

SNIPA



P2P INITIATIVE

March 15, 2018
Video Conference – Revenue

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.

See next screen for contest details.

[Download Excel template](#)

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



The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E
1	Rep		Advertiser	Competitive Product	Amount Sold
2	Jane Doe	1	Acme Fireworks	City Magazine	
3		2			
4		3			
5		4			
6		5			
7		6			
8		7			
9		8			
10		9			
11		10			
12		11			
13		12			
14		13			
15		14			
16		15			
17		16			
18		17			
19		18			
20		19			
21		20			
22					

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. Note 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 ran with your paper, but are also in the competing media, regardless of the contest aspect.)

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

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.

Opelika-Auburn News Opelika, Ala.

Readers Choice Vote for Me Special Section

Revenue: \$10K

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



P2P INITIATIVE



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**
your life. your News.

Opelika-Auburn News
Opelika, Ala.

Readers Choice
Winners Special Section

Revenue: \$37K

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



P2P INITIATIVE



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

OPELIKA-AUBURN
NEWS
your life. your News.

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

**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



Richmond Times-Dispatch Richmond, Va.

Retro Richmond

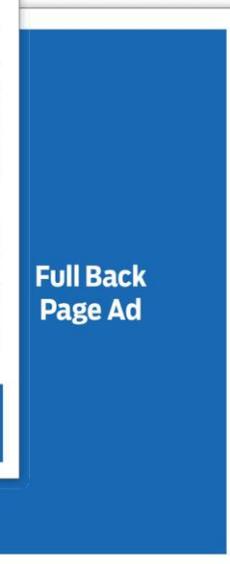
We've generated \$42K from eight Retro Richmond wraps to date.

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.



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



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

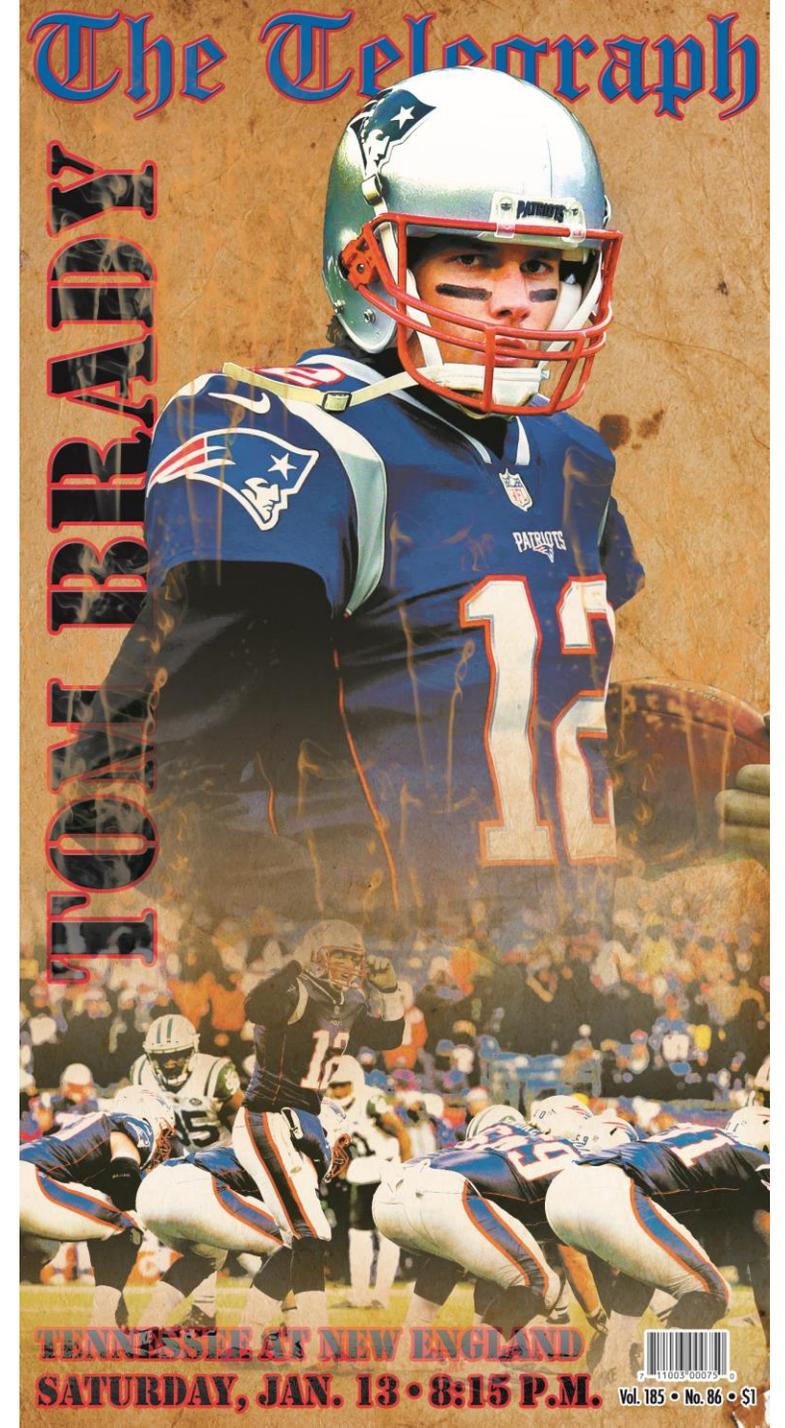
Eighth page: \$250

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.

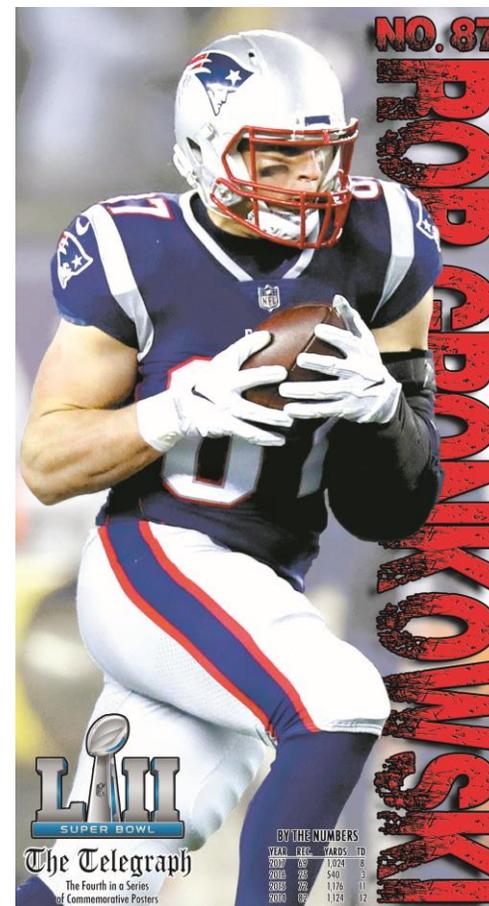
Posters

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 give 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.

