us honor them in this special edition that will publish November 11, 2016 in the Sault News.

1/4 Page: \$125
1/2 Page: \$175
Full Page: \$349

Contact Andrea Today!
apayment@sooeveningnews.com

**THE SAULT NEWS**
SAULT STE. MARIE, MICH.

109 Arlington St. • Sault MI • 906.632.2235

Indiana Media Group Greensburg, Ind.

Section Planning

This is our timeline for section planning. It could help others challenged with meeting deadlines.

[Download Excel template](#)

Laura Welborn, Regional Publisher
Southeastern Indiana Media
(812) 663-3111, ext. 7001
laura.welborn@indianamedia.com



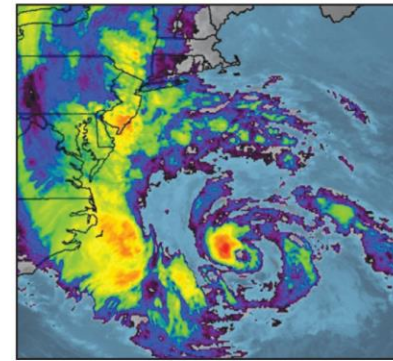
	A	B	C	D	E	F	
1							
2							
3	SECTION/PAGE					DATE	
4							
5	REP	PRIOR YR	GOAL	ACTUAL	% to PY	% to GOAL	
6							
7	Batesville						
8	B1						
9	B2						
10	TOTAL						
11							
12	Greensburg						
13	G1						
14	G2						
15	G3						
16	TOTAL						
17							
18	Rushville						
19	R1						
20	R1						
21	TOTAL						
22							
23	TOTAL SEI						
24							
25	DEBRIEF - Things to correct next year to improve product.						
26							
27	1						
28	2						
29	3						
30	4						
31	5						
32	6						
33	7						
34	8						
35	9						
36	10						
		SECTION TIMELINE	CHECKLIST	HS AD SCHED	SECT. P.L.	GOALS.DEBRIEF	

The Press of Atlantic City Pleasantville, N.J.

Storm Ready Guide

Our Storm Ready Guide generated \$26,000 in revenue in 2017.

Michelle Rice, VP of Sales and Marketing
The Press of Atlantic City
(609) 272-7100 • mrice@pressofac.com



STORM READY

This special magazine will be a **MUST READ** for locals and second homeowners.

It will serve as a guide for emergency preparedness and recovery.

**100,000 copies inserted in the
Current's and Gazette's August 22nd - 24th**
TARGETED READERSHIP - LONG SHELF LIFE

SPECIAL PRICING *includes color*

Back Cover \$1,395 • Inside Front/Inside Back Page \$1,195

Front Strip \$995 (7.5" x 2")

Full Page \$995 (7.5" x 9.5") • Half Page \$695 (7.5" x 4.75") or (3.67" x 9.5")

Quarter Page \$445 (3.67" x 4.7") • Eighth Page \$299 (3.67" x 2.29")

Includes an E-Edition emailed to opt in subscribers

DEADLINE: AUGUST 9TH



YES I want to participate in Storm Ready!

NAME OF BUSINESS: _____ DATE: _____

ADDRESS: _____

AD SIZE: _____ AMT: _____ SALES REP: _____

PRINTNAME: _____ SIGNATURE: _____

THE CURRENT
NEWSPAPERS

THE GAZETTE
NEWSPAPERS

1000 W. WASHINGTON AVE. PLEASANTVILLE, NJ 08232



P2P INITIATIVE

The Daily Star Oneonta, N.Y.

Grad Tab

The "Grad Tab" is a 24-page broadsheet section published annually.

This section features photos of the graduation class at all schools in our readership area. It publishes the Thursday prior to graduation weekend.

Advertisers have the opportunity to show their support by congratulating the featured students.

