



Today's video conference call will begin shortly.

Tips for Conference Attendees:

- Please mute your computer so background noise is not distracting.
- Questions can be typed into the chat box at any time.
- This call is scheduled for 60 minutes. We will be recording the call, and that recording will be made available to participants after the call. If you have to leave the call before the end of this video conference, you won't miss anything!
- A PDF version of today's PowerPoint will be available to all participants after the call, too.
- We welcome your feedback. Please send your comments and suggestions to edward@snpa.org

SNPA



P2P INITIATIVE

November 15, 2018
Video Conference – Non-Traditional Revenue

More P2P video conference calls coming in 2019:

Watch for an announcement of eight new P2P calls to be held in 2019.

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



Participants registered for today's call:

- John Cash, chief revenue officer, APG Media of TN/NC/VA, and general manager, The Greeneville Sun, Greeneville, Tenn.
- Rachel Cook, The Post and Courier, Charleston, S.C.
- Don Cooper, general manager, Temple Daily Telegram, Temple, Texas
- Cindy Durham, communications director, SNPA
- Scott Embry, director of advertising, The Post and Courier, Charleston, S.C.
- Mike Fishman, publisher, Citizen Tribune, Morristown, Tenn.
- Stacie Goldberg, advertising manager, Sun Coast Media Group, Port Charlotte, Fla.
- Betsy Griffin, advertising and marketing sales director, APG Media of Chesapeake, Easton, Md.
- Brian Jarvis, president, NCWV Media, Clarksburg, W.Va.
- Thom Kastrup, executive vice president and chief revenue officer, BH Media Group
- Dena Matthews, advertising manager, Bay City Tribune, Bay City, Texas
- John Powell, sales and marketing manager, The Daily Reflector, Greenville, N.C.
- Melanie Ropp, The Post and Courier, Charleston, S.C.
- Tom Silvestri, president and publisher, Richmond Times-Dispatch, Richmond, Va.
- Misty Simons, The Post and Courier, Charleston, S.C.
- Art Smith, online manager, The Parkersburg News and Sentinel, Parkersburg, W.Va.
- Edward VanHorn, executive director, SNPA
- Greg Watson, chief marketing officer, SNPA
- Phyllis Weber, advertising director, The Roanoke Times, Roanoke, Va.
- Laura Welborn, regional publisher, Southeastern Indiana Media, Greensburg, Ind.



Accessing the slides after this call:

<http://snpa.static2.adqic.com/static/P2P-11-15-18.pdf>

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

Want to receive a recording of previous P2P calls?

Email edward@snpa.org to request any/all of the following:

- Revenue
- Tactical cost-cutting
- Organizing your sales force
- Leveraging data to build audience and diversify revenue
- How your news coverage impacts your revenue
- Best revenue ideas of 2018



Richmond Times-Dispatch Richmond, Va.

Going all in on a Major Food Event

WHAT: A Taste of Richmond is a unique dining experience and a foodie's delight. The bi-annual event showcases what's new, and what's delicious, in Richmond's noted restaurant industry by bringing together dozens of local restaurants, bakeries and chefs for a small-plate feast. Attendees sample from as many locations as they choose throughout the evening, and local wineries and craft distilleries are also on hand to provide samples and drinks.

WHO: RTD Events organizes the event within RTD Advertising, with cooperation from RTD News.

WHY: As the restaurant industry in our area has evolved and been featured in regional and national media, so has interest in engaging dining experiences and local celebrity chefs. A Taste of Richmond is popular amongst this growing audience for local dining, and this event is an opportunity for attendees to get to see local celebrity chefs in action during live demonstrations; talk with restaurateurs while sampling their specialty dishes; and experiment with different cuisine and restaurants all at one event.

SLIDE 1 of 4

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



P2P INITIATIVE



A Taste of RICHMOND RTD Holiday

Taste the local flavor, with expert tips to savor

Experience the best of Richmond's dining scene in one delectable evening. Enjoy live cooking demos from local chefs, signature samples from the area's top restaurants, and a holiday marketplace featuring local retailers. Plus, enjoy wine, beer, and spirits from favorites around the state and beyond.

LIVE COOKING DEMOS:

A portion of the ticket proceeds to benefit:





- ♦ Carlisle Bannister and Ernie Labrecque from **Upper Shirley Vineyards**
- ♦ Keya Wingfield from **Candy Valley Cake Company**
- ♦ Jack Carpenter from **Julep's**
- ♦ Kristi Genova from **Casa Italiana**

FEATURED RESTAURANTS & RETAILERS

AR's Hot Southern Honey	Great Harvest Bread Co.	Ristor's Coffee & Tea
Back Pocket Provisions	Hubbard Peanut Company	The Savory Grain
Bottoms Up Pizza	India K' Raja Restaurant	Simply Checkstar
Brooklyn Pizza Authority	Keep It Simple Syrup	Sonja Syrup
BS Grillin Company	Kruggers Tap & Table	The Spelt Gourmet Cookie Company
Buz and Ned's Real Barbecue	Mama J's	Sweet Temptations by Teresa
Capital Ale House	Metro Diner	Taylor Made Chocolate
Carabba's Italian Grill	Nightingale Ice Cream Sandwiches	Texas De Brazil
Casa Italiana	Nuavegan Cafe	Townia Italian Kitchen & Wine Bar
Chay's Tex-Mex	Podoba's Hams & Deli	Two and a Half Irish Men
Cooper's Hawk Winery & Restaurants	PastoryBase	Upper Shirley Vineyards
Espresso A Go-Go Catering	Poor George's Bake Shoppe	Zorba's Greek & Italian Cuisine
Firebirds Wood Fired Grill	Red Root & Co	
Fleming's Prime Steakhouse & Wine Bar		

SPIRIT SPONSORS:

- Belle Isle Moonshine
- Calistini Creek
- Laird & Company
- Titto's Handmade Vodka
- Vinago Spirits
- Virginia Distillery Co.

FEATURED WINERIES:

- 14 Hands Winery
- Chateau Ste Michelle
- Esch Winery
- Innervine Winery Co.
- Merf - The Distinct Wines of David Merfeld

Thursday, Nov. 8, 6 to 9 p.m.
Dominion Energy Center, 600 E. Grace St.

General admission presale: \$45

VIP Experience: \$85

To purchase tickets, visit Richmond.com/Taste

Thank you to our sponsors:



Presented by:
Richmond Times-Dispatch

[Download flyer](#)

Richmond Times-Dispatch (continued) Richmond, Va.