See next screen for more details.

[Download PDF with full details](#)

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.

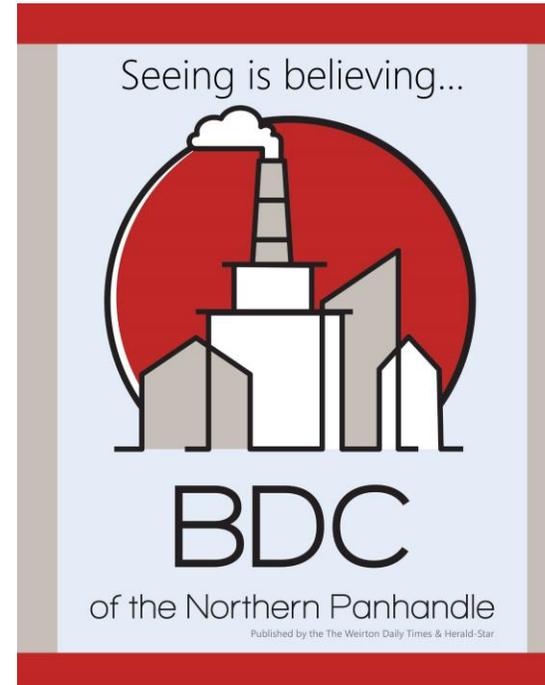
Revenue: \$13,450

[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, Penco Road
Weirton, WV 26062

Inserted into Brooke & Hancock Counties
via the **Herald-Star** and **Daily Times**
HeraldStarOnline.com WeirtonDailyTimes.com

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.

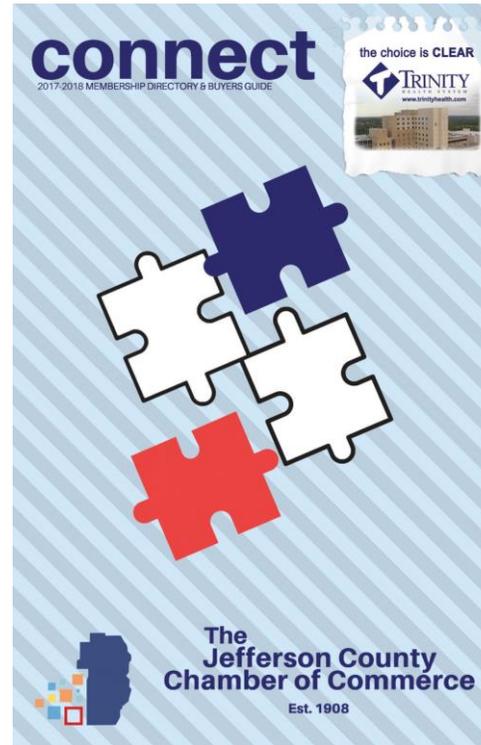
This is a 64-page, 5.62 x 8.63” magazine and it’s sold by inside sales.

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



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	<i>All ads include full color</i>	<u>Dimensions:</u>
		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.

<i>Premium Positions</i>		<i>Special Adv. Rates - Inside Pages</i>	
<i>Full Color Glossy Magazine Positions</i>			
BACK COVER 5.125”X 6”		FULL PAGE	\$925
& FRONT PEEL.....	\$1,550	HALF PAGE HORIZONTAL.....	\$465
INSIDE FRONT COVER.....	\$1,290	QUARTER PAGE	
INSIDE BACK COVER.....	\$1,290	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



HURRY DEADLINE FRIDAY SEPTEMBER 15, 2017

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](#)



P2P INITIATIVE

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

14 THURSDAY, JUNE 22, 2017 CONGRATULATIONS GRADUATES! THE DAILY STAR

Morris

Page 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 1167, 1168, 1169, 1170, 1171, 1172, 1173, 1174, 1175, 1176, 1177, 1178, 1179, 1180, 1181, 1182, 1183, 1184, 1185, 1186, 1187, 1188, 1189, 1190, 1191, 1192, 1193, 1194, 1195, 1196, 1197, 1198, 1199, 1200, 1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1209, 1210, 1211, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221, 1222, 1223, 1224, 1225, 1226, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1234, 1235, 1236, 1237, 1238, 1239, 1240, 1241, 1242, 1243, 1244, 1245, 1246, 1247, 1248, 1249, 1250, 1251, 1252, 1253, 1254, 1255, 1256, 1257, 1258, 1259, 1260, 1261, 1262, 1263, 1264, 1265, 1266, 1267, 1268, 1269, 1270, 1271, 1272, 1273, 1274, 1275, 1276, 1277, 1278, 1279, 1280, 1281, 1282, 1283, 1284, 1285, 1286, 1287, 1288, 1289, 1290, 1291, 1292, 1293, 1294, 1295, 1296, 1297, 1298, 1299, 1300, 1301, 1302, 1303, 1304, 1305, 1306, 1307, 1308, 1309, 1310, 1311, 1312, 1313, 1314, 1315, 1316, 1317, 1318, 1319, 1320, 1321, 1322, 1323, 1324, 1325, 1326, 1327, 1328, 1329, 1330, 1331, 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1498, 1499, 1500, 1501, 1502, 1503, 1504, 1505, 1506, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1517, 1518, 1519, 1520, 1521, 1522, 1523, 1524, 1525, 1526, 1527, 1528, 1529, 1530, 1531, 1532, 1533, 1534, 1535, 1536, 1537, 1538, 1539, 1540, 1541, 1542, 1543, 1544, 1545, 1546, 1547, 1548, 1549, 1550, 1551, 1552, 1553, 1554, 1555, 1556, 1557, 1558, 1559, 1560, 1561, 1562, 1563, 1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1572, 1573, 1574, 1575, 1576, 1577, 1578, 1579, 1580, 1581, 1582, 1583, 1584, 1585, 1586, 1587, 1588, 1589, 1590, 1591, 1592, 1593, 1594, 1595, 1596, 1597, 1598, 1599, 1600, 1601, 1602, 1603, 1604, 1605, 1606, 1607, 1608, 1609, 1610, 1611, 1612, 1613, 1614, 1615, 1616, 1617, 1618, 1619, 1620, 1621, 1622, 1623, 1624, 1625, 1626, 1627, 1628, 1629, 1630, 1631, 1632, 1633, 1634, 1635, 1636, 1637, 1638, 1639, 1640, 1641, 1642, 1643, 1644, 1645, 1646, 1647, 1648, 1649, 1650, 1651, 1652, 1653, 1654, 1655, 1656, 1657, 1658, 1659, 1660, 1661, 1662, 1663, 1664, 1665, 1666, 1667, 1668, 1669, 1670, 1671, 1672, 1673, 1674, 1675, 1676, 1677, 1678, 1679, 1680, 1681, 1682, 1683, 1684, 1685, 1686, 1687, 1688, 1689, 1690, 1691, 1692, 1693, 1694, 1695, 1696, 1697, 1698, 1699, 1700, 1701, 1702, 1703, 1704, 1705, 1706, 1707, 1708, 1709, 1710, 1711, 1712, 1713, 1714, 1715, 1716, 1717, 1718, 1719, 1720, 1721, 1722, 1723, 1724, 1725, 1726, 1727, 1728, 1729, 1730, 1731, 1732, 1733, 1734, 1735, 1736, 1737, 1738, 1739, 1740, 1741, 1742, 1743, 1744, 1745, 1746, 1747, 1748, 1749, 1750, 1751, 1752, 1753, 1754, 1755, 1756, 1757, 1758, 1759, 1760, 1761, 1762, 1763, 1764, 1765, 1766, 1767, 1768, 1769, 1770, 1771, 1772, 1773, 1774, 1775, 1776, 1777, 1778, 1779, 1780, 1781, 1782, 1783, 1784, 1785, 1786, 1787, 1788, 1789, 1790, 1791, 1792, 1793, 1794, 1795, 1796, 1797, 1798, 1799, 1800, 1801, 1802, 1803, 1804, 1805, 1806, 1807, 1808, 1809, 1810, 1811, 1812, 1813, 1814, 1815, 1816, 1817, 1818, 1819, 1820, 1821, 1822, 1823, 1824, 1825, 1826, 1827, 1828, 1829, 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1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 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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.”

