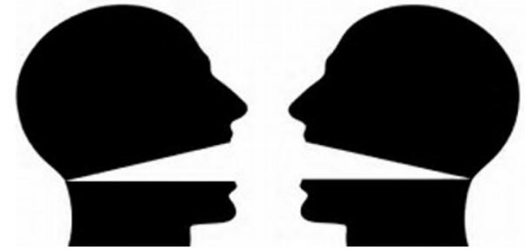


SNPA



P2P INITIATIVE

These slides are available on the SNPA website:

www.snpa.org

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

- **Oct. 18 – Best Revenue Ideas of 2018**

Email edward@snpa.org by Monday to sign up for next Thursday’s video conference call. In your email, you need to share an idea. Tell us your most successful money-maker in 2018 – your “home run.”

- **Nov. 15 – Non-Traditional Revenue**

Always the Third Thursday of the month!

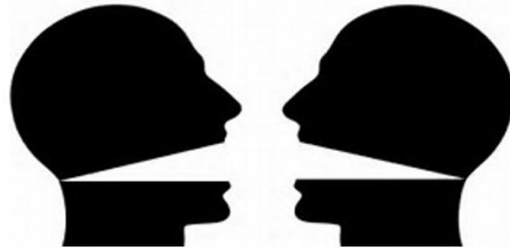
Registration opens one month in advance of each call at www.snpa.org

Today’s moderator:

Tom Silvestri
President and Publisher
Richmond Times-Dispatch



P2P INITIATIVE



P2P INITIATIVE

Revenue

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



P2P INITIATIVE

Retro Richmond

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



Full Back
Page Ad

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

**Call 804.649.6182 or your
account representative today.**

Richmond Times-Dispatch



000000-01

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](#)

The Oklahoman Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

Goal:

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

See next slide

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



P2P INITIATIVE

MATHIS BROTHERS OUTLET

Fall Campaign - September 2017



Labor Day Sale Rack Card



Shopping Spree Scratch Card

Newsprint Ads



TMC Ads



Email Blasts



The Oklahoman (continued) Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

Description:

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

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

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

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

See next slide

The Oklahoman (continued)

Oklahoma City, Okla.

Mathis Brothers Outlet – Fall Campaign

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

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

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

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

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



P2P INITIATIVE



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](#)

The Independent Grand Island, Neb.

Best of Grand Island

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

Link to flipping book:

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

See next slide

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



P2P INITIATIVE

The Grand Island Independent

special sections:

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

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



Advertising Packages

3 Packages available!

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

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

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

The Independent (continued) Grand Island, Neb.



Voting period:
August 7 - 20



Best of Grand Island Voting Packages

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

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

Online Display Packages:

Package A - \$350

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

Package B - \$250

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

Suggested Listings:

First listing - \$75

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

Additional listings - \$35

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

Banner Deadline:
Monday, July 31

Sponsored Listing Deadline:
Wednesday, August 2

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



Voting period:
August 21 - September 5



Best of Grand Island Voting Packages

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

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

Online Display Packages:

Package A - \$400

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

Package B - \$300

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

Suggested Listings:

First listing - \$75

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

Additional listings - \$35

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

Deadline: Friday, August 11

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

Opelika-Auburn News
Opelika, Ala.

Readers Choice
Vote for Me Special Section

Revenue: \$10K

See next slide

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



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.****

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 Gates 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

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Oh Tingo Vender Mal
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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-5:30 • Sat: 9 am-2:30

Cowboy Christmas
Michael Martin Murphy 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

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

Tammy Kedrowicz, Advertising Director
The Lufkin News
(936) 631-2630 • tkedrowicz@lufkindailynews.com



P2P INITIATIVE

The Lufkin News

Entertainment Package

52 Week Rates

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



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

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

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

First PUB Date: Sunday, February 11, 2018

Idaho Press-Tribune Nampa, Idaho

New Sunday Section

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

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

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

See next slide



P2P INITIATIVE

IDAHO PRESS-TRIBUNE



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



Description of Idea:

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

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

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

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

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

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

Idaho Press-Tribune (continued) Nampa, Idaho

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

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

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



P2P INITIATIVE



TUNDRA

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

BUZZ.