Revenue in 2017: \$7,718

[View additional page](#)

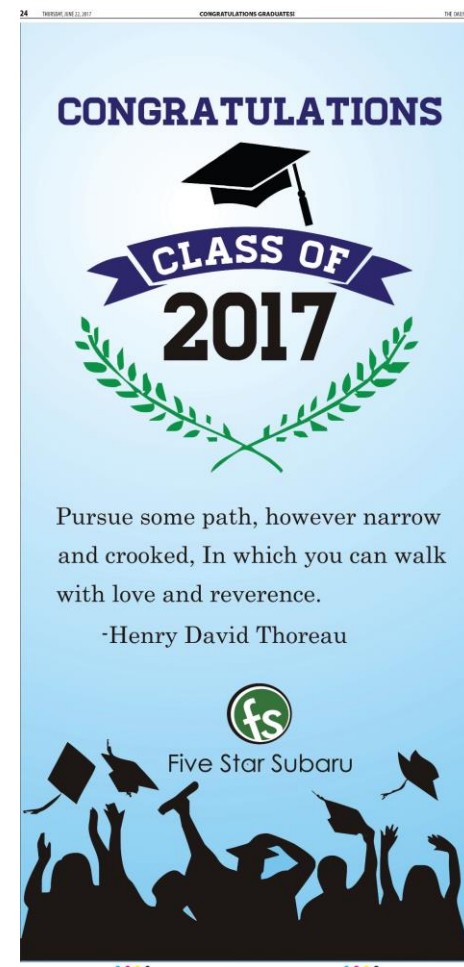
Fred Scheller, Publisher
The Daily Star
(607) 441-7214 • fscheller@thedailystar.com



P2P INITIATIVE



Oneonta Community Christian School



The Daily News Iron Mountain, Mich.

Highlighting A Charity Each Week

Once a week we highlight a local area charity and sell telemarket ads to support the editorial.

This is going over well with readers and annual revenue is expected to be \$7,500 to \$10,000.

We had no problem finding more than 52 non-profits in our area.

Corky DeRoeck, Publisher
The Daily News

(906) 774-2772, ext. 11 • cderoeck@ironmountaindailynews.com



P2P INITIATIVE

The Palm Beach Post West Palm Beach, Fla.

Obituary Profitability

By discontinuing free death notices and charging a fee to list the death notices in our paper in print and online, we grew obituary revenue year-over-year. We also saved on newsprint, as we had fewer death notices listed once we no longer printed them all for free.

See next slide for a graphic showing how we turned a cost center into a profit center

Ellen Sanita, Multi Media Sales Manager
The Palm Beach Post
(561) 820-4501 • Ellen.Sanita@coxinc.com



The Palm Beach Post (continued)

West Palm Beach, Fla.

Turn Cost Center into Profit Center

Newspaper of Origin: The Palm Beach Post

Description: No more complimentary death notices, we now charge for each death notice, and feature them online.

Business Category Targeted: Obituaries

Hyperlink:

<https://www.legacy.com/obituaries/palmbeachpost/obituary.aspx?n=eleanor-corson&pid=188338150&fhid=15240>

Results: Obituary revenue increased YOY by \$108,000. Digital increased by \$162,000. Number of death notices decreased but so did the work of processing them as well as the newsprint expense.



P2P INITIATIVE

OBITUARIES *In Memoriam*

For more information call the Obituary desk at 561.820.4376

ASHK, Janice Raardon
Sept. 17, 1936-Feb. 27, 2018
Janice was a loving wife and mother who lost her husband at the young age of 40. She raised her 2 daughters while holding a full time job. Janice spent 40 years of her life working for FBI Federal Credit Union and worked her way up from teller to loan officer to eventually becoming the President/CEO. She was also involved in local and state credit union organizations as well as being a past Chairman of the Florida Credit Union League and a graduate of Florida Credit Union Management Institute. She is survived by daughter Tracy Sutton (Spouse: Bruce Sutton) and family: John, Janice, Vanessa, Charles, 4 grandchildren: Steven, Sabrina, Summer and Spring and 11 great grandchildren. Janice was a member of St. Thomas Moore Catholic Church. Friends may visit with the family between the hours of 2:00 to 7:00 PM on Saturday, March 3, 2018 at: **QUATTLEBAUM FUNERAL, CREMATION AND EVENT CTR** with a Celebration of Her Life to be held at 5:00 PM in lieu of flowers, donations may be made to either the Peggy Adams Animal Rescue League (peggyadams.org) or Branches of St. Jude Children's Hospital.