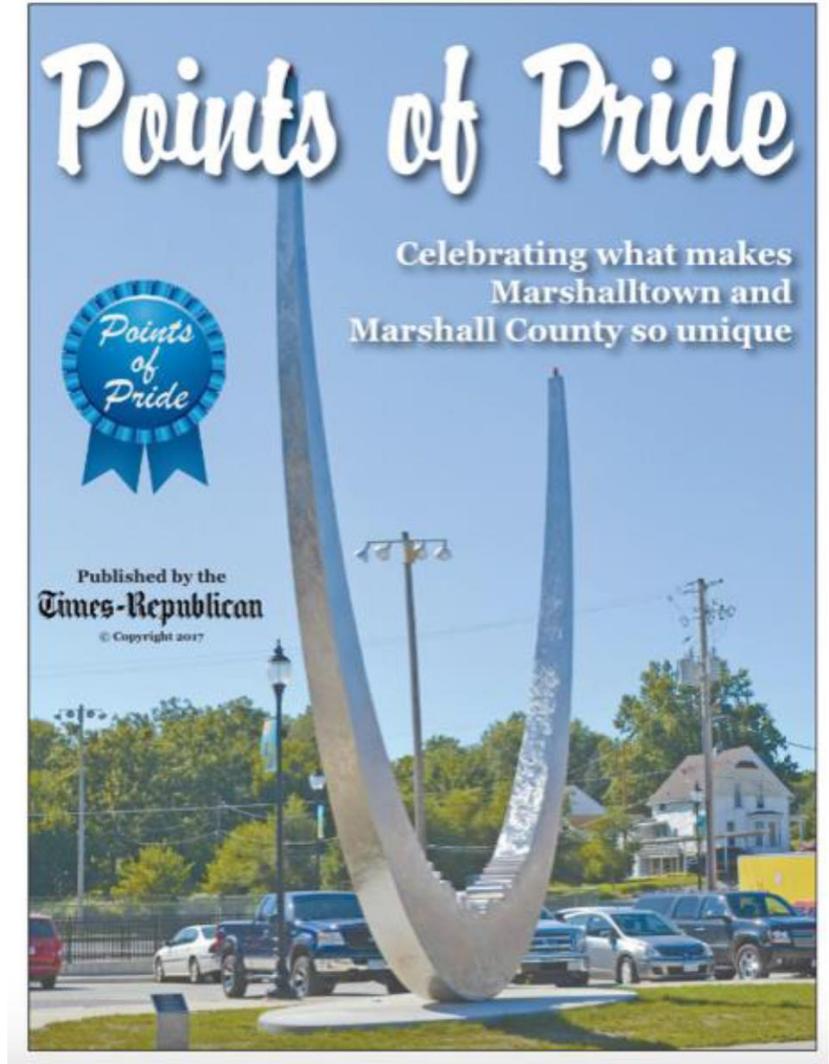
Over 100 places, organizations, businesses and events were named. Our editorial staff wrote a paragraph and took a photo of each entry, our ad staff sold over \$20,000 in ads and we compiled it all into a 64-page glossy magazine. The publication was inserted into the newspaper and a digital copy went 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.



P2P INITIATIVE

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



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

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
Iron Mountain Daily News
(906) 774-2772, ext. 11 • cderoeck@ironmountaindailynews.com