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

THE SHORT CAREER OF THE PIED PIPER WHO SPECIALIZED IN LEWISINGS

© Tundra 2018 www.tundracomics.com

What's Inside

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

Test Drive This Dual Electric Bike Today!

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Ride, Hunt, Farm, Fish & Play!
Learn More at
eMotorsWest.com

eMotorsWest.com

5803 Cleveland Blvd., Caldwell • 208.466.6250

[View complete Lazy Sunday Section](#)

The Greer Citizen Greer, S.C.

12 That Make a Difference

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

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

View centerspread graphic on next slide

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



P2P INITIATIVE



Meet Jessica

Founder; Saved By The Heart

Husband: Nathan Monroe

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

Bucket list: Travel

Favorite musician: Whitney Houston

Favorite food: Authentic Hispanic food

Good book: Love Warrior and Carry on Warrior by Milton

Movie: Star Wars

TV Show: Nashville

The Greer Citizen (continued) Greer, S.C.



Meet Chuck

President; Langston Black Real Estate

Hometown: Whiteville, NC

Family: Wife Brenda; Children Megan, MacKenzie;

Granddaughter Emory

Education: UNC Wilmington; CGIM 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 Communications; 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 Westens

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

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




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@saoeveningnews.com

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


109 Arlington St. • Sault MI • 906.632.2235



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@saoeveningnews.com

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

109 Arlington St. • Sault MI • 906.632.2235

Ogden Newspapers

Recipe Cards

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

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

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

See next slide for examples from each month of the year



P2P INITIATIVE

St. Patrick's Day Recipes



CHOCOLATE MINT PARFAIT

Ingredients:

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



Directions:

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

www.kraftrecipes.com

SONNY BOY RESTAURANT

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2 Eggs, Home Fries, Sausage, Toast & Jelly **only**

881 National Rd., Bridgeport • 740-635-9065
Hours: 6:00 am-8:00 pm Daily

WATCH EVERY DAY FOR MORE RECIPES.

Ogden Newspapers (continued)

Recipe Cards

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

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

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

Kim Collette, Project Coordinator
Ogden Newspapers
(740) 633-1131, ext. 757 • kcollette@ogdennews.com

Examples by month:

[January](#)

[February](#)

[March](#)

[April](#)

[May](#)

[June](#)

[July](#)

[August](#)

[September](#)

[October](#)

[November](#)

[December](#)