CARLINS, Herbert Israel
Age 95, of Boca Raton, passed away Feb. 28, 2018. Service March 7, 11 AM at Beth Israel Memorial Chapel, Delray Beach.

CORSON, Eleanor Margaret
Age 95, of West Palm Beach, passed away Feb. 23, 2018. All County Funeral Home & Crematory, Lake Worth, FL.

ENGELKE, Eugene F.
Eugene Frederick Engelke was a loving husband, father, and grandfather who always put his family first. He was a dedicated U.S. Army veteran, an aerospace engineer, a hardy man outdoorsman, and an avid car enthusiast. He died on Feb. 28, 2018, at home in North Palm Beach surrounded by his beloved family. He was 97.
Gene was born in Huntington, Long Island, NY, on March 4, 1920 to parents Carl and Helen. He was raised in St. Anthony, FL, graduating from St. Peter's High School in 1940. Always the adventurer, Gene took motorcycle trips across the country as a teen and later took his young family on many cross-country car trips, visiting Yellowstone and other national parks along the way. In later years, he enjoyed annual cruises with his family and annual family reunions at Lantier Island.
Gene served as an Army Heavy Weapons Battalion Sergeant in Korea, earning a Bronze Star. When he returned from the war he took flying lessons at Albert Whitted Airfield in St. Petersburg. He became a small plane flight instructor. He married Barbara Ruth on Sept. 11, 1954. They had two children, Charles Eugene and Carolyn Alice.
Gene graduated from the University of Florida in 1961 and worked nearly 30 years at Pratt and Whitney United Technologies as an Aerospace Engineer. The engines he worked on took men to the moon.
Gene was a true gem. He was a modest person who enjoyed whatever he was doing to help anyone who asked. His adored sister, Evelyn Dahlberg (also in family), always had a hot line for him; his kind heart was always at the ready. He restored a prize-winning antique motorcycle and a 1950 Plymouth sedan. He almost finished a 1961 Cadillac Convertible and three powered completion.
After the death of Barbara in 1999, Gene met Sally Bostel, also a widow, at a bereavement group meeting. They married in 2001 and enjoyed years of dancing, entertaining at home, and family outings. Gene belonged to several antique car clubs, including the American Road & Builders Builders Club.

OLLIGES, William E. "Bill"
William "Bill" E. Olliges, 85, Palm City, FL, passed away peacefully on Wednesday, February 28, 2018 surrounded by his loving family.
He was the CEO and Chief Technical Officer of Prime Engineering, Inc., and CEO and Chief Scientific Officer of Boron, Lubricants, Inc., and a member of the Tribology and Lubrication Engineers. He was a member of the Federation of American Scientists and held 38 patents. His favorite sport was fishing, and was a member of the Stuart Smith Club.
He is survived by his loving wife of 72 years, Betty Olliges, his loving children: Tracy (Duke) Kuehnert of Portland, OR, K.O. Riddington of Arlington Heights, IL, Kendra Vassallo of Glenview, IL and Dirk (Katie) Olliges of Grand Forks, ND and his loving stepchildren: Steven (Debbie) Scher of Ocala, FL, Susan (Randy) Saunders of Williamson, WV and Scott (Dorothy) Scher of Lake Zurich, IL. His thirteen grandchildren and six great-grandchildren, and his sister Linda Ruder of Naperville, IL.
A Visitation will be held on Friday, March 2, 2018 from 4:00 PM to 6:00 PM at Martin Funeral Home, Stuart Chapel, 961 S. Kanter Highway, Stuart, FL 34994.
A Funeral Service will be held on Saturday, March 3, 2018 at 11 AM at Martin Funeral Home officiated by Pastor Rick Audin followed by a graveside service at Fort Hill Memorial Gardens, Stuart.
In lieu of flowers, memorial donations can be made to Florida Southern Youth Ranch Scholarship Fund in loving memory of the William E. Olliges Engineering Scholarship Fund, PO Box 2990, Kissimmee, FL 32744.
Funeral Arrangements have been entrusted to the care of Martin Funeral Home, Stuart Chapel, 961 S. Kanter Highway, Stuart, FL 34994 772.273.1400.
Online condolences and expressions of sympathy can be made by visiting www.MartinFuneral.com.