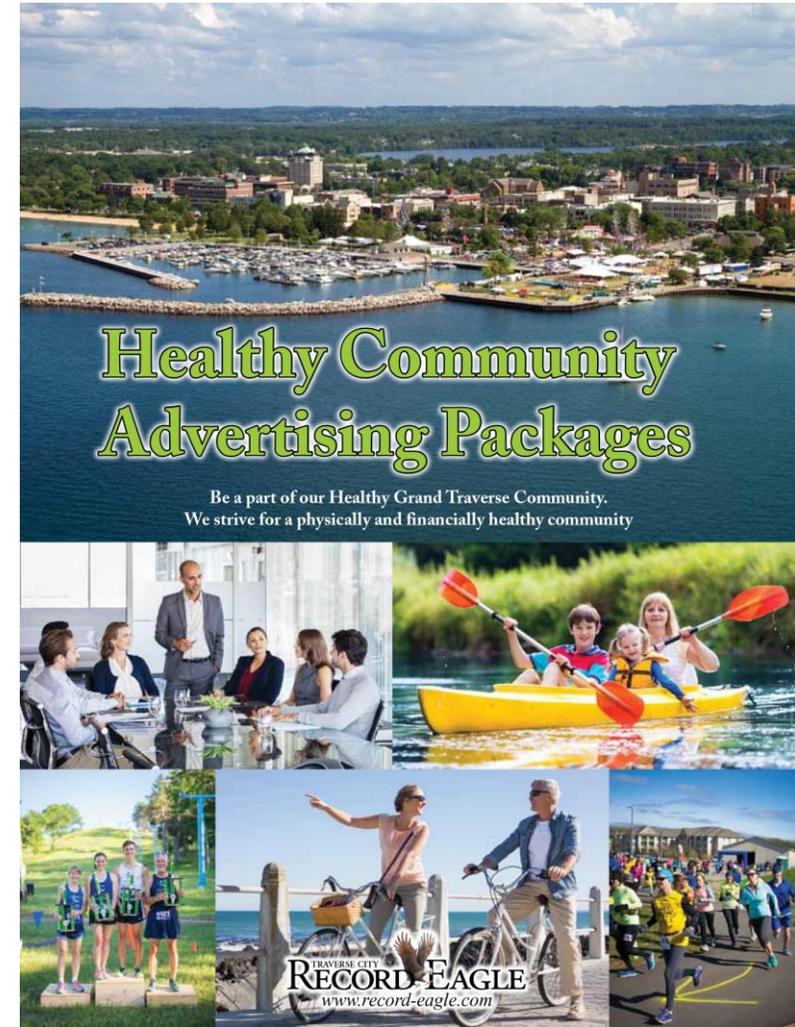
Traverse City Record-Eagle Traverse City, Mich.

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 screen for the inside pages of this brochure.

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.

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

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



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

For more information contact your sales representative



Linda Cote
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

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 screen 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



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.

OBITUARIES *In Memoriam*

For more information call the Obituary desk at 561.820.4376

ASHE, 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 home while holding a full time job. Janice spent 40 years of her life working for FPL 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 daughters Tracy Section (Spouse Ernie Section) and Tammy Ashe (Spouse Vanessa Durand), 4 grandchildren: Steven, Sabrina, Summer and Spring and 11 great grandchildren as well as a sister and multiple nieces and nephews. She was a member of St. Thomas Moore Catholic Church.

Friends may visit with the family between the hours of 3:00 to 7:00 PM on Saturday, March 3, 2018 at QUATERSBAUM FUNERAL CREMATION AND EVENT CNR with a Celebration of Her Life to be held at 5:30 PM. In lieu of flowers, donations may be made to either The Peggy Adams Animal Rescue League (peggyadams.org/donate/) or Friends of UF (ufhealth.org).

Quartersbaum Funeral, Cremation and Event Center
1401 S.W. 14th St., Suite 100, Ft. Lauderdale, FL 33304
www.quartersbaum.com



CARLINS, Herbert Israel

Age 85, of Boca Raton, passed away Feb. 28, 2018. Service March 7, 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.

After the death of Barbara in 1999, Gene met Sally Bowler, 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, and the couple often traveled the state of Florida.



ENGELKE, Eugene F.

Eugene Frederick Engelke was a loving husband, father, and grandfather who always put his family first; a devoted friend, a U.S. Army veteran, an aerospace engineer, a handy man extraordinaire, and an antique car enthusiast. He died on Feb. 26, 2018, at home in North Palm Beach surrounded by his beloved family. He was 82.

Gene was born in Huntington, Long Island, NY, on March 4, 1936 to parents Carl and Helen. He was raised in St. Petersburg, FL, graduating from St. Petersburg High in 1956. 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 Sandbar 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 Wehrhard Airfield in St. Petersburg. He became a small plane flight instructor. He married Barbara Ruth on Sept. 11, 1964. They had two children, Charles Eugene and Carolyn Alys.

Gene graduated from the University of Florida in 1961 and worked nearly 20 years at Pratt and Whitney United Technology as an Aerospace Engineer. The engines he worked on took him to the moon.

Gene was a true giver. He was a modest proponent who begged relatives for use along to help anyone who asked. His widowed sister, Evelyn Dahlberg (Chickie) family, always had a lot for him; his food chest was always at the ready. There wasn't anything Gene couldn't build, repair, or restore. He restored a prize-winning antique motorcycle and a 1910 Plymouth sedan. He almost finished a 1941 Cadillac Convertible until illness prevented completion.



OLLIGES, William E. "Bill"

William "Bill" E. Olliges, 83, 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 Photon Engineering, Inc. and CEO and Chief Scientific Officer of Boron Lubricants, Inc., and a member of the Intubology and Lubrication Engineers. Bill was a member of the Federation of American Scientists and holds 38 patents. His favorite sport was fishing, and was a member of the Stuart Sailfish Club.

He is survived by his loving wife of 17 years, Betty Olliges; his loving children Tracy (John) Kuntzoff of Portland, OR, K.O. Reddington of Arlington Heights, IL, Kimber Vassallo of Glenview, IL and Dirk (Katie) Olliges of Grand Forks, ND and his loving stepchildren Steven (Debbie) Schorr of Clare, MI, Susan (Randi) Sargent of Williamson, WV and Scott (Debbie) Schorr of Lake Zurich, IL, his sixteen grandchildren and six great-grandchildren, and his sister Elinor 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, 9611 S. Kanter Highway, Stuart, FL 34994.

A Funeral Service will be held on Saturday, March 3, 2018 at 12 Noon at Martin Funeral Home officiated by Pastor Rick Addison followed by a graveside service at Fort Hill Memorial Gardens, Stuart.

In lieu of flowers, memorial donations can be made to Florida State's Youth Ranch Scholarship Fund in loving memory of the William E. Olliges Engineering Scholarship Fund, PO Box 2000, Boynton, FL 33464.

Funeral Arrangements have been entrusted in the care of Martin Funeral Home, Stuart Chapel, 9611 S. Kanter Highway, Stuart, FL 34994 (772-373-3456).

Online condolences and expressions of sympathy can be made by visiting www.MartinFuneral.com.

GARBARINO, Barbara



The Palm Beach Post Obituaries

POWERED BY Legacy.com

OBITUARIES | FUNERAL HOMES | SEND FLOWERS | MEMO

ELEANOR CORSON

Obituary Flowers

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

RESOURCES

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

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 screen for additional details.

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 screen for additional details.

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.