P2P INITIATIVE

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

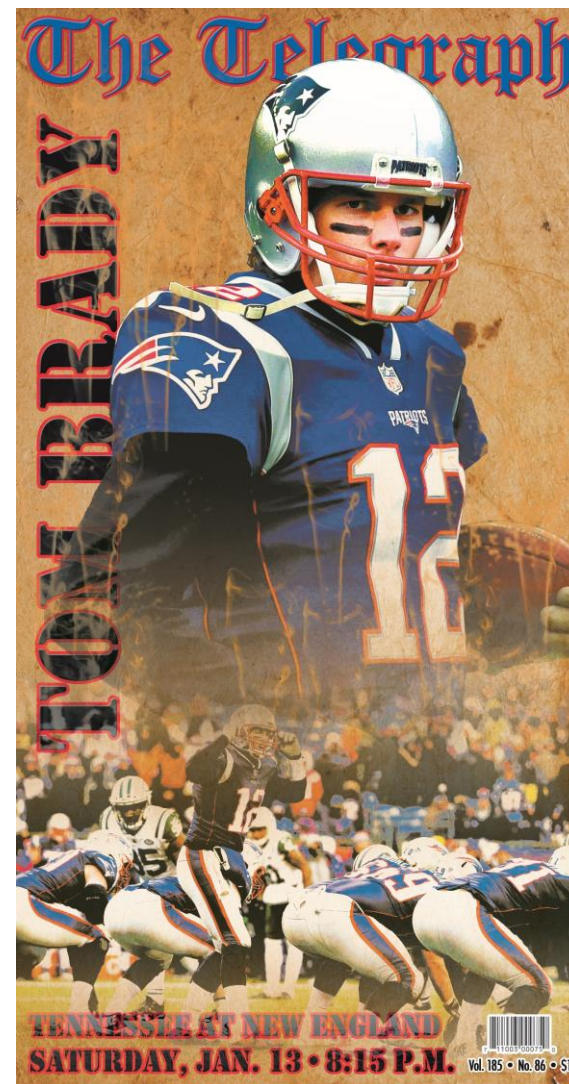
Eighth page: \$250

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.

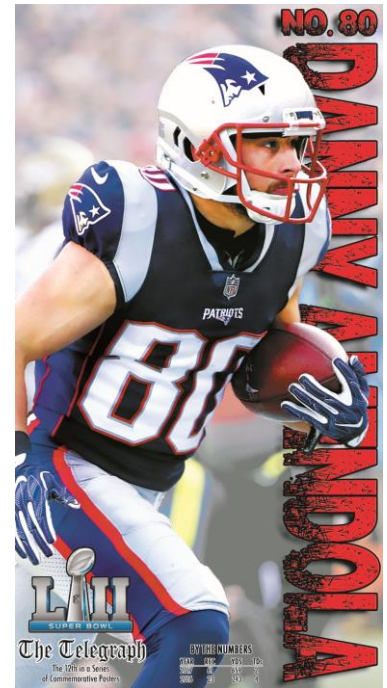
Posters

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](#)



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



P2P INITIATIVE

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

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

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

THE ALPENA NEWS

Northeastern Michigan's Newspaper

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

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

**THE
ALPENA
NEWS**

Don't Hesitate!
Reservations Close
September 29, 2017

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 that one might forget about being here locally, plus places to visit or eat. Published along with a map of the region, with the locations highlighted.

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



P2P INITIATIVE

The Free Lance-Star Fredericksburg, Va.

Downtown Fredericksburg Contest

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

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

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

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



P2P INITIATIVE

Participate as a sponsor in this popular
**12TH ANNUAL DOWNTOWN
FREDERICKSBURG CONTEST**
Runs June 5–July 15

Itty Bitty City
SCAVENGER HUNT

SPONSORS:
\$350
+\$25 OR MORE GIFT CARD

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

ONE-DAY HINT:
\$75
+\$25 OR MORE GIFT CARD

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

Your \$25 Gift Card will drive more foot traffic to your business
We will ask players to stand in front of your business & take a photo & post it to Facebook for a chance to win your \$25 gift card

 fredericksburg.com

Contact Your Sales Rep
540-374-5460

Southern Community Newspapers and Digital Media

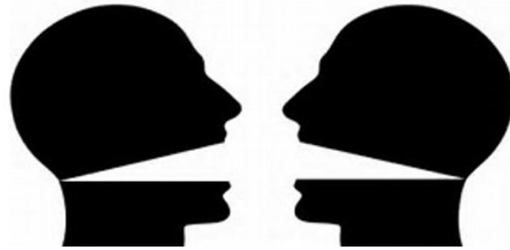
“Guaranteed” Press Release Program

In Gwinnett, we receive a number of press releases weekly about new business openings, remodels, etc. Many don't run so we implemented a “guaranteed” press release program in which a business can make sure their press release runs for \$250. We will even have a journalist interview them for an additional fee of \$75 if they need help with the article. Pretty successful in just a few weeks.

Bob McCray, Vice President of Sales and Marketing
Southern Community Newspapers and Digital Media
bob.mccray@scompapers.com



P2P INITIATIVE



P2P INITIATIVE

Organization

Rethink your
salesforce effectiveness!

Richmond Times-Dispatch Richmond, Va.

Focus a Team on Business Development

The issue:

Our prior organization of the ad department had everyone focusing on securing new accounts and new business. That's an important strategy, but we kept coming up short. We also had some other issues in selling new initiatives, such as events and products being developed by the Newsroom and our Creative Services team.