Going all in on a Major Food Event

HOW: Featured restaurants, bakeries, wineries, distilleries and other vendors pay a fee to participate in A Taste of Richmond. In addition to vendor fees, higher-tier sponsorships also are available. For their participation, vendors are included in promotions and communications, and sponsors receive additional logo placement in promotions and during the event. Revenue from vendor fees and sponsorships make up a significant portion of the event's profit, along with ticket sales. Tickets to the event are sold at two price points: general admission and a VIP experience that includes front-row seating during celebrity chef demonstrations.

WHEN: In order to create two dining experiences and keep the event fresh for return audiences, as well as new attendees, the second event during the year has a holiday theme. A Taste of Richmond Holiday shifts local merchandise vendors to a holiday marketplace and boasts an early shopping opportunity for foodies along with the ticket price. The themed event give us an opportunity to keep a consistent brand for our audience, but create a specialty event to bring in attendees during the busy holiday season.



P2P INITIATIVE

SLIDE 2 of 4



A Taste of RICHMOND Holiday

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AR's Hot Southern Honey	Great Harvest Bread Co.	Rostov's Coffee & Tea
Back Pocket Provisions	Hobnob	The Savory Grain
Bottoms Up Pizza	Hubbard Peanut Company	Simply Cheeddar
Brooklyn Pizza Authority	India K' Raja Restaurant	Sonja Syrups
BS Grillin' Company	Keep It Simple Syrup	The Spelt Gourmet Cookie Company
Buz and Ned's Real Barbecue	Kreggers Tap & Table	Sweet Temptations by Teresa
Capital Ale House	Mama J's	Taylor Made Chocolate
Carabba's Italian Grill	Metro Diner	Texas De Brazil
Casa Italiana	Nightingale Ice Cream Sandwiches	Travina Italian Kitchen & Wine Bar
Chuy's Tex-Mex	Nuvegan Cafe	Two and a Half Irish Men
Cooper's Hawk Winery & Restaurants	Padow's Hams & Deli	Upper Shirley Vineyards
Espresso A Go Go Catering	PastryBase	Zorba's Greek & Italian Cuisine
Firebirds Wood Fired Grill	Poor George's Bake Shoppe	
Fleming's Prime Steakhouse & Wine Bar	Red Root & Co	

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- Catoctin Creek
- Laird & Company
- Titto's Handmade Vodka
- Virago Spirits
- Virginia Distillery Co.

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- Intrinsic Wine Co.
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Thank you to our sponsors:



Presented by:

Richmond Times-Dispatch

Richmond Times-Dispatch (continued) Richmond, Va.

Going all in on a Major Food Event

THE MONEY: Revenue:

- Sponsorships:
 - 15K-20K per event
 - Sponsorships range in cost from 1.5K to 10K = 45% of revenue
- Restaurant & Retail Vendors:
 - 30-45 vendors
 - 4.5K+ per event
 - Vendor fees range from \$100-\$250 = 10% revenue
(note: restaurants required to provide 500+ food samples – a cost to the restaurant)
- Ticket Sales:
 - \$45 General Admission
 - \$85 VIP (premium reserved seating + goodie bag)
 - 15K-20K per event = 45% revenue



Richmond Times-Dispatch (continued) Richmond, Va.

Going all in on a Major Food Event

THE MONEY:

Expenses:

- Venue (minimum capacity of 500+) = 40% of cost
- Audio Visual = 15% of cost
- Kitchen Stage/Transportation = 10% of cost
- Alcohol = 10% of cost
- On-site marketing/signage/program = 10% cost
- Marketing = 10% cost
- Miscellaneous (including supplies, ticket processing tax/fees, charitable donation) = 5%
- Goodie bag donations = 0%

Profitability: 25%-35% = 10K-20K per event with 400-500+ attendees



SLIDE 4 of 4



P2P INITIATIVE

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

Omaha World-Herald Omaha, Neb.

VR Video Applications: Holiday Book

- Replaced stale holiday book with a VR video store
- Embedded video and e-commerce links into the tags
- Ad packages also included digital, ROP, shared emails and sponsored content



SLIDE 1 of 3

Idea shared by: Thom Kastrup, Executive Vice President and Chief Revenue Officer
BH Media Group

For more information, contact:
Todd Sears, President and Publisher
tsears@owh.com

Omaha World-Herald (continued)
Omaha, Neb.

VR Video Applications: Holiday Dining

[illegible]

- 21 restaurants promoted giving away 50 - \$10 gift cards when you found Herald the Elf embedded in the restaurant VR video.
- This increased engagement because you had to search for the Elf each week.
- We gave away \$1,000 worth of gift cards each week

SLIDE 2 of 3

Omaha World-Herald (continued)

Omaha, Neb.

VR Video Applications: Benefits

- We are showing them how we can bring their stores and products directly to shoppers.
- We are creating a small video business because we are providing some of the video inside the VR video.
- All of this gives us the ability to change the script from our traditional dialogue to what we now can do to ultimately help them sell more product.
- As of Nov. 7, there is over \$120,000 committed to run through December.

SLIDE 3 of 3

Idea shared by: Thom Kastrup, Executive Vice President and Chief Revenue Officer
BH Media Group

For more information, contact:
Todd Sears, President and Publisher
tsears@owh.com

Citizen Tribune Morristown, Tenn.

CT Basketball Promotion

We have two high schools here in Hamblen County (East High and West High) with a boys and girls varsity basketball team. We also chose two other high schools (Jefferson and Grainger County) in our coverage area -- boys and girls varsity basketball teams -- to target this promotion. Our idea was to target first the businesses that actually had kids playing basketball and approach them first. We generated a target list, put together the fact sheet and spec ads and a game plan for selling it.

4 high schools x 2 programs (boys & girls) x \$420 per team = a total print, online and social revenue of \$3,360.

SLIDE 1 of 2

Idea submitted by Mike Fishman, Publisher



P2P INITIATIVE

- 6x3 full color strip ad with your logo, address, phone & website, included on a color page ad presenting the team roster and schedule in the newspaper.
- 20,000 online impressions at citizentribune.com (300x250) ads ROS rotating the pictures of each basketball player in the roster, including your branding and link to your website.
- Social Media posts on CitizenTribune.com/facebook for each player along with your branding and URL.

More audience now than anytime in our history. **Citizen TRIBUNE**

Citizen Tribune (continued) Morristown, Tenn.