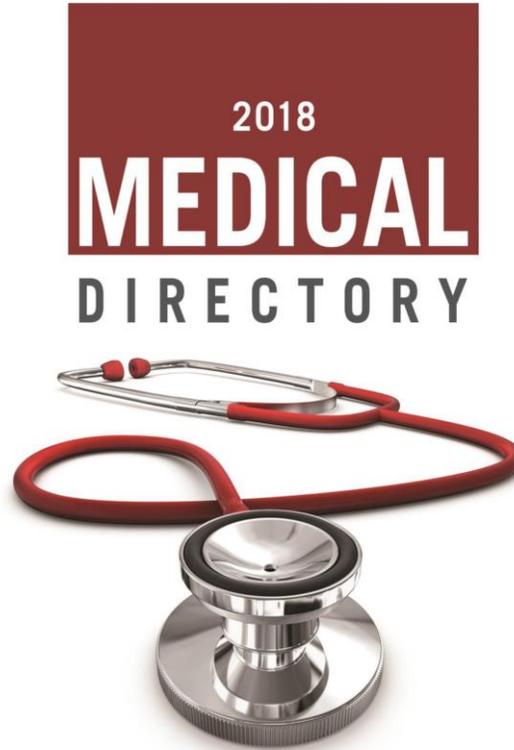
Morning News Florence, S.C.

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

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 Schools 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.

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

See next screen for additional details.



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.

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.

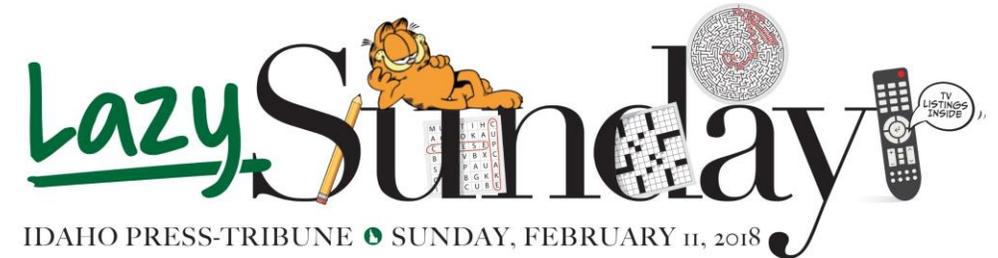
We also award first-, second- and third-place for each school and an overall first, second, third and two honorable mentions. Each of the winners get gift cards and certificates. We also give each of the teachers gift cards to help replenish their art supplies.

This generates \$10,000 in advertising revenue.

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



P2P INITIATIVE



SUNDAY COMICS	2
DAILY COMIC STRIPS ...	11
TV LISTINGS	14
PUZZLE PAGES	21
KIDS FUN	29
ANSWERS	31

[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 archive 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



P2P INITIATIVE

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

Washington Times Herald Washington, Ind.

Hidden Treasures Here at Home

We have had good luck with a **Hidden Treasures Here at Home**....

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

This has an Online Google Map component as well. It is published during tourism season here ... April thru October.

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.



Melody Brunson, Publisher/Editor
Washington Times Herald
(812) 254-0480, ext. 127 • mbrunson@washtimesherald.com

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 • tevens@leaderherald.com



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 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.

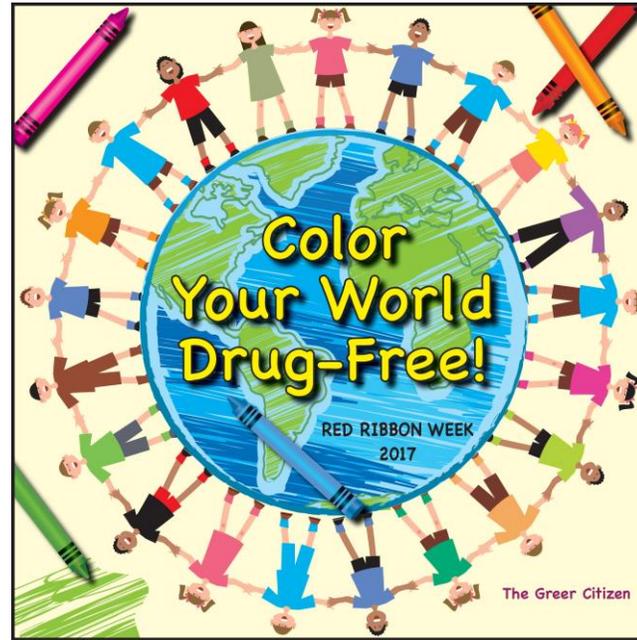
Last year we went into 18 elementary schools. Two schools are not in our distribution area, but have requested these to give to their students. It is a great way to engage young students with the newspaper and the advertisers feel that they are helping to promote a good cause in the community.

Steve Blackwell, Publisher
The Greer Citizen

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



P2P INITIATIVE



2 THE GREER CITIZEN

WEDNESDAY, OCTOBER 25, 2017

Share
hugs
-not
drugs!

JUST
SAY NO!



**LANGSTON
BLACK**
REAL ESTATE, INC.

We
Love
Greer!

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

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 screen.

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



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



P2P INITIATIVE

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
Guilty 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 Westems
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

Charleston Gazette-Mail Charleston, S.C.

Eliminated Monday Print 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@wvgazette.com



P2P INITIATIVE

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



P2P INITIATIVE

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 "Vendor 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!

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

ABELDT'S GASLIGHT PHARMACY
200 GASLIGHT BLVD.
639-2346 • Refill Line 634-7764
abeldtspharmacy.com

[View complete issue](#)

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



P2P INITIATIVE

Tammy Kedrowicz, Advertising Director
 The Lufkin News

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

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

Culpeper Star-Exponent Culpeper, W.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 screens

[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
• Roll the Perfect Dough
• 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!](#)



CULPEPER STAR-EXPONENT hometown Christmas

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.



CULPEPER STAR-EXPONENT hometown Christmas

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.



CULPEPER STAR-EXPONENT hometown Christmas

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:

[InkPad - 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

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.

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



P2P INITIATIVE

BOLTE
Real Estate
A Division of FirstEnergy

GOOD LUCK Area Teams!