The move:

We kept the new business goals in place, but broke out a business development team under a new manager who had exceptional skills. We attached ownership of the new products to the team and also bolted a portion of the sales goals for RTD Events to it as well. By having a specialized team focused on business development, we began to see movement. Better ownership of new ideas occurred. We created a layer of internal competition, and the Events manager no longer had to depend just on the core team to sell sponsorships.

See next slide



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Focus a Team on Business Development

The team:

A factor in our success has been the hiring of “hunters” as reps – individuals focused on closing new business but innovative enough to create new opportunities. When possible, we’ve also encouraged these reps to develop and champion projects tied to topics or categories they are passionate about. It was important that our new business development team begin without “inheriting” existing accounts, forcing us to focus on new business to earn commissions. We also provided a commission guarantee (first three months), earning as they trained internally, and then developing new account relationships. Another key factor was to clearly communicate our rules of engagement. Defining new business, what is an active account and when accounts or prospects are protected to all sellers.

Keys to the organizational change:

- SMART goals tied to new business expectations.
- Incentives tying rewards to success, including higher commissions on new business.
- Entrepreneurial talent of the sales manager, who is not afraid of taking calculated risks.
- Support from the top.
- Detailed tracking of performance.

See next slide



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Focus a Team on Business Development

Among the new products/events:

- Good News page where businesses sponsor a write-up about a local nonprofit.
- Bi-monthly publication about the Virginia horse industry.
- Monthly publication about the commercial building industry in the Richmond Region.
- Launch of Metro Business Live, a morning speaker series on issues of importance to local companies.
- Sponsorship sales of hardbound books focused on the history of our region (leveraging RTD's rich library of archives).

The results:

In 2017, the 4-rep team generated \$350K in new business. \$90K of this was digital revenue.

In 2018, the team is currently pacing to develop an additional \$300K in new business (equaling \$650K over two years).

Submitted by:

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

For more information, contact:

Jason Dillon, Vice President/Advertising
jdillon@timesdispatch.com



P2P INITIATIVE

The Oklahoman Media Company Oklahoma City, Okla.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force (since September 2017):

- Geographically-structured local teams to identify and focus on non-advertisers.
- Senior account executives to handle key accounts with in-state decision makers.
- Major and National Team to handle out-of-state decision makers.
- Call Center & Recruitment Team.
- Local Automotive & Recruitment Teams.

Our Challenge:

Organizational structure and rules of engagement was outdated, since change in 2016.

The Opportunity:

Restructure for tighter geographical focus on new business, while opening up opportunity for hyper focus on non-advertisers.

- Opened rules of engagement to increase sales pressure for prospecting.
- Launched AdSeller tool to help reps have a different conversation with advertisers.



P2P INITIATIVE

See next slide

The Oklahoman Media Company (continued) Oklahoma City, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Results:

- Our AdSeller initiative, per Sammy Papert, is off to a great start. Through April, our sales team created 876 AdSeller presentations with a proposed investment over \$7.1 million dollars, and presented 647 of those to customers. We closed 93 sales for \$444,308 in annualized revenue. Of that, \$286,146 is new or incremental business.

Submitted by:
Jerry Wagner, Audience Sponsorship Manager
The Oklahoman Media Company
(405) 475-3475 • jwagner@oklahoman.com

For more information, contact:
Wayne Snow, Vice President of Sales
The Oklahoman Media Company
(405) 475-3771 • wsnow@oklahoman.com



P2P INITIATIVE

Citizen Tribune Morristown, Tenn.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

We have inside and outside sales personnel.

- Our inside focuses on Classifieds line ads and sig pages.
- The outside sales department handles everything else, including: Display for ROP and Classifieds, Special Sections, Digital products and Online Display, Eblast, Social Media, and Niche products and magazines.
- The graphics department supports both inside and outside personnel.

Something other newspapers might want to consider:

One innovation that has been helpful for us is Native Advertising, especially with the automotive category. Our editor writes something every week and we were able to re-engage an auto dealer in working with their ad agency. The Native Advertising also resides online as well as print.