CT Basketball Promotion

Right out of the gate, the first targeted business was a small regional pizza chain that was interested in all eight teams, if we would give them a discount. We were able to sell out this brand new promotion in 15 minutes, make it very simple and find \$3,000 in new money.

This is an advertiser that appreciates new ideas, especially when it comes to partnering with the school systems.

SLIDE 2 of 2

Idea submitted by Mike Fishman, Publisher

For more information, contact:
Mike Walker, Sales & Marketing Director
(423) 581-5630, ext. 350 • mwalker@citizentribune.com

[Download flyer](#)



P2P INITIATIVE

- 6x3 full color strip ad with your logo, address, phone & website, included on a color page ad presenting the team roster and schedule in the newspaper.
- 20,000 online impressions at citizentribune.com (300x250) ads ROS rotating the pictures of each basketball player in the roster, including your branding and link to your website.
- Social Media posts on CitizenTribune.com/facebook for each player along with your branding and URL.

More audience now than anytime in our history. **Citizen TRIBUNE**

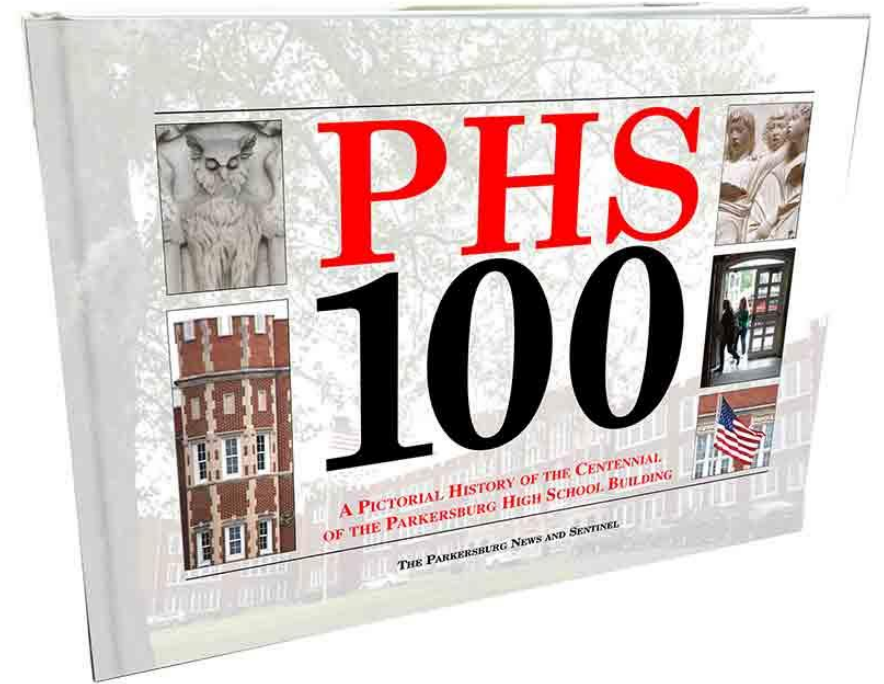
The Parkersburg News and Sentinel Parkersburg, W.Va.

Books on High Schools and History

We have had success doing books that so far have focused on two things: high schools and history.

Last year we published a book on the 100th anniversary of the construction of a local high school. PHS100 was published in time for Christmas sales. We aggressively promoted the book through the newspaper, social media and directly to alumni via email. The book continues to sell. So far we have sold around 1,700 copies of the book.

We followed up this year with a book on the other high school in town. PSHS50 follows the same format as the first book and highlights the 50 years since the forming of Parkersburg South.



SLIDE 1 of 2

Art Smith, Online Manager
(304) 485-1891, ext. 281 • asmith@newsandsentinel.com



P2P INITIATIVE

The Parkersburg News and Sentinel (continued) Parkersburg, W.Va.

Books on High Schools and History

Also this year we published a book of historical photos.

Working with a local library we put together a 144-page book with hundreds of photos. The book is a follow-up to a book we published in 2001. We also are republishing that book. Early sales are nearly identical for both books with most people ordering a combo pack of the two.

We are running ads that feature all four books, giving readers several choices from our "book store."



[Learn more in this column](#)

SLIDE 2 of 2

Art Smith, Online Manager
(304) 485-1891, ext. 281 • asmith@newsandsentinel.com



P2P INITIATIVE

Sun Coast Media Group Port Charlotte, Fla.

Newcomer's Guide: Welcome to Paradise

A newcomer's guide to living the good life in Southwest Florida

Sales: \$145,000

Profit: \$120,000 -- All new revenue

Reason for Product:

High growth new mover population is often hard to reach.

Strategy behind the project:

Reach new movers into the community before buying habits are established, by purchasing a new movers list and direct mailing a newcomer's guide to each new mover.

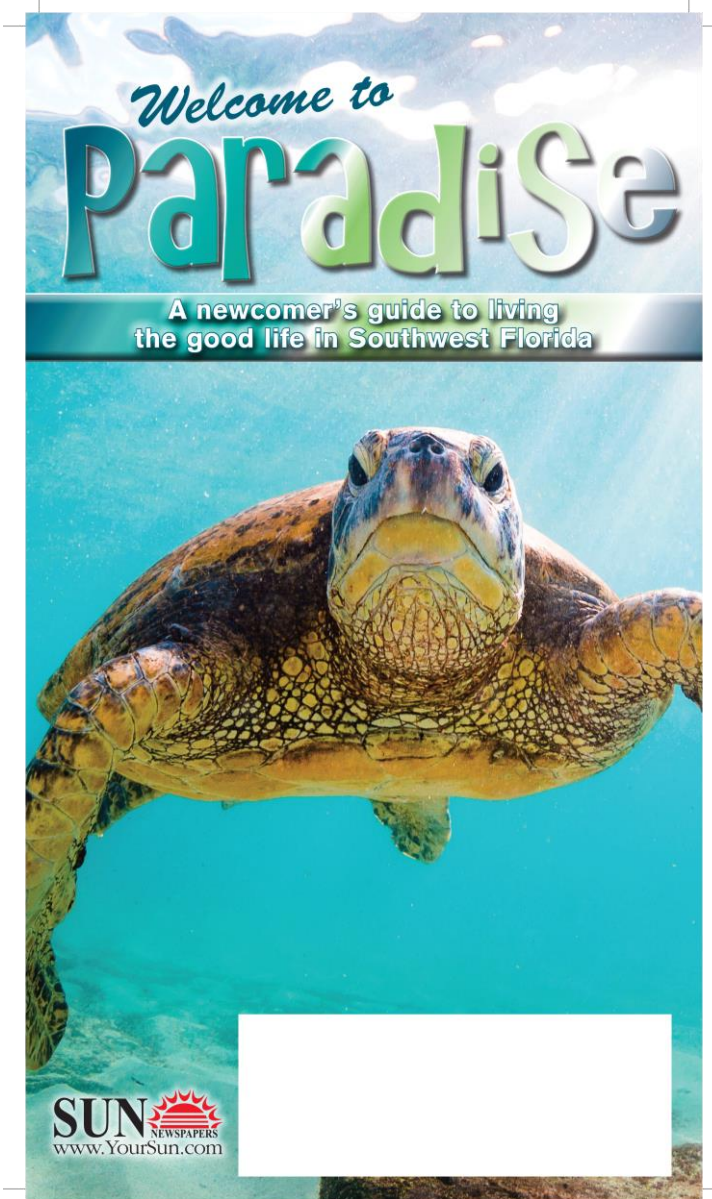
Description:

