

SNPA



P2P INITIATIVE

July 20, 2019
Growing Retail Revenue

Thanks to everyone who submitted ideas!

- Orestes Baez: President & Publisher, Holland Media Group
- Katie Wesson: Retail Sales Manager, Tallapoosa Publishers
- Mike Fishman: Publisher, Lakeway Publishers
- Mike Walker: Sales & Marketing Director, Lakeway Publishers
- Bill Duncan: Advertising Director, The Index-Journal
- Felicia (Fe) Seaman: Digital Sales Manager, Adams Publishing Group - Eastern North Carolina
- Kim Collette-Waller: Project Coordinator, Ogden Newspapers
- Christine Mohr: General Manager & Advertising Director, Thomasville Times-Enterprise
- Brian Jarvis: President, NCWV Media
- Jack Ryan: Editor, Enterprise-Journal
- Tippy Hunter: Director of Advertising, Tallapoosa Publishers



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The Exponent Telegram NCWV Media Clarksburg, WV

Best of Harrison County

The Exponent Telegram saw an advertising decline early in the year and created the Best Of Harrison County contest to not only generate revenue, but also build relationships. And it worked!

Ads were run in print, digital and social; all voting was online. There were more than 135,000 votes from 12,000 different people throughout the month of February. More than 800 businesses were nominated in a town of 30,000 households.

Revenue was about \$10,000 and more than 600 people attended the event. However, the biggest benefit was from sales reps getting into the business doors easier. The residual has been about 10 contracts of six months or more – sold for \$500 each since the event ... generating close to \$30K of new revenue.



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The Exponent Telegram
The BEST of HARRISON COUNTY 2019

Congratulations TOP 3 FINALISTS!

THIS LIST OF BUSINESSES HAVE BEEN VOTED THE TOP 3 OF ONE OR MORE OF THE BEST OF HARRISON COUNTY CATEGORIES!

YOU'VE BEEN NOMINATED!

The Exponent Telegram
The BEST of HARRISON COUNTY 2019

Now It's Time To Get Your Votes!

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Tallapoosa Publishers The Outlook

Children's Public Safety Coloring Book

Last year, Tallapoosa Publishers launched a children's public safety coloring book in its two markets.

The design was kept simple with only two ad sizes offered – full-page for \$300 and banner for \$150. Premium placements were also available for a higher rate. Sales reps were in charge of the photos, and it was critical that photos were high quality so the images were clear when they were turned into coloring pages. The coloring books were given to each local public safety office to use in their annual campaigns at elementary schools, expos, daycares, etc.

Total sales for 2018 were \$14,500 and \$17,000 for 2019.



P2P INITIATIVE



FIRST RESPONDERS COLORING BOOK

We're turning our LOCAL public safety officials into fun coloring pages to promote awareness of topics:

- Drugs & Alcohol
- Stranger Safety
- Poison Prevention
- Water Safety
- Bullying
- Cyber Safety
- Hazardous Weather
- Electrical Safety
- Gun Safety

Bottom Banner Page Sponsor:	\$150
Full Page (ad only):	\$300
Back Inside Cover:	\$350
Front Inside Cover:	\$400
Back Cover:	\$450
Front Cover:	\$500

** FREE copies will be given to local public safety offices for use in their awareness campaigns.*

BE A PART OF THIS SPECIAL AWARENESS PROJECT INTRODUCING LOCAL FIRST RESPONDERS!
CALL 256-234-4281 TODAY!

Katie Wesson
Retail Sales Manager
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Thomasville Times-Enterprise Thomasville, GA

Black History Month

The Black History Month tabloid is a new product for the Times-Enterprise. Their community really embraced it, and it was so popular that people have continued to come in to pick up copies.

In addition to display ad space, each advertiser also received a seven-day digital ad. The sales rep who sold it also did a lot of research and it was filled with local information and historical photos.

For 2019, the product had \$3,000 in new revenue and is something they will continue to do.