GARBANO, Anthony Robert

The Palm Beach Post Obituaries

SPONSORED BY Legacy.com® OBITUARIES | FUNERAL HOMES | SEND FLOWERS | MEMO

ELEANOR CORSON

Obituary Flowers

RESOURCES
More Obituaries for Eleanor Corson
Looking for an obituary for a different person with this name?
Find a Different E. Corson
See More >

CORSON, Eleanor Margaret Age 95, of West Palm Beach, passed away Feb. 23, 2018. All County Funeral Home & Crematory, Lake Worth, FL.
Published in The Palm Beach Post on Mar. 2, 2018

Facebook Twitter Google+ Email Print

The Fayetteville Observer Fayetteville, N.C.

Favorite Santa Photo Contest

The results were strong. We sold two sponsors.



1,115 Participants
91 Photo Entries
1,501 Votes
37% Opt in

80% Female
20% Male

Prizes:
1st \$500 Shopping at Westwood +
Giftbag with \$200 gift certificate

2nd \$200 Shopping at Westwood +
Giftbag with \$100 gift certificate

3rd \$100 Shopping at Westwood +
Giftbag with \$50 gift certificate

Random drawing - \$50 Westwood

Campaign: Entry 11/22/17-12/4/17 • Vote 12/6/17-12/17/17

Lynnie Guzman, Advertising Director
The Fayetteville Observer
(910) 486-2726 • lguzman@fayobserver.com



P2P INITIATIVE

Favorite Santa Photo Contest



Don't miss this fun marketing opportunity that is sure to capture the attention and business of your customers. Photo contests are one of the most popular promotions among our readers, especially during the holidays. Achieve your marketing objectives the opportunity to reach our large audience as they engage with the ever popular "Favorite Santa Photo Contest". This opportunity includes the strength of integrated media with high engagement and social sharing.

- SPONSOR BENEFITS
- Reach Your Target Audience
 - Gain Valuable Database
 - Leverage High Engagement
 - Increase Social Interaction

Co-Sponsors (Only 2 available)

- Supporting Sponsorship Recognition
- Logo on promotional elements for the contest (over \$15K in promotional advertising)
- Six 1/4 page (5.13" x 10") color ads on or before 12/25/17
- 150K Targeted Digital Display ads
- 1 email to 25K
- 50K Impressions on FayObserver.com
- Social Boost Campaign
- Creative Design
- Enhanced Directory at local.fayobserver.com

Value: \$18,815 **Investment: \$4,220**
Plus a prize for 1st, 2nd and 3rd place winners

Deadline: Monday 11/21/17



The Fayetteville
Observer
fayobserver.com

Don't Miss Out – Contact Us Today!
910.486.2726 | Advertise@FayObserver.com



The Lufkin News

Lufkin, Texas

Entertainment Guide

We are a community 7-day newspaper with 9,000 circulation.

We have always had a TV Guide, generating around \$15K per year. When Advantage Newspaper Consultants contacted us about having them coming out to sell it, I was reluctant.

We decided to turn it into an ENTERTAINMENT guide, which was the key to our success. We committed to LOCAL content being in the guide: local entertainment, local sports, local movie reviews. We even added a local food critic to do weekly restaurant reviews.