Create a community resource guide to include all necessary town and county information a new mover would need to get started. Include annual fairs, festivals, events, shopping and restaurant destinations, plus culture, arts, attractions and sporting venues.



P2P INITIATIVE

Stacie Goldberg, Advertising Manager
(941) 205-6402 • sgoldberg@sun-herald.com




NCWV Media Clarksburg, W.Va.

Mobile Wallet

We just completed the development of our own digital coupon system that allows a business to utilize text message keywords to gain mobile phone numbers, geo target and text targeting.

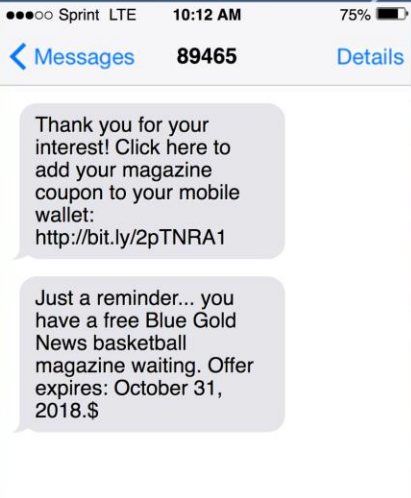
This is how we are attempting to sell it.


Brian Jarvis, President
(304) 626-1453 • bjarvis@theet.com





NCWV MOBILE WALLET

- E-mail/text/phone number/QR code - however the customer interacts with an ad, image, or anything containing the information, it will target offers to their email and mobile phones to use at local merchants – the two most powerful means of personalized marketing.
- After putting the coupon in their wallet, it will geofence them from 3000 ft. (Apple, Samsung & Google Wallet compatible).
- Feel free to text: “BGN” to 89645 to test for a free BlueGoldNews Magazine.
- All for ONLY \$100/Mo. (special introductory offer).
- Can be included for free with some print advertising packages. Talk to your marketing specialist today.









[Download details](#)

The Roanoke Times Roanoke, Va.

12 Cheers!


- Concept was a contest designed for restaurants to showcase their best cocktails during the holidays. We called it 12 Cheers. (Like 12 Days of Christmas)
- Created an online contest to hold the voting.
- Sold an integrated campaign, including digital and print.
- Then held online voting to determine the winner of the 12 Cheers Cocktail contest. Ran ads to promote results and engagement. Pretty cool.
- Restaurants got hyped about it and sent emails to their database to solicit votes.
- Idea generated **\$6,000 in incremental revenue**.

Idea Submitted by:
Phyllis Weber, Advertising Director

For more information, contact:
Alicia Lovern, Advertising Sales Manager
(540) 981-3268 • alicia.lovern@roanoke.com



P2P INITIATIVE



You can be one of only 4 sponsors of the **12 Cheers of Christmas!**

The public will vote on its favorite cocktail, mixed by our local area restaurants.


You receive:

- 1 6x2 ad in each of the four doubletruck print ads
- 1 weekly pick up of the 6x2 ad to use Monday - Saturday
- 1 300 x 250 ad on voting website


Voting lasts for four weeks.
Starting Nov 30 - Dec 25.
Winner announced on Dec. 31, 2015, New Years Eve!

Price: \$1,500
Deadline: Friday, Nov. 20, 2015

Voting Website



Ad Space on Doubletruck



[Download PDF](#)



Website Voting Area



Block on Print Ad



Is your Holiday Cocktail the best?

You can be one of only 12 restaurants in the **12 Cheers of Christmas!**

We are looking for innovative, exciting holiday mixed drinks that the public will vote on and pick the overall favorite!

Your restaurant and recipe will be featured on our 12 Cheers of Christmas voting page and you will have a block on the weekly doubletruck print ad that runs for 4 weeks.

Voting lasts for four weeks.
Starting Nov 30 - Dec 25.
Winner announced on Dec. 31, 2015, New Years Eve!

The restaurant with the winning cocktail will win a quarter page ad to use in 2016.

Price: \$350 | Deadline: Friday, Nov. 20, 2015

The Charlotte Observer

Charlotte, N.C.

Brew Card for Brewery Tours

- This works if you have a lot of Micro Breweries in your market, have lots of emails in your database and still have a Daily Deals Platform. Charlotte did.
- We ran a Deal Saver that gave the consumer a Brew Card for \$20. Sold 13 breweries.
- For their money, they got to go to each brewery and take a tour, have a tasting and get a nifty Pint glass from the brewery.
- If they went to all 13 breweries, we then mailed them another nifty Pint Glass with our logo on it.
- We sold 650 cards and **made \$13,000 in incremental digital revenue.**
- **Remember – you need a deals platform with Second Street or another vendor to pull this off – it is pretty laborious to execute.** A robust email database to send the deals to is also critical.