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Tiffin, Ohio 44883
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820 Detroit St.
Tiffin, Ohio 44885
419-445-8857
www.fastenal.com

BASCOM
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Tiffin, Ohio 44883
419-447-7222
5990 W. Tiffin St.
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WEININGER DDS
Brandt L. Weinger, DDS
419-447-7091
2440 G. St. #103
Tiffin, Ohio 44883
www.WeingerFamilyDentistry.com
Weininger New Patients

Tiffin Paper Company
265 South Ave.
Tiffin, Ohio 44883
419-447-2121

The Advertiser-Tribune
520 Madison St.
Tiffin, Ohio 44885
419-448-5200
800-448-5235
advertisertribune.com
The Advertiser-Tribune

BOYS **Bellevue** **GIRLS**

1208 Sandusky	1100 Margaretta
1209 @ Willard	1202 @ Mohawk
1210 @ Peninsula	1204 Seneca East
1216 Port Clinton	1212 Willard
1217 @ Mansfield Madison	1214 @ Seneca East
1209 @ Shelby	1216 @ Upper Sandusky
14 @ Columbian	1218 @ Upper Sandusky
1/6 Clyde	1222 Shelby
1/13 @ Ontario	1220 @ Lima Beth
1/19 Perkins	1222 Columbian
1/26 @ Upper Sandusky	1220 @ Lima Beth
1/29 Columbian	1222 Columbian
2/3 Shelby	1222 Columbian
2/9 Columbian	1222 @ Lima Beth
2/10 @ Plymouth	1222 @ Lima Beth
2/16 @ Clyde	1222 @ Lima Beth
2/17 Oak Harbor	1222 @ Lima Beth
2/25 Huron (male)	1222 @ Lima Beth
2/22 @ Norwalk	1222 @ Lima Beth

BOYS **Clyde** **GIRLS**

1208 Perkins	1202 @ Perkins
1209 @ Margaretta	1202 Margaretta
1215 @ Norwalk	1204 @ Norwalk
1216 Lexington	1214 @ Shelby
1207 @ Fremont Ross	1216 Port Clinton
1/4 Sandusky SMC	1222 Sandusky
1/6 @ Bellevue	1222 Sandusky SMC
1/13 @ Erie	1222 @ Sandusky SMC
1/19 @ Perkins	1222 @ Sandusky SMC
1/22 Columbian	1222 @ Sandusky SMC
1/26 @ Fremont SMC	1222 @ Sandusky SMC
2/1 Sandusky	1222 @ Sandusky SMC
2/3 @ Geneva	1222 @ Sandusky SMC
2/9 Huron	1222 @ Sandusky SMC
2/10 @ New Regel	1222 @ Sandusky SMC
2/16 @ Willard	1222 @ Sandusky SMC
2/17 Port Clinton	1222 @ Sandusky SMC
2/23 @ Columbian	1222 @ Sandusky SMC

BOYS **Lakota** **GIRLS**

1120 Darbury	1202 @ New Regel
1205 Arcadia	1204 @ Calvert
1215 @ Calvert	1202 @ Fremont SMC
1203 Oak Harbor	1202 @ Old Fort
1202 @ Fremont SMC	1202 @ Fremont SMC
1/4 @ Old Fort	1/5 Sandusky SMC
1/6 Sandusky SMC	1/6 Marionville
1/11 @ McCords	1/11 New Regel
1/16 @ New Regel	1/17 @ Maurice Valley
1/18 Calvert	1/18 CBS
1/23 Woodmore	1/20 Calvert
2/1 Fremont SMC	1/27 Fremont SMC
2/3 @ Glenburg	2/3 @ Glenburg
2/7 North Baltimore	2/6 Woodmore
2/8 Old Fort	2/10 @ Sandusky SMC
2/13 @ Northwood	2/13 Jones Leadership
2/16 @ Sandusky SMC	2/16 Academy
2/20 Lakota	2/17 @ Glenburg

BOYS **Seneca East** **GIRLS**

1201 Calvert	1100 South Central
1202 @ Plymouth	1202 @ Ridgeway
1209 Ridgeway	1208 @ Buckeye Central
1215 Buckeye Central	1216 Colonel Crawford
1216 @ Bucyrus	1218 Bucyrus
1201 @ Colonel Crawford	1222 Upper Sandusky
1202 Upper Sandusky	1222 @ Seneca
1208 Mohawk	1209 Mohawk
1206 Wyrford	1/4 @ Wyrford
1/6 Caroy	1/6 @ New Regel
1/12 @ Calvert	1/9 Caroy
1/13 @ Ridgeway	1/12 Ridgeway
1/18 Fostoria	1/18 @ Buckeye Central
1/19 @ Buckeye Central	1/19 @ Buckeye Central
1/23 Bucyrus	2/3 Colonel Crawford
2/3 Colonel Crawford	2/6 @ Upper Sandusky
2/6 @ Upper Sandusky	2/3 @ Mohawk
2/16 @ Wyrford	2/22 Wyrford
2/17 @ Old Fort	2/8 @ Old Fort
2/20 Fostoria	2/10 @ Fostoria
2/23 @ Caroy	2/13 @ Caroy

HOOP IT UP
WITH THESE HIGH SCHOOL BOYS & GIRLS BASKETBALL GAMES!

BOYS **Buckeye Central** **GIRLS**

1201 Plymouth	1100 @ Crestview
1202 @ South Central	1205 @ Mohawk
1210 @ Seneca East	1208 Seneca East
1215 @ Seneca East	1212 @ New Regel
1219 @ Willard	1216 @ Upper Sandusky
1201 @ Upper Sandusky	1222 Ridgeway
1202 Ridgeway	1227 @ Caroy
1208 @ Caroy	1226 @ ACS
1209 Bucyrus	1/2 Holiday Showcase
1/5 @ Colonel Crawford	1/2 @ Colonel Crawford
1/13 Mohawk	1/4 Bucyrus
1/16 Wyrford	1/4 @ Colonel Crawford
1/19 Seneca East	1/9 Wyrford
1/20 New Regel	1/12 Mohawk
1/25 @ Galton	1/16 @ Seneca East
2/3 Upper Sandusky	1/18 Willard
2/9 @ Ridgeway	1/22 Upper Sandusky
2/10 Caroy	1/26 @ Ridgeway
2/16 @ Bucyrus	1/26 @ Caroy
2/17 Colonel Crawford	2/2 @ Bucyrus
2/20 Crestview	2/9 Colonel Crawford
2/23 @ Wyrford	2/13 @ Wyrford

BOYS **Columbian** **GIRLS**

1201 Clay	1202 @ Norwalk
1202 Upper Sandusky	1207 Eastwood
1208 Norwalk	1209 Oak Harbor
1210 @ Fostoria	1212 @ Madison
1216 Bowling Green	1216 @ Sandusky
1201 Sandusky	1219 Huron
1203 @ Perkins	1219 Huron
1/4 Bellevue	1222 @ Perkins
1/6 @ Shelby	1227 @ Bellevue
1/12 @ Clyde	1/5 Shelby
1/15 @ Geneva	1/9 Clyde
1/16 @ Norwalk	1/13 Norwalk
1/22 @ Kenton Ross	1/16 Fremont Ross
1/26 @ Sandusky	1/18 Port Clinton
1/27 Margaretta	1/23 Sandusky
2/1 Perkins	1/27 Shelby
2/3 @ New Regel	1/30 @ Lexington
2/6 @ Bellevue	2/2 @ Bellevue
2/10 @ Port Clinton	2/6 @ New Regel
2/16 Shelby	2/16 @ Shelby
2/17 Fremont Ross	2/16 @ Shelby
2/23 Clyde	2/15 @ Clyde