See next slide

Larkspur
By Cantex Continuing Care Network
Transitional Care • Skilled Nursing Care • Long-Term Care
Rehabilitation Inpatient/Outpatient • 24 Hour Nursing
Private Rooms w/ Enhanced Amenities
Free WiFi • Free Telephone • Free Satellite TV
Call for Inquiries and Tours 936-632-3346

THE LUFKIN NEWS
EAST TEXAS ENTERTAINMENT
• For the week of December 3 - 9, 2017 •

New Location
All Things "Vander Mall"
"Boutique, Gifts and More"
516 South Chestnut
Chestnut Village Shopping Center
936-899-7165

JUKI
Serger
654
BOVE SEWING CENTER
634-2146 • 501 Lufkin Ave.
Mon.-Fri. 9 AM-5 PM • Sat. 9 AM-2 PM

MUSIC
Cowboy Christmas
Michael Martin Murphey and his band
will take the stage at Pines Theater at
7 p.m. Monday for a stop on his annual
Cowboy Christmas tour. **PAGE 36**

Come in and get your immunizations today!
ABELDT'S GASLIGHT PHARMACY
200 GASLIGHT BLVD.
639-2346 • Refill Line 634-7764
abeldtspharmacy.com

Compounding Lab
Convenient 2-Lane Drive Thru
City Wide Delivery Service
Medical Supplies and Equipment • Jobst Compression Hose
BCBS, Medicare & Most Other Insurance Accepted
Therapeutic Shoes • Mastectomy Fitting Room
Open Monday-Friday 8-6:30 • Saturday 9-1

[View complete issue](#)



P2P INITIATIVE

The Lufkin News (continued) Lufkin, Texas

Entertainment Guide

Last year was our first year to relaunch this once-stale product and we had \$90K in sales! This year, we had many renewals and some new customers and sold \$120K!!! It's an easy once-per-year sale.

Contact info for the company that comes out to help us sell it:

Saundra Stringer, Division Sales Manager
Advantage Newspaper Consultants
910-323-0349 Office
903-730-1166 Cell
sstringer@newspaperconsultants.com
www.newspaperconsultants.com

Tammy Kedrowicz, Advertising Director

The Lufkin News

(936) 631-2630 • tkedrowicz@lufkindailynews.com



P2P INITIATIVE

The Lufkin News

Entertainment Package

52 Week Rates

AD SIZE	52 WEEK
Rate per inch	\$10.00
3 "	\$30.00
4 "	\$40.00
5 "	\$50.00
6 "	\$60.00
7 "	\$70.00
8 "	\$80.00
9 "	\$90.00
10 "	\$100.00
12 "	\$120.00
15 "	\$150.00



PREMIUM POSITIONS	
Left Skybox	\$ 80.00
Left Side Upper	\$ 60.00
Left Side Lower	\$ 90.00
Bottom Strip	\$250.00

BENEFITS
⇒ 7-day shelf life
⇒ Local TV listings
⇒ Cable channels
⇒ Guaranteed placement/exclusivity
⇒ Easy to use pull out publication
⇒ Option to change ad copy weekly
⇒ Features, puzzles & articles updated weekly
⇒ Inserted every Sunday

VALUE ADDED PACKAGE	
⇒ Free color where available in TV Book	⇒ P/up with no changes in Mon. or Tues. paper. (Color ads will be picked up in color when available.)

First PUB Date: Sunday, February 11, 2018

The Advertiser-Tribune

Tiffin, Ohio

Winter Sports

To promote the beginning of High School Winter Sports, The Advertiser-Tribune publishes three 12-page broadsheet sections with team photos, coaches' comments about the upcoming season and league predictions from the 14 area high schools and two universities in our readership area. One section features two facing pages (shown on next screen) with the boys and girls basketball schedules from each school, sponsorship ads along the left and right side, plus two banner ads across the top of the page.

Banner ads are sold at \$200 each and the 1x2 sponsor ads are \$50 each.

See next slide for full-page graphics

Michelle Steinmetz
Advertising Director and Circulation Marketing Manager
The Advertiser-Tribune
(419) 448-3238 • msteinmetz@advertiser-tribune.com



P2P INITIATIVE

The Advertiser-Tribune (continued) Tiffin, Ohio

© — The Advertiser-Tribune, Tiffin, Ohio, Thursday, November 30, 2017

**GOOD LUCK Area Teams!**

23 S. Washington St. • 419-447-8579
bolterealty.com





Tiffin Motors & De Inc.
1441 N. Maple Road
Tiffin, Ohio 44885



PAULUS EYECARE ASSOCIATES, INC.
Optometrists • Contact Lenses
115 S. Market St., Tiffin, OH 44885
419-447-5540