Phyllis Weber, Advertising Director
(540) 981-3398 • phyllis.weber@roanoke.com
(formerly with The Charlotte Observer)

The Charlotte Observer

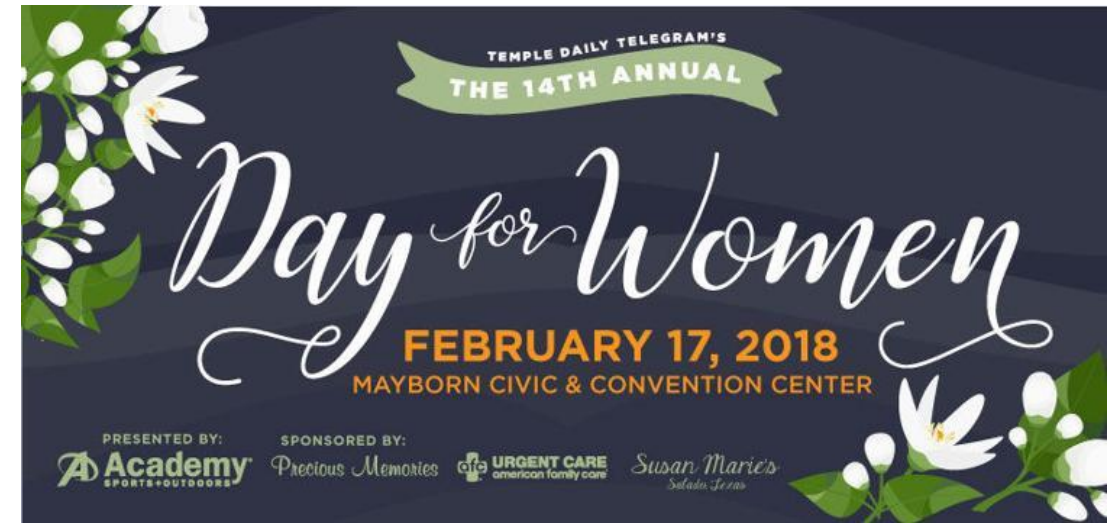


P2P INITIATIVE

Temple Daily Telegram Temple, Texas

Day for Women

The Temple Daily Telegram's Day for Women each February is one of the largest annual events in the community and a nice profit-maker for the newspaper, generating approximately \$22,000 in revenue and a net of about \$12,000. Revenue is generated by sponsorships, booths in an exhibit area and ticket sales.



Approximately 50 businesses pay \$275 for a booth where they give samples and sell products. Many of these are home-based and direct-sales entities. They are there because approximately 400 (mostly) women will attend the six-hour event. They would never have the opportunity to visit with that many potential customers in one day. Each attendee is issued a "Passport" that must be signed by each exhibitor in order to be eligible to win a grand prize.

The highlight of the day is a luncheon with a featured speaker. The luncheon is attended by 250 to 300. Tickets are \$25 each.

The day also includes dozens of door-prize drawings, fashion shows and product demonstrations.

[LEARN MORE](#)



P2P INITIATIVE

Don Cooper, General Manager
(254) 774-5203 • dcooper@tdtnews.com

Southeastern Indiana Media Greensburg, Ind.

Reality RV

Reality RV is similar to the ever popular Survivor on TV. With reality television shows on hundreds of channels nightly, we have held this contest in the past over week-long periods and have also revised it to be held over three sequential weekends. Our plan is to hold this again during the summer of 2019.

A local RV dealer provided the pop-up camper for Reality RV and garnered attention in all three of our markets in southeastern Indiana.

We placed eight readers in the camper at the beginning of a community festival in Greensburg, moved midweek to Rushville, then again at the end of the week to our remaining paper in Batesville -- at another festival. This let all of our communities participate in the fun. The winner was awarded the \$10,000 camper they have spent the last seven days in (or three weekends).

SLIDE 1 of 3

Laura Welborn, Regional Publisher
(812) 663-3111, ext. 7001 • laura.welborn@indianamediaingroup.com



P2P INITIATIVE

[Download flyer](#)

REALITY RV

IF YOU LIKE REALITY TV YOU'LL LOVE REALITY RV!
CONTEST WILL BE HELD SEPTEMBER 17-24
STARTS AT TREE CITY FALL FESTIVAL AT DECATUR COUNTY COURTHOUSE.
MOVES TO RUSHVILLE AND ENDS AT THE BATESVILLE APPLEFEST.

BRANDY BEBEL
Greensburg
I am a 28-year-old mom of a 9-year-old girl and a 14-month-old boy. I help for family and friends on a daily basis. If I can survive with my schedule of babysitting all day long, I think seven days in a camper would feel like a vacation with challenges.

DAVID WOELHER
Greensburg
I am 40 years young and a single father of 2 great teenagers. I am told that the show "Survivor" is the thing for me! I do love to spend time camping and love the outdoors. I would love to be invited for the breakfast.

DEBBIE BIDDINGER
Greensburg
I'm a 44-year-old "Domestic Goddess". I have been married to my high school sweetheart, Tim, for 22 years. We have 3 children: Matt, 22, Josh, 16, and Aubrey, 17. I love reality TV. A contest like this would help me step out of my comfort zone. It would be both challenging and exciting.

DOUG SHERWOOD
Rushville
I am a single 26-year-old firefighter from Rushville. I was raised on a small farm in SE Rush County where my father and I still farm together. I feel this contest is exciting and interesting because of the festivals we will visit and because it is located close to home.

LINDA BORGMAN
Batesville
I am an outdoor person. My children are grown and in college or on their own. I would love the competition and challenges this contest would provide. I believe I have what it takes to win this competition.

LOUIS GOSSER
Greensburg
I am a resident of Greensburg and drive for Cross Roads Transportation. If I am selected and win the camper I would like to do a fundraiser for Kingdom Walk and the Red Cross.

MICHELLE RAY
Greensburg
I am mom to a 10-year-old boy. I just turned thirty this year. I am a hairdresser and am fairly new to Greensburg. I am a pretty competitive person and would give it all I have got. I can make fun out of anything and think I would be a great contestant.

TJ GREENE
Batesville
I'm 32 years-old and have been married to Barbara for 10 years. We have 2 children: Grant, 6, and Madeline, 3. I'm one of those guys who thinks he can do anything. I want to make Batesville proud. I want my kids to think I'm a hero and my wife needs a break from me for one week.

STEVE HESS
Greensburg
I am 33 years-old. I'm married with 2 kids. I have worked at Valspar for 8 years. I'm a Survivor and Big Brother fan. I think I would add some excitement to the game. I enjoy running in demolition derbies, racing at Liberty, Indiana and hunting.

SEE THE CONTESTANTS AT THE TREE CITY FALL FESTIVAL PARADE
ON SATURDAY, SEPT. 17 AT 10 A.M. IN GREENSBURG.

Reality RV is being brought to you by these proud sponsors:

Fold down camper donated by:
LEE'S COUNTRY RV

Enhanced Telecommunications Corporation
RED APPLE REALTORS
Classic Pizza
In Bloom Florals & Gifts
T&E
Daily News
RUSHVILLE REPUBLICAN
The Herald-Tribune

7247 State Rd. 46 E., Batesville, IN 47006
(812) 934-3210 • (800) 232-3841
812-663-3111 765-932-2222 812-934-4343

Southeastern Indiana Media (continued) Greensburg, Ind.