Celebrate



THOMASVILLE
TIMES-ENTERPRISE

www.timesenterprise.com

Friday, February 22, 2019

Christine Mohr
General Manager & Advertising Director
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The Citizen Tribune Morristown, TN

Kickoff Classic

The Kickoff Classic is a Citizen Tribune sponsored event as the first high school football game of the year between the two city high schools.

The Citizen Tribune sells a wide variety of elements related to this game including jumbotron commercials, ads in the football special section, website banners, game ticket sponsorships, lineup cards and novelty items. They also sponsor a number of events at the game itself including football toss, field goal contest and National Anthem singing contest.

In 2018, the Kickoff Classic generated \$12,000 in revenue. For 2019, the paper hopes to bring on a partnering sponsor for an additional \$5,000.



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[Read more in this SNPA eBulletin article](#)



KickOff Classic Fan Guide-Full Page.....	\$429
-Half Page	\$249
Official KickOff Classic Ticket (5000).....	SOLD \$600
KickOff Classic Dry Erase Magnet (500)	SOLD \$525
Official KickOff Classic Hand Fans (500-Trojans/500-Hurricanes)	SOLD \$900
Official KickOff Classic Rally Towels (100-East/100-West)	SOLD \$700
Jumbotron Announcements	SOLD
Up to 30 Second Ad - Open to 8 advertisers - 2 ads	SOLD \$150
Logos - Open to 10 advertisers- 4 - logos throughout the game	SOLD \$100
First Down Announcements	SOLD \$250
PA Announcements	
Up to 10 second announcement	
Open to 20 advertisers - 3 announcements throughout the game	\$75
Front Page Ad Label (Full Color)	SOLD
20,000	\$850
Official KickOff Classic Website	
Static Leaderboard	SOLD \$200
Rotating Side Banner (4)	\$75
Time Outs Sponsorship (Every Time Out Called)	SOLD \$250
Official Stadium Cups	SOLD
1000	\$1290
Booth at the Kick Off Classic Game (9 available)	SOLD \$125
Starting Line-ups Sponsor	SOLD \$275



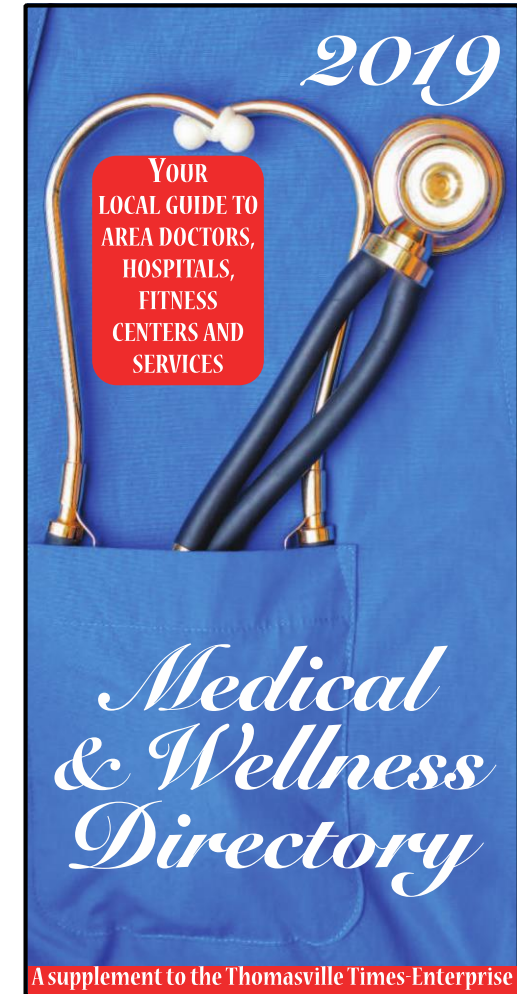
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Thomasville Times-Enterprise
Thomasville, GA

Medical Directory

The Times-Enterprise publishes an annual medical directory filled with medical advertising and information provided by local medical providers and health care centers. It is inserted into newspapers in January.