The key to our success has been being persistent, building relationships and understanding what makes the business work, based on well-thought-out customer needs analysis.

See next slide



P2P INITIATIVE

Citizen Tribune (continued) Morristown, Tenn.

Our Sales Force Organization, Challenges and Keys to Success

A challenge and how we addressed it:

Programmatic Advertising in general has been challenging for us, especially with some of the local Mom and Pop agencies popping up offering these services. We met that challenge by partnering with various vendors to also provide those same type services. We place an emphasis on the value of the community newspaper working with the advertiser to strategically place their advertising dollars in the appropriate Programmatic channels, as well as the newspaper being a trusted source for delivering their advertising messages.

Changes we might make in the near future:

One of the considerations for the future in our Advertising Department is converting from an earned rate structure to a Modular Pricing structure. We anticipate those efforts being complete this year and ultimately simplifying the advertising buy.

Submitted by:
Mike Fishman, Publisher and Editor
Citizen Tribune
(423) 581-5630 • mikefishman@citizentribune.com

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



P2P INITIATIVE

The Daily Sentinel Nacogdoches, Texas

Attracting Good Advertising Reps

Our biggest challenge has been getting good reps. We now have that under control. Basically since August, I have cleaned house and started fresh. The new reps came to me organically, one through a phone call to place ads and one by a woman calling me to ask my opinion on her sales job at the radio station. I feel we are too new a sales force to answer any other questions as my new ones have only started.

Peggy Rains, Advertising Director
The Daily Sentinel
(936) 558-3210 • prains@daily sentinel.com



P2P INITIATIVE

The Moultrie Observer Moultrie, Ga.

Magazine Sales Reps

With so many "special sections" to sell in addition to our print and digital publications, the sales reps were finding it hard to focus on our magazine product. So when the time came to give our magazine a "facelift," we decided that having one magazine sales rep could help boost advertising sales... Boy were we right!!

Since the inception of having one magazine sales rep, our magazine revenue has almost tripled in the last year. The sales rep that I chose for this position has really taken ownership in the success of the magazine! This sales rep also maintains her current territory, in addition to the added responsibility of The Magazine Sales Rep. We were able to increase sales revenue without having to add another position to the staff.

It's a win, win for everyone!!

Laurie Gay, General Manager and Advertising Director
The Moultrie Observer
(229) 985-4545 • laurie.gay@gafnews.com



P2P INITIATIVE

Tahlequah Daily Press Tahlequah, Okla.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

Our current advertising staff structure is as follows:

- 1 Ad manager
- 2 outside multimedia sales executives
- 2 inside classified sales executives
- 1 ad assist

We have restructured our staff to meet the demands of finding and implementing new revenue streams. Our sales executives have more time for sales calls due to the changes.

See next slide



P2P INITIATIVE

Tahlequah Daily Press (continued)

Tahlequah, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Something other newspapers might want to consider:

Business Office Manager turned Ad Assist

The Tahlequah Daily Press has always required the two outside multimedia sales executives to upload and expedite their ads to our ad hub. Over the last few months we have realized the amount of office time the reps have been using to expedite their ad copy. This, of course, translates to less time for sales calls. Beginning this month we have begun transitioning the ad expeditor duties to the person who was our business office manager. We have taken the following steps:

1. The business office manager's previous duties have been shifted to a business office manager in Muskogee. These duties include payroll, HR and most month-end work.
2. This person has been trained by our ad hub through a webinar, as well as with ad reps. She already enters all of the ad tickets into our ad system. Now she is beginning to understand what happens after ticket entry. We hope to have her fully trained by June 1.

See next slide



P2P INITIATIVE

Tahlequah Daily Press (continued)

Tahlequah, Okla.

Our Sales Force Organization, Challenges and Keys to Success

Additional Changes:

We are also having the same position back-up our classified sales executives. We are hoping this gives our classified sales folks more sales time on the phone and, when warranted, out in the field. We also have added one monthly tele-sales project to our classified sales team.

Key to Success:

Flexibility – the ability to think beyond traditional sales opportunities. We have stepped up our sales game by offering digital marketing services, content sponsorships and community projects.