BOYS **Mohawk** **GIRLS**

1201 @ New Regel	1202 Cory Reason
1203 Buckeye Central	1205 Buckeye Central
1215 @ Colonel Crawford	1208 @ Colonel Crawford
1216 @ Caroy	1212 @ Caroy
1201 Bucyrus	1214 @ Old Fort
1203 Wyrford	1219 @ Bucyrus
1208 @ Seneca East	1219 Calvert
1200 @ Upper Sandusky	1222 Wyrford
1/2 @ Hopewell-Loudon	1229 @ Seneca East
1/5 Ridgeway	1/5 Hopewell-Loudon
1/6 @ Ridgeway	1/4 Upper Sandusky
1/13 @ Bucyrus Central	1/6 Ridgeway
1/19 Colonel Crawford	1/12 @ Buckeye Central
1/20 Arcadia	1/12 Colonel Crawford
2/3 Fremont SMC	2/3 Old Fort
2/7 Caroy	1/20 Caroy
2/9 Bucyrus	1/23 Bucyrus
2/8 Wyrford	1/26 @ Wyrford
2/10 Seneca East	1/30 Seneca East
2/16 Upper Sandusky	2/2 @ Upper Sandusky
2/17 Ridgeway	2/6 Galton
2/20 Fremont SMC	2/8 @ Ridgeway
2/23 Lakota	2/17 @ Ridgeway

BOYS **Seneca East** **GIRLS**

1201 Calvert	1100 South Central
1202 @ Plymouth	1202 @ Ridgeway
1209 Ridgeway	1208 @ Buckeye Central
1215 Buckeye Central	1216 Colonel Crawford
1216 @ Bucyrus	1218 Bucyrus
1201 @ Colonel Crawford	1222 Upper Sandusky
1202 Upper Sandusky	1222 @ Seneca
1208 Mohawk	1209 Mohawk
1206 Wyrford	1/4 @ Wyrford
1/6 Caroy	1/6 @ New Regel
1/12 @ Calvert	1/9 Caroy
1/13 @ Ridgeway	1/12 Ridgeway
1/18 Fostoria	1/18 @ Buckeye Central
1/19 @ Buckeye Central	1/19 @ Buckeye Central
1/23 Bucyrus	2/3 Colonel Crawford
2/3 Colonel Crawford	2/6 @ Upper Sandusky
2/6 @ Upper Sandusky	2/3 @ Mohawk
2/16 @ Wyrford	2/22 Wyrford
2/17 @ Old Fort	2/8 @ Old Fort
2/20 Fostoria	2/10 @ Fostoria
2/23 @ Caroy	2/13 @ Caroy

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430 Elm St., Fostoria 419-435-5519

BOYS **Calvert** **GIRLS**

1201 @ Seneca East	1100 @ New London
1202 @ Fremont SMC	1202 @ Fremont SMC
1208 @ Fremont SMC	1205 Norwalk St. Paul
1215 Lakota	1216 @ Seneca East
1216 @ Arcadia	1216 @ Elison
1219 @ Glenburg	1219 @ Mahawk
1221 @ Elison	1222 Sandusky SMC
1228 Hopewell-Loudon	1230 TBA
1229 @ Sandusky SMC	12 @ Clyde
1/4 New Regel	1/5 @ Old Fort
1/6 @ Jones Leadership	1/6 New Regel
1/13 Jones Leadership	1/13 Fremont SMC
1/16 Seneca East	1/13 @ Glenburg
1/13 @ Norwalk St. Paul	1/13 Sandusky SMC
1/16 Fremont SMC	1/13 @ Lakota
1/19 @ Fostoria	2/2 @ New Regel
2/1 Sandusky SMC	2/3 @ Van Buren
2/6 @ Elton	2/7 Jones Leadership
2/13 Darbury	2/10 Old Fort
2/17 @ Margaretta	2/12 Hopewell-Loudon

BOYS **Fostoria** **GIRLS**

1202 @ Central Seneca	1201 @ Fostoria
1206 Genoa	1207 Eastwood
1214 @ Lake	1208 Bowling Green
1215 Columbian	1210 @ Sandusky
1219 @ Eastwood	1215 @ Arcadia
1220 @ Fostoria	1216 @ Lakota
1223 @ Arcadia	1201 Lake
1229 @ Holiday Classic	1229 @ Wapak Holiday
1/4 Oregon	1209 @ Wapak Holiday
1/9 Woodmore	1/9 Woodmore
1/12 Elmwood	1/2 Genoa
1/18 @ Seneca East	1/5 @ Elmwood
1/19 @ Geneva	1/11 @ Elmwood
1/25 Lakota	1/11 @ Fostoria
1/27 @ Hopewell-Loudon	1/18 @ Eastwood
2/1 @ Woodmore	1/23 Chicago
2/8 @ Woodmore	2/1 @ Lakota
2/9 @ Chicago	2/8 @ Geneva
2/16 Woodmore	2/10 Seneca East
2/20 Caroy	2/15 Elmwood
2/23 @ Elmwood	2/15 Elmwood

BOYS **New Regel** **GIRLS**

1201 Mohawk	1202 Lakota
1208 @ Lakota	1205 @ Hopewell-Loudon
1215 Old Fort	1208 Old Fort
1201 @ Sandusky SMC	1212 Buckeye Central
1202 @ Caroy	1214 @ Old Fort
1203 @ North Baltimore	1219 @ Bucyrus
1/4 @ Calvert	1/6 Seneca East
1/6 @ Cory Reason	1/9 Fremont SMC
1/12 @ Fremont SMC	1/11 @ Sandusky SMC
1/16 Lakota	1/11 @ Lakota
1/18 @ Old Fort	1/18 @ Calvert
1/20 @ Buckeye Central	1/20 Cory Reason
1/26 Sandusky SMC	1/26 Sandusky SMC
1/27 @ Arcadia	1/25 @ Old Fort
2/3 Colonel Crawford	1/27 Caroy
2/3 Calvert	2/2 Calvert
2/10 Caroy	2/3 @ Arcadia
2/13 Oak Harbor	2/6 Columbian
2/17 Hopewell-Loudon	2/15 Fremont SMC
2/22 Fremont SMC	2/17 @ North Baltimore