For 2019, the product had \$9,000 in revenue, including a seven-day digital ad for each advertiser.



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The Index-Journal Greenwood, SC

Spotlight on Greenwood

The Index-Journal partnered with the local Chamber of Commerce on the Spotlight project. The Chamber had previously been doing this alone. The Index-Journal sold **all** the ads and kept **all** the revenue. The Chamber provided all the content.

The Index-Journal sales team found that selling ads to Chamber members was successful because they felt the need to support their local Chamber. The staff arranged the content and printed the higher bright tab in-house. It was inserted into a weekday paper and 500 extra copies were provided for the Chamber’s annual meeting. A win/win for both parties!

They have done this project twice with a total of \$14,000 in revenue.



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Small Business Appreciation



Publishes
April 24th

Reserve ad space by
April 18th

Greenwood
Chamber of Commerce
Member Pricing

FULL PAGE	10" x 10"	\$400	\$300
HALF PAGE	10" x 5" Horizontal 5" x 10" Vertical	\$300	\$225
QUARTER PAGE	5" x 5"	\$200	\$150
EIGHTH PAGE	5" x 2.5"	\$130	\$95
GANG PAGE	3.25" x 2"	\$85	\$65

***Chamber members receive a 25% discount**

INDEX-JOURNAL
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The Daily Reflector Greenville, NC

Best of Greenville

The Daily Reflector ran a Best of Greenville contest in 2018. The staff created a logo, contest and participation guidelines and the project culminated in a glossy magazine circulated to subscribers. It was hosted digitally on Issuu.

During the contest, the staff used Cognito forms to capture leads and data, Constant Contact for emails, and they posted on multiple social media platforms, which led to most of the engagement.

This program generated \$12,000 in revenue.



P2P INITIATIVE

HOW TO MAKE PARTICIPATION IN
..... The Daily Reflector's
BEST OF 2018
.....
SUCCESSFUL FOR YOUR BUSINESS

1) GET YOUR EMPLOYEES ENGAGED.
Let them know that The Daily Reflector is once again conducting the "Best of Greenville" contest. Employees should share the news with customers at work and on social media.

2) UTILIZE "VOTE FOR US" SLIPS.
The Daily Reflector can provide a starter batch of "Vote for Us" slips and a pdf file for your business to print more.

3) ENGAGE THE PUBLIC BY PROMOTING.
Prompt employees to continually promote it.
- Make signs for your store.
- Share on social media.
- Use #GDBest18 in your posts.
- Update your website.
- Share the link to the ballot which will be posted on reflector.com.

IMPORTANT DATES:
Preliminary Voting: July 1st - August 15th
Final Voting: August 16th - September 30th
Best of 2018 Publication: October 26th

Finalists will be selected from the preliminary voting to form the final voting ballot.
Winners will be contacted along with 2nd place winners.
Those voted to and 2nd will have an opportunity to advertise in our "Best of 2018" publication.

PLACES - FOOD - SERVICES - SHOPPING
BEST OF
greenville
2018

place your final votes
AT REFLECTOR.COM
August 16th - September 30th

The top nominees have been collected, it's time to find out who really is The Best!

For questions about Best of Greenville please call Kathryn at 252-329-9637

THE DAILY REFLECTOR
BEST of 2018
REFLECTOR.COM



Felicia (Fe) Seaman
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Athlete of the Week

Ogden Newspapers runs an Athlete of the Week program, published throughout the high school sports season. Each week the sports department gathers all nominees from local high school coaches and selects the athletes to honor.

A special logo/header was developed and is used throughout the entire high school sports season. The information publishes the same day each week. There also are multiple ways to sell the sponsorship allotted for the Athlete of the Week. The space/sponsorship could be sold weekly, monthly, quarterly or for the entire high school season.

On average, the Athlete of the Week program generates \$13,000 in revenue per market.