A Challenge:

We have reduced our staff to meet budget expectations. As a result, we tend to be short-handed often. We have faced this challenge head on by cross training the ad assist to help cover classifieds when necessary.

Changes in the Future:

We would like to add a digital sales executive for Tahlequah. We currently have a sales person who covers three properties. Over the remaining months of 2018, we hope to increase our digital revenue in Tahlequah to justify hiring someone.



P2P INITIATIVE

Stephanie Elswick, Advertising Manager
Tahlequah Daily Press & Muskogee Phoenix
(918) 684-2804 • s.elswick@muskogee phoenix.com

The Courier-Tribune Asheboro, N.C.

Our Sales Force Organization, Challenges and Keys to Success

The structure of our sales force:

We have one ad manager who carries a book of clients, three local multi-media sales executives, and two inside sales positions. This seems to work as it allows our manager to be out in the field servicing clients, along with four-legged sales calls with the reps. We seem to be able to maintain and grow overall total client accounts in our market and this still gives us firepower inside to offer support when needed.

Something other newspapers might want to consider:

We switched from open territories to geographically defined ones which has cut down on travel time and put the focus back on selling and client time.

Key to Success:

We look at all of our product offerings and consistently update what we offer to match what the market is asking for.

See next slide



P2P INITIATIVE

The Courier-Tribune (continued)
Asheboro, N.C.

Our Sales Force Organization, Challenges and Keys to Success

A Challenge:

We were struggling with getting enough face time with our clients and utilizing the Sales Transformation process has taught us how to do better and deeper CNAs which has helped improve our client relationships.

Changes in Future:

We want to add an additional MMSE to expand our reach outside of our traditional market, especially on the digital side.

Submitted by:
Todd Benz, General Manager
The Courier-Tribune
(336) 626-6101 • tbenz@courier-tribune.com

For more information, contact:
Justin Little, Ad Manager
The Courier-Tribune
(336) 626-6145 • jlittle@courier-tribune.com



P2P INITIATIVE

Organization - Other

The Post and Courier Charleston, S.C.

Monetizing Newsletters

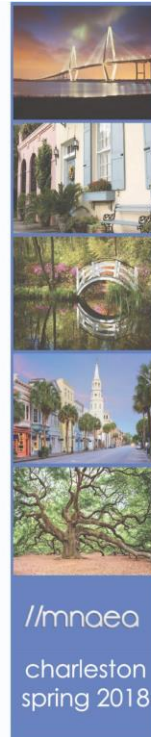
We changed our focus, added or redirected staffing to oversee all newsletters and craft daily news newsletters, and changed our sales approach.

[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.

The Palm Beach Post West Palm Beach, Fla.

Obituary Profitability

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

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

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



P2P INITIATIVE

The Palm Beach Post (continued) West Palm Beach, Fla.

Turn Cost Center into Profit Center

Newspaper of Origin: The Palm Beach Post

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

Business Category Targeted: Obituaries

Hyperlink:

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

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



P2P INITIATIVE

Tulsa World
Tulsa, Okla.

RockNRoll Contest

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

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

[Download PDF with full details](#)

See next slide for “how it works”

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



P2P INITIATIVE



How It Works

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

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

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

Retail Outside, Recruitment Outside & Digital

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

OWG & Retail Inside

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

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

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

The Fine Print

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

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

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

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

TULSA WORLD
MEDIA COMPANY

Dothan Eagle / Alabama Group Let's Play Takeaway!

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

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

[Download Excel template](#)

See next slide for contest details

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



P2P INITIATIVE

FileHomeInsertPage LayoutFormulasDataReviewViewTell me what you want to do

Cut

Copy

Format Painter

Clipboard

Calibri

11

B

I

U

Font

Alignment

Wrap Text

Merge & Center

Number

E2

✕

✓

fx

	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			
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17		16			
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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. Notate which of your reps are currently working with each of those advertisers – and have your reps volunteer to call on advertisers that may not be on anyone's account list.
- To qualify for this contest, the account should not have spent ad money with the paper in the past 60 days.
- (Naturally, you should increase sales pressure on accounts that have run with your paper, but are also in the competing media, regardless of the contest aspect.)