SABER SPORTS
1154 E. McPherson Hwy
PO Box 246
Clyde, OH 44401
1-800-736-5849



Fastenal Co.
1525 N. St. 1
Tiffin, Ohio 44885
419-447-8577
www.fastenal.com



FASTENAL



Lalcom
5950 W. Tiffin St.
Tiffin, Ohio 44885
419-447-5540



WEININGER
Brandt L. Weininger, DDS
2540 E. St. 100
Tiffin, Ohio 44885
www.weiningerfamilydentistry.com



Tiffin Paper Company
255 South Ave.
Tiffin, Ohio 44885
419-447-2121



TPC



The Advertiser-Tribune
527 N. St. 1
Tiffin, Ohio 44885
419-448-5200
1-800-448-5250
theadvertisertribune.com

BOYS		Bellevue		GIRLS	
1208	Sandusky	1150	Margaretta		
1209	W. Huron	1202	Sandusky		
1210	Perkins	1208	Perkins		
1211	Port Clinton	1212	W. Huron		
1212	W. Huron	1216	Napoleon		
1213	W. Huron	1218	W. Huron		
1214	W. Huron	1220	W. Huron		
1215	W. Huron	1222	W. Huron		
1216	W. Huron	1224	W. Huron		
1217	W. Huron	1226	W. Huron		
1218	W. Huron	1228	W. Huron		
1219	W. Huron	1230	W. Huron		
1220	W. Huron	1232	W. Huron		
1221	W. Huron	1234	W. Huron		
1222	W. Huron	1236	W. Huron		
1223	W. Huron	1238	W. Huron		
1224	W. Huron	1240	W. Huron		
1225	W. Huron	1242	W. Huron		
1226	W. Huron	1244	W. Huron		
1227	W. Huron	1246	W. Huron		
1228	W. Huron	1248	W. Huron		
1229	W. Huron	1250	W. Huron		
1230	W. Huron	1252	W. Huron		
1231	W. Huron	1254	W. Huron		
1232	W. Huron	1256	W. Huron		
1233	W. Huron	1258	W. Huron		
1234	W. Huron	1260	W. Huron		
1235	W. Huron	1262	W. Huron		
1236	W. Huron	1264	W. Huron		
1237	W. Huron	1266	W. Huron		
1238	W. Huron	1268	W. Huron		
1239	W. Huron	1270	W. Huron		
1240	W. Huron	1272	W. Huron		
1241	W. Huron	1274	W. Huron		
1242	W. Huron	1276	W. Huron		
1243	W. Huron	1278	W. Huron		
1244	W. Huron	1280	W. Huron		
1245	W. Huron	1282	W. Huron		
1246	W. Huron	1284	W. Huron		
1247	W. Huron	1286	W. Huron		
1248	W. Huron	1288	W. Huron		
1249	W. Huron	1290	W. Huron		
1250	W. Huron	1292	W. Huron		
1251	W. Huron	1294	W. Huron		
1252	W. Huron	1296	W. Huron		
1253	W. Huron	1298	W. Huron		
1254	W. Huron	1300	W. Huron		
1255	W. Huron	1302	W. Huron		
1256	W. Huron	1304	W. Huron		
1257	W. Huron	1306	W. Huron		
1258	W. Huron	1308	W. Huron		
1259	W. Huron	1310	W. Huron		
1260	W. Huron	1312	W. Huron		
1261	W. Huron	1314	W. Huron		
1262	W. Huron	1316	W. Huron		
1263	W. Huron	1318	W. Huron		
1264	W. Huron	1320	W. Huron		
1265	W. Huron	1322	W. Huron		
1266	W. Huron	1324	W. Huron		
1267	W. Huron	1326	W. Huron		
1268	W. Huron	1328	W. Huron		
1269	W. Huron	1330	W. Huron		
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1303	W. Huron	1398	W. Huron		
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1434	W. Huron	1660	W. Huron		
1435	W. Huron	1662	W. Huron		
1436	W. Huron	1664	W. Huron		

The Independent Grand Island, Neb.