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Thomasville Times-Enterprise Thomasville, GA

Journeys

Every March, The Times-Enterprise publishes a weekly broadsheet section called Journeys.

These sections feature local people, not necessarily well-known, who have had a progressive Journey in their lives. The Journey can be health related, education related, financial, or something they have done to enhance the community. Ads are sold and designed to run all four weeks.

In 2019, total revenue was \$40,000 and included a seven-day digital ad for each advertiser.



■ Harper supported ■ County's success ■ Jenkins embraces roles ■ Dalton plants seeds



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Tallapoosa Publishers The Outlook

Salute The Blue

The Outlook recently ran a Salute the Blue special section that featured men and women in uniform in their surrounding areas.

The special feature had the individual's name and title listed below their picture with a patriotic background.

This was a huge success and brought in an additional \$3,000 in revenue for a quick project.



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The Enterprise-Journal McComb, MS

Hospital Partnership

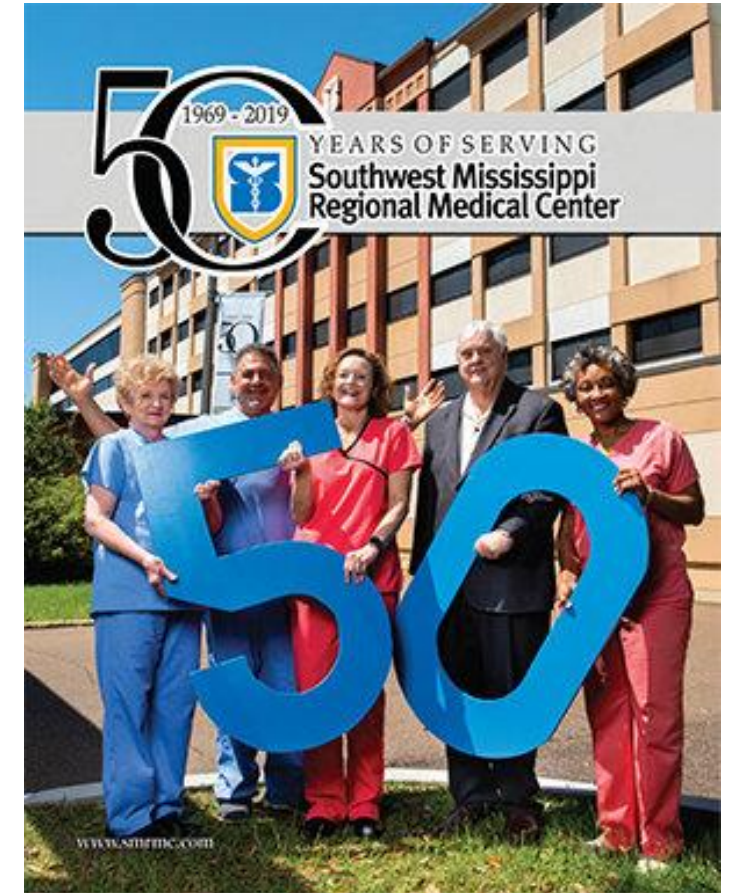
The Enterprise-Journal has a strong public hospital in its 40,000-population county. To tell the hospital's comprehensive story, the paper worked with the hospital on a 76-page glossy magazine. They have partnered on the project for the past four years, with each issue containing about 13 stories on various medical specialties and employees.

The hospital pays \$36,000 for content (reporters write the stories), printing, and direct-mail distribution to two ZIP codes. The magazine also is inserted in the paper. The hospital likes it because it costs a lot less than having a PR firm do something similar.

In addition to what the hospital pays, the paper also sells advertising and consistently hits \$30,000 in ad revenue, making it a \$60,000-plus project.



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**Jack Ryan
Editor**

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- Leveraging data to build audience and diversify revenue
- How coverage impacts revenue
- Best revenue ideas
- Non-traditional revenue

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