Reality RV

In the best tradition of reality television, participants were limited as to what they could bring from home and could not leave the immediate area of the camper without permission. They competed in both reward and immunity challenges varying from mental to physical – and were popular with the community as they watched the individuals compete.

Local businesses from all three markets participated by providing meals and sponsoring reward and immunity challenges from balancing eggs on a fork to differentiating between gummy worms and real worms (while blindfolded) to being the individual who could get the most apples out of a barrel – while “bobbing for apples.”

SLIDE 2 of 3



P2P INITIATIVE

Southeastern Indiana Media (continued) Greensburg, Ind.

Reality RV

We had issues with online voting in the past, but it will now be interactive – with readers being the deciding factor in who continues on. Readers will vote for the contestants they want to see continue by voting online. Funds raised will go to a nonprofit. The individual with the fewest votes will be eliminated.

Issues we had to deal with included criminal background checks, medical, photo and contestant releases, as well as overnight security.

SLIDE 3 of 3

Laura Welborn, Regional Publisher
(812) 663-3111, ext. 7001
laura.welborn@indianamediaigroup.com



P2P INITIATIVE

VOTE FOR YOUR FAVORITE!!

VOTE DAILY... VOTE OFTEN

YOUR DAILY VOTES WILL DETERMINE THE WINNER OF THE COACHMAN CAMPER.

Voting deadline is 9:00 a.m. Monday - Saturday. Contestant with fewest votes each day will be eliminated.

Come and enjoy watching the challenges.

No Eviction Ceremony Thursday
FINAL Eviction Ceremony 11:30 a.m. Friday in Batesville
(Camper will be parked in Liberty Park)

Reward Challenges 5:30 Fri. in Batesville;
11:30 a.m. Sat. in Batesville

Final Immunity Challenge 5:30 p.m. Thurs. in Batesville
Camper awarded in Batesville Sat., Sept. 24 at 3:00 p.m.
at the Applefest in Liberty Park.

Remember to vote daily to keep your favorite player in the game!

REALITY RV

Lee's Country RV
Fold down camper donated by Lee's Country RV
7247 State Rd. 46 E.
Batesville, IN 47006
(812) 934-3210
(800) 232-3841

Reality RV is being brought to you by these proud sponsors:

Classic Pizza
Enhanced Telecommunications Corporation
RED APPLE REALTORS
In Bloom Florals & Gifts
TAF
WKWH

BRANDY BEDEL Greensburg
DEBBIE BIDDINGER Greensburg
DOUG SHERWOOD Rushville
LINDA BORGHMAN Batesville
LOUIS GOSSE Greensburg
MICHELLE RAY Greensburg

CIRCLE YOUR FAVORITE TO VOTE!
Voting deadline 9:00 a.m. daily. One vote per ballot.
Complete below for a chance to win 2 Reality RV T-Shirts!
Drop off at any sponsors location!

Name _____
Street Address _____
City/Town/St. _____ Zip _____
Phone _____
I am a subscriber ☐ Daily News ☐ REPUBLICAN ☐ Herald-Tribune

Daily News 812-663-3111
REPUBLICAN 765-932-2222
The Herald-Tribune 812-934-4343

Sorry - No online voting available

Bay City Tribune Bay City, Texas

Trick-or-Treat

The Bay City Tribune invited trick-or-treaters to stop by the office for candy and pictures with their Halloween costumes. We took the photos and published them in the next issue.

We had 55 groups of kiddos participate.

Oxea, a local chemical plant, sponsored the pages. It brought in an additional \$500.

We are trying to find a Santa to come in December and invite the kids for pictures with Santa.

Dena Matthews, Advertising Manager
(979) 245-5555 • classified@baycitytribune.com



The Post and Courier Charleston, S.C.

Tour of Homes

SLIDE 1 of 3

Scott Embry
Director of Advertising
(843) 937-5405
sembry@postandcourier.com

Feature your listing
in our newly
remodeled



brought to you by

The Post and Courier

**Saturday & Sunday,
Nov. 3-4 | 2-5 p.m.**



Get great exposure in front of a targeted audience of potential home buyers. Every visitor to your home will be entered to win a YETI cooler!

INCLUDES:

1 picture and 3 lines of text

PLUS:

- Ad in the Tour of Homes section
- A spot on a Shared Email and a High Impact Digital Parallax Ad promoting the tour
- Post and Courier Facebook post

Reserve
your home
on the tour!

Deadline to participate:
Tuesday, Oct. 30, by 3 p.m.

To reserve your ad or for more information, contact your account executive or Yolanda Washington-Robinson, 843-937-4785, ywashington@postandcourier.com.

2018 Fall Tour of Homes

OUR GOALS

Fall Tour of Homes has been a product The Post and Courier has sold for years. It was \$59 for two days and featured a listing in the paper as a part of the tour.



Revamp an old idea

We took an idea that was starting to not produce and revamped it to increase product value and higher participation.



Increase Engagement

Our tour of homes were only producing about 1 visitor per open house. By offering a free yeti to one of the buyers, we averaged 6 couples per listing.



Rebrand

In an effort to gain new clients and repeat clients, we rebranded the tour with a new logo and color scheme, so that agents and brokers would recognize it each year.



High Exposure

We promoted the tour to agents 2 weeks before the Fall Tour of Homes ran. We sold out all of the spots before creative deadline. The promotion of the tour itself channeled through online banner ads, an email of 65,000 subscribers, and a high-impact ad.



P2P INITIATIVE

The Post and Courier (continued) Charleston, S.C.

Tour of Homes

SLIDE 2 of 3

2018 Fall Tour of Homes

RESULTS



A company is an association or collection of individuals, whether natural persons, legal persons, or a mixture of both. Company members share a common purpose and unite in order to focus.

Sold out

We sold out the spaces in the tour increasing our tour from 15 homes (on avg.) to 29.

Email

The email promoting the tour delivered to 62,719 subscribers with an open rate of 7.5%.

Database Increase

71% of people that RSVP'd to the tour also opted-in to our Post and Courier email database.

High Engagement

Previous years only resulted in 0-1 potential buyers per listing. This year resulted with 6 buyers (on avg.) per listing.

Parallax

The parallax ad delivered 26,822 impressions with 67 clicks and a high click-through rate of 0.25%

E-Newsletter Increase

64% of people that RSVP'd to the tour also opted-in to our Post and Courier Real Estate E-Newsletter.