Best of Grand Island

Revenue total with print and digital was \$74,761.

Link to flipping book:

http://gidedicated.com/special/2017/09/Best_of_Grand_Island/

See next slide

Terrie Baker, General Manager
The Independent
terrie.baker@theindependent.com



P2P INITIATIVE

The Grand Island Independent

special sections:

**Best of Grand Island
September 24, 2017**



Our loyal readers will vote online for their favorite "Best of" in Grand Island. Lots of categories and lots of votes.

Advertising Packages

3 Packages available!

This is your opportunity to "Thank" your loyal customers for voting you as the "Best of Grand Island 2017".

Added bonus:

You will receive a certificate and door decal to display proudly if you are a category winner. Full color glossy premium pages are sold on a first come, first served basis. Inside front, inside back, back cover, front of spread and back of spread are available for \$829 each. Center two page spread is available for \$1500. Advertisers on the glossy pages will receive a free 8x10 plaque along with their certificate and door decal.

Color available for an additional \$99 on non-glossy pages.

If you are a winner, an 8x10 plaque is available for an additional \$42. Delivery time is approx. 2-3 weeks after the magazine publishes on Sept. 24.

1/4 page 4.875" x 4.875" (no bleeds)	1/2 page 10" x 4.875" (no bleeds)	Full page 10.5" x 10.5" If preparing a camera-ready ad, please call for dimensions.
\$285	\$424	\$674

Publishes:

Sunday, September 24

Format:

Magazine

Advertising Deadline:

Friday, September 1 - 5:00 p.m.

Proof Back Ok'd/Camera Ready Deadline:

Wednesday, Sept. 6 - 5:00 p.m.

Contact your advertising representative today
or call 308-382-1000

The Independent (continued)

Grand Island, Neb.



Voting period:
August 7 - 20



Best of Grand Island Voting Packages

Our loyal readers will vote online for their favorites in the "Best of Grand Island." Lots of categories and lots of votes!

Take advantage of a captive audience by promoting your business on the Best of Grand Island voting website. This is our most popular contest of the year - don't miss your chance to tell Grand Island why you are the best!

Online Display Packages:

Package A - \$350

- One 15,000 impression run-of-site banner on theindependent.com to encourage people to vote for you in the Best of Grand Island
- Two 2x5 print ads to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Package B - \$250

- One 15,000 impression run-of-site banner on theindependent.com to encourage people to vote for you in the Best of Grand Island
- One 2x5 print ad to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Suggested Listings:

First listing - \$75

- Put your business top-of-mind with our voters as a suggested listing on the Best of Grand Island online ballot. Your business will be pre-populated as a voting option in one sub-category of your choice.

Additional listings - \$35

- Additional suggested listings in other categories can be purchased for \$35 each.

Banner Deadline:
Monday, July 31

Sponsored Listing Deadline:
Wednesday, August 2

Contact your advertising representative today
or call 308-382-1000



Voting period:
August 21 - September 5



Best of Grand Island Voting Packages

Our loyal readers will vote online for their favorites in the "Best of Grand Island." Lots of categories and lots of votes!

Take advantage of a captive audience by promoting your business on the Best of Grand Island voting website. This is our most popular contest of the year - don't miss your chance to tell Grand Island why you are the best!

Online Display Packages:

Package A - \$400

- One 728x90 run-of-site banner that will rotate through the top and bottom positions on the Best of Grand Island voting site
- Two 2x5 print ads to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Package B - \$300

- One 728x90 run-of-site banner that will rotate through the top and bottom positions on the Best of Grand Island voting site
- One 2x5 print ad to encourage people to vote for your business during the voting period
- One Suggested Listing in the category of your choice (more listings can be purchased at an additional \$35 per listing)

Suggested Listings:

First listing - \$75

- Put your business top-of-mind with our voters as a suggested listing on the Best of Grand Island online ballot. Your business will be pre-populated as a voting option in one sub-category of your choice.

Additional listings - \$35

- Additional suggested listings in other categories can be purchased for \$35 each.