BOYS **Upper Sandusky** **GIRLS**

121 Willard	1208 Columbian
1202 @ Columbian	1216 Buckeye Central
1207 Galton	1209 Bucyrus
1209 @ Shelby	1209 Colonel Crawford
1216 Ridgeway	1216 Caroy
1221 Buckeye Central	1/9 Ridgeway
16 Colonel Crawford	1/6 Seneca East
1/19 Caroy	2/9 Wyrford
1/25 Bellevue	2/8 Seneca East
2/10 Bucyrus	2/10 @ Colonel Crawford
2/17 Wyrford	
2/23 @ Colonel Crawford	

BOYS **Carrey** **GIRLS**

1201 @ Riverton	1100 @ Old Fort
1202 @ Van Buren	1202 Arcadia
1209 @ Colonel Crawford	1209 @ Colonel Crawford
1215 Upper Sandusky	1209 Upper Sandusky
1217 @ Seneca	1212 Mohawk
1201 @ Wyrford	1216 @ Wyrford
1202 New Regel	1223 Arlington
1208 Buckeye Central	1207 Buckeye Central
1206 Ridgeway	1209 North Baltimore
1/6 Bucyrus	1/4 @ Riposte
1/6 @ Seneca East	1/6 @ Bucyrus
1/11 Colonel Crawford	1/9 @ Seneca East
1/19 @ Upper Sandusky	1/12 Colonel Crawford
1/27 @ Mohawk	1/16 @ Upper Sandusky
2/1 @ Seneca East	1/23 @ Mohawk
2/6 Vanarus	1/23 Wyrford
2/13 @ Buckeye Central	1/27 @ New Regel
2/16 @ Ridgeway	1/28 @ Buckeye Central
2/17 @ Bucyrus	1/2 @ Ridgeway
2/20 @ Fostoria	2/9 Bucyrus
2/23 Seneca East	2/13 Seneca East

BOYS **Hopewell-Loudon** **GIRLS**

1206 Arlington	1201 Hardin Northern
1205 New Regel	1202 TBA
1207 @ Van Buren	1208 Riverton
1210 @ Old Fort	1212 @ Woodmore
1214 @ Riverton	1215 @ Arcadia
1219 Lakota	1216 @ Woodmore
1221 McComb	1220 @ Pandora Gilboa
1228 @ Fremont SMC	1228 @ Calvert
1/2 Mohawk	1/2 Mohawk
1/4 @ Arcadia	1/5 Vanarus
1/11 Cory Reason	1/13 Old Fort
1/13 @ Glenburg	1/13 Cory Reason
1/19 Liberty Benton	1/20 Sandusky SMC
1/20 Woodmore	1/20 Van Buren
1/25 @ Leipic	1/27 Fostoria
2/1 @ Vanarus	2/2 @ Arlington
2/8 Pandora Gilboa	2/9 @ Liberty Benton
2/10 @ Geneva	2/13 @ Willard
2/12 @ Calvert	2/16 Seneca East
2/15 @ North Baltimore	2/17 @ New Regel
	2/23 @ McCords

BOYS **Old Fort** **GIRLS**

1202 @ Vanarus	1100 Caroy
1207 Mondrian Christian	1206 @ Geneva
1209 Arcadia	1208 @ New Regel
1209 Oak Harbor	1212 Hopewell-Loudon
1210 @ New Regel	1215 @ New Regel
1216 @ Margaretta	1216 Fremont SMC
1221 Fremont SMC	1219 Woodmore
1223 @ South Central	1220 Lakota
1206 @ Elmwood	1/5 Calvert
1/12 Lakota	1/9 @ Sandusky SMC
1/6 Calvert	1/11 @ Margaretta
1/13 @ Sandusky SMC	1/13 @ Arcadia
1/13 @ Hopewell-Loudon	1/17 @ Clyde
1/19 New Regel	1/28 New Regel
1/26 @ Fremont SMC	1/26 Elmwood
2/3 Arcadia	2/2 Lakota
2/9 @ Lakota	2/8 @ Oak Harbor
2/13 @ North Baltimore	2/8 Seneca East
2/13 @ Woodmore	2/10 @ Calvert
2/16 @ Calvert	2/15 Sandusky SMC
2/17 Seneca East	
2/23 Sandusky SMC	

Calendars subject to change.

Dr. Joel Consolo
25 S. Brown St. • 419-443-8452

LEGACY
25 Shaffer Park Drive
119-448-0191
170 S. Washington St.
419-448-5555
www.legacy.com

GOOD LUCK
TO OUR LOCAL SPORTS TEAMS

Have a great season!

POET
See the world differently.
POET.COM/Fostoria 1.866.941.CORN

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/

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".

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.

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) \$285	1/2 page 10" x 4.875" (no bleeds) \$424	Full page 10.5" x 10.5" If preparing a camera-ready ad, please call for dimensions. \$674
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Contact your advertising representative today
or call 308-382-1000

**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

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

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@indianamediagroup.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					

The Press of Atlantic City
Pleasantville, NJ

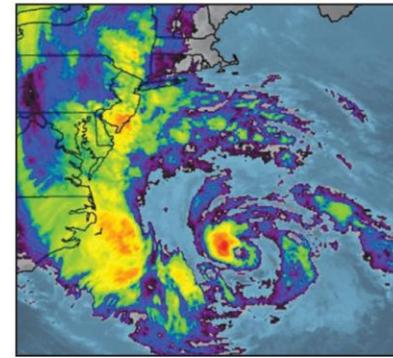
Storm Ready Guide

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



P2P INITIATIVE



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

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



P2P INITIATIVE



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](#)

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

The Post and Courier Charleston, S.C.

Monetizing Newsletters

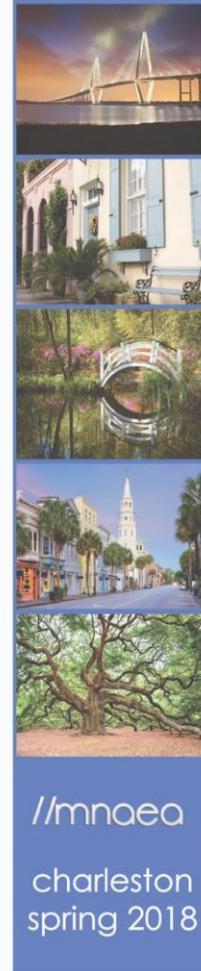
We changed our focus, added or redirected staffing to oversee all newsletters and craft daily news newsletters, and changed our sales approach.

[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.