See next slide for contest prizes

Dothan Eagle / Alabama Group (continued)

Let's Play Takeaway!

Cash prizes:

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

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

"Sold accounts" means individual businesses sold.

Richmond Times-Dispatch

Richmond, Va.

Cross-Training in Creative Services

The savings strategy:

Use cross-training in the Creative Services department to add flexibility, increase the knowledge of each team member and save costs through efficiency. In addition, it was a rebound measure taken after a reduction in workforce because of the decline in print advertising revenue. In January of 2017, the department was made up of 27 people. After the loss of seven positions and the voluntary reduction of two others, the department now contains 18 people.

[Download this Excel spreadsheet](#)

The background:

Responding to industry changes – both those having already occurred and in anticipation of those to come – the Richmond Times-Dispatch Creative Services area took a series of steps to restrain ever-rising expenses. Cost-cutting measures were implemented throughout the department, as tasks requiring like-skill sets were combined to create a team that was more responsive to the daily demands of the workflow as well as leaner and more efficient.



Continued on next slide

	A	B	C	D	E
E16	Jeannette	InDesign	Tadd	By December 31, 2018, train with Tadd on how to set up and use master pages in InDesign for use with commercial and weekly RTD products. Apply this knowledge to a full set of folios in a live or test product and Tadd review the finished piece. This will improve efficiency.	
12	Robert K.	Pagination	Jeanette	By July 31, 2018, cross-train with Jeanette on paginating, pagelinking ads and publishing the Channels print product. Paginate one live issue and have Tadd look over the proofs before they are sent to Hanover. Cross-training in this skill will assist with coverage.	
13	Robert K.	e-Edition posting	Debbie	By September 28, 2018, cross-train with Debbie on processing and posting the Spry Living and Relish pages for e-Edition. Process one of each edition for posting and email Tadd with the two run dates that you processed. Cross-training in this skill will assist with coverage.	
14	Robert K.	MediaLink	Tadd	By December 1, 2018, cross-train with Tadd in processing the Business and Service directory from PGL to MediaLink and process at least one live ad. Send the ad number to Tadd once completed. Cross-training in this skill will assist with coverage.	
15	Sandra	Sponsored content	Shelly/Jennifer	By September 28, 2018, cross-train with Shelly/Jennifer in posting sponsored content to templated BLOX pages and publish at least one sponsored content page. Send the sponsored content page URL you posted to Tadd once completed. Learning this skill will increase your digital skillset and assist the design team.	
16	Sandra	Landing pages	Shelly/Jennifer	By December 31, 2018, cross-train with Shelly/Jennifer in creating landing pages in BLOX from page creation to completion and publish at least one original content page you created. Send the landing page URL that you create to Tadd once completed. Learning this skill will increase your digital skillset and assist the design team.	
17					

Richmond Times-Dispatch (continued)

Richmond, Va.

Cross-Training in Creative Services

The actions:

Routine job duties were moved to teams already showing an affinity for performing certain tasks, enabling a year-over-year reduction in complement. These FTE savings were accomplished through a series of cross-training measures that helped employees make fuller use of their already substantial talents while educating them in new processes that helped them become more diverse in their skill sets.

Examples:

- A graphic designer training to become proficient in pagination
- An illustrator/designer learning page diagramming
- Print-centric designers not only becoming adept at digital design but also mastering the posting of digital products to the newspaper's website
- A digital designer completing a quota of print ads per week

Continued on next slide



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Cross-Training in Creative Services

The upshot:

This continuous-learning mindset has not only helped the department accomplish more with fewer resources, but has served to increase employees' job satisfaction while eliminating churn and turnover. This has helped the department save on the increasing costs of training and acclimating new employees.

What's ahead:

To continue the evolution of specialists in certain skills and tasks into workforce generalists capable of completing a multitude of tasks across various platforms. To that end, every member of the department will complete cross-training smart goals (a total of 40, department-wide) by the end of the year.