Deadline: Friday, August 11

Contact your advertising representative today
or call 308-382-1000

Opelika-Auburn News
Opelika, Ala.

Readers Choice
Vote for Me Special Section

Revenue: \$10K

See next slide

Rex Maynor, Publisher
Opelika-Auburn News
(334) 737-2558 • rmaynor@oanow.com



Don't miss your chance
to encourage our readers to
vote your business the
Best of East Alabama!

Our readers will vote for their favorites in over 100 categories
online at oanow.com and by submitting ballots published in
the Opelika-Auburn News

Votes will be accepted September 1st through 15th.

**Don't miss this opportunity to have your
business at the top-of-mind for voters!**

Suggested Listing - \$175

Put your business top-of-mind with our voters. Your business will be
listed alongside an easy "vote" button. Readers can still write-in votes,
but this easy voting option helps keep your business top of mind.

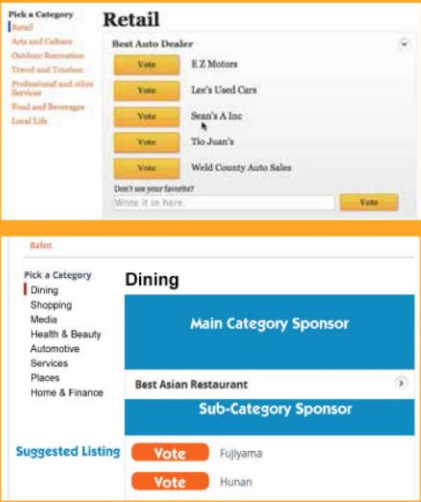
Sub-Category Sponsorships - \$350

For even more exposure, place a banner ad at the top of the voting
sub-category of your choice that displays to voters. Only one position is
available in each sub-category on a first-come first-serve basis. Includes
one suggested ballot listing in the sub-category of your choice.

Category Sponsorships - \$450

Only 6 Available

For maximum exposure, place a banner ad at the top of the voting
category of your choice that displays to voters. Only one position is
available in each of six categories on a first-come first-serve basis.
Includes one sub-category sponsorship of your choice and one
suggested ballot listing in the sub-category of your choice.



Deadline Monday, August 21, 2017

Contact your Opelika-Auburn News Advertising
Representative for more information. 334-749-6271



Opelika-Auburn News
Opelika, Ala.

Readers Choice
Winners Special Section

Revenue: \$37K

Rex Maynor, Publisher
Opelika-Auburn News
(334) 737-2558 • rmaynor@oanow.com



The votes are in,
and you're a
Winner!*

Don't miss this opportunity to celebrate
your selection and thank your customers!

Ad Size	Price
Eighth	\$225
Quarter	\$350
Vertical Half	\$595
Horizontal Half	\$595
Full	\$960



With the purchase of an ad, you will receive:
A plaque in recognition of your award
Your ad to run on oanow.com

Deadline Monday, October 16th
Publish Date Sunday, October 29th

Contact your Opelika-Auburn News Advertising
Representative for more information at 334-749-6271



****We ask that you please not announce that you are a winner until the section publishes on Oct. 29th.****

Join us again on April 19:

“Tactical Cost-Cutting” is the subject of our next P2P video conference call.

Thursday, April 19, from 2-3 p.m. (EDT).

The price of admission: submit a successful cost-cutting idea by April 13. Publishers who submit an idea will gain access to the video conference and the entire collection of ideas submitted. Send one idea, get many more.

In submitting your idea, please give us:

- A short description of your cost-cutting measure.
- Results experienced at your paper, for example: how much money did you save and were there other positives that came out of this step?
- Suggestions for other newspapers that want to take this idea and implement it.
- Supporting materials that other newspapers would find helpful.
- Contact name, number and email of the person who can provide more information, if another SNPA member has follow-up questions.

To register:

- Send an email by April 13 to Edward VanHorn (edward@snpa.org) with the subject line: P2P.
- Include details about at least one tactical cost-cutting measure that your newspaper has found successful.
- Check your in box for instructions for joining the conference.

