

# Innovation Award



KEY  
EXECUTIVES

## Mega- Conference

Solutions, Success Stories  
and New Ideas

This entry includes 3 additional PDFs that need to be reviewed with the materials below.

Newspaper or company name: **Sonoma Media Investments LLC**

Address: **427 Mendocino Avenue**

City: **Santa Rosa**

State: **CA**

ZIP: **95401**

Entry submitted by: **Dennis Sheely**

Title: **Classified Advertising Director**

Email address: **dennis.sheely@pressdemocrat.com**

Phone: **707-526-8619**

### **NEW REVENUE CHANNELS**

What new product(s) or approaches have you introduced in the past 3 years that is/are making a significant difference in your business model today or is expected to significantly alter your business model in the near future? In addition to a description of your products or approaches, please provide links to showcase examples. If you would prefer to mail 10 printed samples, email [cindy@snpa.org](mailto:cindy@snpa.org) for the mailing address. (300 words or less, suggested)

**Description:** We designed a display ad unit to look like a yellow Sticky Note but instead it is printed on the paper. This would result in money otherwise going to a printer to stay in our coffers. Started in June.

**Business Category Targeted:** Real estate agents

**Results: (2018)**

Sold 25 @ \$299 = \$7,475 (2018) then another \$7,500 in 2019 for our two weekly newspapers, the *Sonoma Index-Tribune* and the *Petaluma Argus Courier*. We then decided to sell just the Tuesday edition of our daily, *The Press Democrat* for 2019. We sold 48 of them at \$899 for \$43,152. All of this revenue is incremental from these agents and/or brokers.

I have attached the most recent e-tearsheet for the two weeklies along with a sample of the sales collateral used. The open rate is \$299 per week for the weeklies and \$899 for the daily.