Revenue

Years prior we averaged \$800 per tour. This year resulted in \$2,871 in revenue.

Banner Ads

Banner Ads were delivered on our mobile app. 52,482 impressions were delivered with a click-through rate of 0.11%.

Happy Clients

Our agent and broker clients were really impressed with the high turnout of the tour.



P2P INITIATIVE

The Post and Courier (continued) Charleston, S.C.

Tour of Homes

SLIDE 3 of 3

Scott Embry
Director of Advertising
(843) 937-5405
sembry@postandcourier.com

402 Park Place Circle, Summerville
Newcomer | 402 Park Place Circle | \$1,400,000
Caldwell Banker Residential

2828 River Vista Way, Mt. Pleasant
Dunes West | 402 Park Place Circle | \$1,400,000
Caldwell Banker Residential

133 Linwood, Summerville
Historic Summerville | 402 Park Place Circle | \$1,400,000
The Carolina Group

2778 Victoria Lake Drive, Mt. Pleasant
Dunes West | 402 Park Place Circle | \$1,400,000
Caldwell Banker Residential

589 Wading Place, Daniel Island
Daniel Island Park | 402 Park Place Circle | \$1,400,000
Keller Williams Realty Charleston

632 Robert E Lee Blvd, James Island
Port Johnson Estates | 402 Park Place Circle | \$1,400,000
Luxury Homes International Keller Williams Realty

100 Coastal Wood Lane, Summerville
Southcoast Estates | 402 Park Place Circle | \$1,400,000
Dan Ryan Builders

457 Stonefield Circle, Moncks Corner
Spring Creek | 402 Park Place Circle | \$1,400,000
Dan Ryan Builders

1401 Metaka St., Mount Pleasant
North South | 402 Park Place Circle | \$1,400,000
Keller Williams Realty

317 Sutherland Woods Lane, Wando/Cathey
Brentwood Hills | 402 Park Place Circle | \$1,400,000
BHHS Carolina Sun Real Estate
Gate Code #1010

3783 Gated Oaks Lane, Johns Island
Riverside | 402 Park Place Circle | \$1,400,000
Alerts Ellis Real Estate & Rentals

180 Commons Way, Goose Creek
Cypress Creek | 402 Park Place Circle | \$1,400,000
BHHS Southern Coast RE

1836 Alice Drive, West Ashley
Capri Isles | 402 Park Place Circle | \$1,400,000
Elaine Brabham and Associates

720 E. Cooper Ave., Folly Beach
Folly Beach | 402 Park Place Circle | \$1,400,000
Aussant Properties

607 Water Lily Trail, Summerville
Southcoast Estates | 402 Park Place Circle | \$1,400,000
Dan Ryan Builders

323 Lucia Street, Daniel Island
Cushman Perry Park | 402 Park Place Circle | \$1,400,000
Caldwell Banker Residential

Today 2-5PM
brought to you by
The Post and Courier

2018 Fall Tour of Homes

CREATIVE

examples

IN THE MARKET FOR A HOME?
COME TO OUR
NEWLY-REMODELED
FALL TOUR OF HOMES
SATURDAY & SUNDAY, NOV. 3-4 | 2-5 P.M.

brought to you by
The Post and Courier

RSVP NOW FOR A CHANCE TO WIN A YETI COOLER!

NOV. 3-4 | 2-5 P.M.

RSVP NOW FOR A CHANCE TO
WIN A YETI COOLER!

IN THE MARKET FOR A HOME?
COME TO OUR NEWLY-REMODELED
FALL TOUR OF HOMES
SATURDAY & SUNDAY, NOV. 3-4 | 2-5 P.M.

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SATURDAY & SUNDAY, NOV. 3-4 | 2-5 P.M.

RSVP NOW FOR A CHANCE TO WIN A YETI COOLER!



The Greeneville Sun Greeneville, Tenn.

Around the Clock in Greene County

“Around The Clock in Greene County” focuses on a 24-hour time period and was published Sept. 29, 2018. “Around Town” will be published again on Dec. 29, and will emphasize more than a 24-hour time period. Next year, it will become a quarterly publication.

Around The Clock in Greene County:

Revenue:	\$7,510
Commissions:	- \$751
Printing (9,500 copies):	<u>- \$3,219</u>
Profit:	\$3,540 (47%)

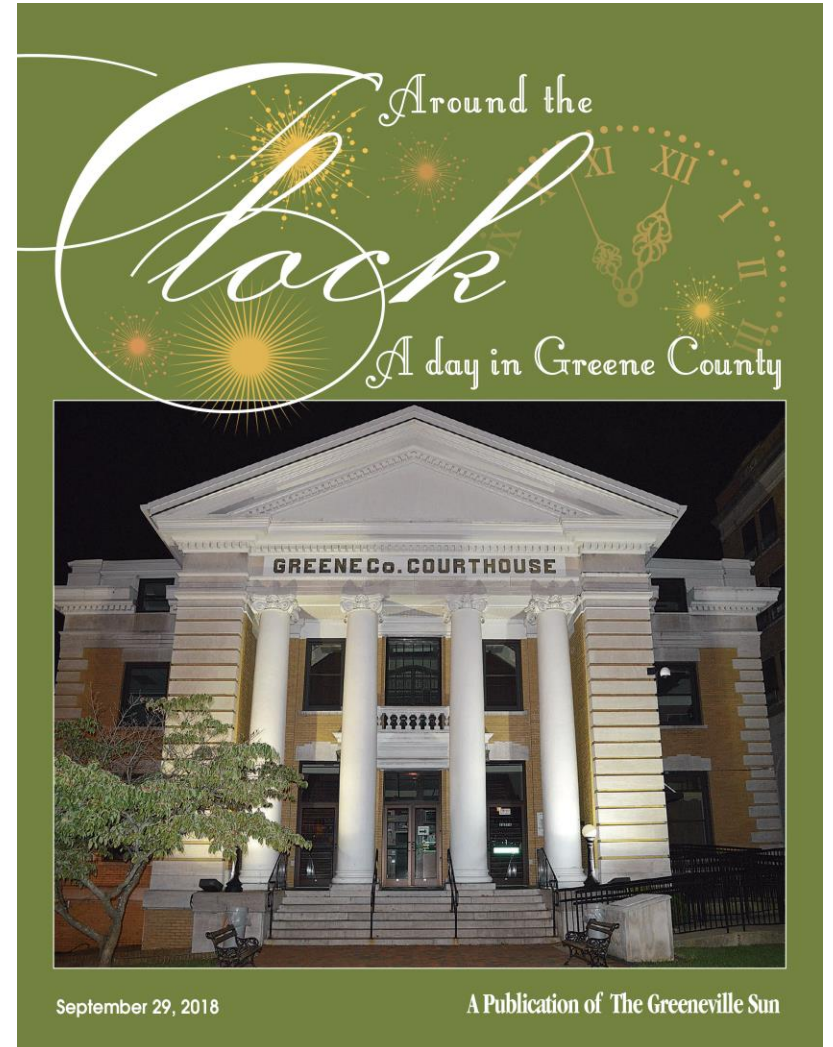
SLIDE 1 of 4

John Cash, Chief Revenue Officer
APG Media of TN/NC/VA

General Manager, The Greeneville Sun
(423) 359-3165 • john.cash@greenevillesun.com



P2P INITIATIVE



[Download the PDF of the first edition](#)

The Greeneville Sun (continued) Greeneville, Tenn.

Around the Clock in Greene County

- \$10,000 minimum revenue goal for each, although printing costs would increase if we add eight- or 16-page increments. Although \$7,510 for the first one, many advertisers wanted to wait until this was published before committing to the next one.
- 9,500 copies printed and distributed in the daily newspaper, and additional copies for advertisers.
- We used Publications Press out of Montgomery, Ala., to print them.
- Sales staff and managers took all the photos over a weekend, and photos are chosen that represent different hours. No involvement from editorial staff.
- Modular size ads only.

SLIDE 2 of 4



P2P INITIATIVE

Around The Clock... 24 Hours In The Life of Greene County

Around The Clock is a magazine full of places and faces of the people of Greene County at work and play. All of the photos are spontaneous and none are staged. However, we do give a "courtesy" call to hospitals and plants to alert them a photographer is on the way.

Readers love the magazine and look at every page to see if, "they made the paper." It is all about everyday people doing everyday things that make our county a great place to live, work and play!

Be sure your company's advertising message is included in Around The Clock. All ads are full color printed on coated paper that are fantastic looking. It is the place to seen!



ADVERTISING DEADLINE

September 12, 2018

PUBLICATION DATE

September 29, 2018

FULL PAGE : \$595 • HALF PAGE: \$395
QUARTER PAGE: \$225 • EIGHTH PAGE: \$125
Includes Full Color

Call Today!

Sandi Blalock.....359-3148 • Denise Coffey....359-3128
Hala Watson.....359-3123• Wendy Wilder...359-3106
advertising@greenevillesun.com

The Greeneville Sun

[Download flyer](#)

The Greeneville Sun (continued) Greeneville, Tenn.

Around the Clock in Greene County

- Many readers posted very positive messages and asked that the newspaper publish more of these types of sections.
- One of our sister papers, The Rogersville (Tenn.) Review, started these in 2015. They called it “A Day in The Life of Hawkins County” and have similar revenues and profit for their pubs. Past editions can be found on their website in the Special Edition Library at the bottom of their home page: <http://www.therogersvillereview.com/>

SLIDE 3 of 4



P2P INITIATIVE

DISCOVER

Ad Sizes / Specs

AD SIZES

Full Page/Bleed* 7.5-inches x 10-inches plus .625-inch bleed

NOTE: Live image area is 7.5-inches x 10-inches. No text or logos outside live image area.

Final document should be 8.75-inches x 11.25-inches

*Must meet these specs or ad will be fit to full page/no bleed.

Full Page / No Bleed..... 7.5-inches x 10-inches

Half Page - Horizontal (2 col).....7.5-inches x 4.93-inches

Half Page - Vertical (1 col)3.67-inches x 10-inches

Quarter Page - Vertical (1 col)3.67-inches x 4.93-inches

Quarter Page - Horizontal (2 col)7.5-inches x 2.42-inches

Eighth Page - Business Card Size.....3.67-inches x 2.42-inches

CAMERA-READY FILES

(No Copy Change)

Acceptable electronic files include:

- High resolution PDF, fonts embedded, CMYK
- Graphics/photos used in ad must be 300dpi CMYK tiff files.
- Camera-ready ads must be in house by Ad Copy Deadline.

CREATIVE

Ads can be created for your business following these guidelines:

- Logos, photos, art provided for use in ads must be high resolution - 300 dpi. Graphics/photos downloaded from a website are usually not acceptable. It is best to use original digital photos emailed at the highest setting on your computer or camera or scanned at 300-600dpi.
- **All ad copy, graphics and photos must be in-house by Ad Copy Deadline.**
- Ads must be completed, proofed and all changes made by Ads Completed Deadline.

[Download flyer](#)

The Greeneville Sun (continued) Greeneville, Tenn.

Around the Clock in Greene County

SLIDE 4 of 4

John Cash, Chief Revenue Officer
APG Media of TN/NC/VA
General Manager, The Greeneville Sun
(423) 359-3165 • john.cash@greenevillesun.com



More Smiling Faces - Happy Places!

Our first publication, "Around The Clock" was so successful and well-received by our readers and advertisers that we are expanding our newest edition to include even more Smiling Faces and Happy Places. On December 29, 2018, "Around Town" will publish, featuring photos that include the holidays from October through December, as well as every-day folks just doing what they do. Our people make our towns great places to live, work and play! All the photos are spontaneous and unrehearsed. Readers loved "Around The Clock" in September and scanned every page to see if "they made the paper."

Be sure your company's advertising message is included in "Around Town." All ads are full color, printed on coated paper that looks fantastic. "Around Town," it is the place to be seen!

ADVERTISING DEADLINE
November 15, 2018

PUBLICATION DATE
December 29, 2018

Full Page: \$595 • Half Page: \$395 • Quarter Page: \$225 • Eighth Page: \$125
Includes Full Color

Call Today!

Sandi Blalock.....359-3148 • Denise Coffey....359-3128
Hala Watson.....359-3123 • Wendy Wilder...359-3106
advertising@greenevillesun.com

The Greeneville Sun

APG Media of Chesapeake Easton, Md.

E-Commerce Gift Basket

This idea has not been implemented yet. It's an e-commerce gift basket that dovetails with a high-end luxury magazine that the company produces, Shore Monthly.

Betsy Griffin, Advertising and Marketing Sales Director
(443) 239-0307 • bgriffin@chespub.com



More P2P video conference calls coming in 2019:

Watch for details in the SNPA eBulletin and on SNPA.org



P2P INITIATIVE