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



P2P INITIATIVE

Indiana Media Group Greensburg, Ind.

Section Planning

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

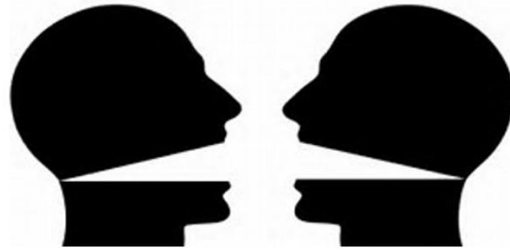
[Download Excel template](#)

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



P2P INITIATIVE

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



P2P INITIATIVE

Savings

Richmond Times-Dispatch Richmond, Va.

Free-Standing Inserts

The savings strategy:

Challenge the conventional wisdom that we must have insert capabilities every day in our production center. Staff the inserting facility to match the declining volume of free-standing inserts that are scheduled for the newspaper. Aim to minimize the days that free-standing inserts are scheduled to be inserted into the Richmond Times-Dispatch, and find savings without hurting our relationships with revenue customers.

The background:

Free-standing inserts have continued to decline with overall advertising revenue throughout the years. The most productive days for inserts were determined to be Wednesday, Friday and Sunday. A task force was pulled together and came up with the recommendation to go to a three-day-a-week inserting operation in late April 2017.



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

Continued on next slide



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Free-Standing Inserts

The actions:

Advertisers were notified that Wednesday, Friday and Sunday would be the only days that inserts would be accepted. Press and inserting schedules were revamped along with position eliminations in the inserting facility and on the maintenance staff. There were three full-time eliminations, and the number of temporary employees was reduced by more than 10 percent.

The upshot:

This schedule allowed the inserting facility to go gray on days there were no inserts scheduled. The three-day schedule for Richmond also aligned with a larger commercial customer that was on the same inserting schedule. This allowed the inserting staff to be on the same schedule for both products and lowered the staff needed on the non-inserting days.

What's ahead:

The management team will continue to monitor the volume of free-standing inserts and staff accordingly to changes in frequency.



P2P INITIATIVE

For more information, contact:
Billy Towler, Production Director
Richmond Times-Dispatch
(804) 559-8304 • billy.towler@bhmginc.com

Community Newspaper Holdings Inc. Indiana Media Group

Trade-Barter Advertising Policy and Procedures

We are trading advertising and promotion with local vendors for services like lawn care, snow removal, janitorial, repairs and upkeep like painting, new office furniture, etc.

Between the three newspapers that I have responsibility for, we have saved – on average – \$12,700 annually. We try to always make our trade agreements over and above the advertiser's current spending.

Robyn McCloskey, Group Publisher
Kokomo Tribune, Logansport Pharos-Tribune
and Terre Haute Tribune Star
(574) 732-5133 • robyn.mccloskey@indianamediagroup.com



[Download the Trade/Barter Advertising
Policy and Procedures](#)

[Download a Copy of the Agreement](#)



P2P INITIATIVE

The Sun
Jonesboro, Ark.

Conversion of all Lighting to LED

We are currently saving \$1,000 per month on our utility bill (approximately 28% – our facility is approximately 36,000 square feet). Perhaps the greater value is that we have new bulbs that will last 10 years or longer and the need to constantly replace florescent bulbs has gone away.

Contact your utility to see if there are grants available to assist with the conversion. We merely converted our antiquated florescent fixtures from four 32-watt bulbs to two 20-watt LED bulbs. That is a 68% savings in electricity to power the fixtures. We had 189 fixtures in our main office building that we converted.

It is helpful if you have someone in-house to assist with this project. Contracting it out can reduce your ROI substantially. Our ROI was approximately one year.

We also expect our A/C costs to go down significantly due to the fact that we no longer have 380 ballasts heating up our offices this summer.



P2P INITIATIVE

David Mosesso, Publisher
The Sun
(870) 935-5525 • dmosesso@jonesborosun.com



The Goshen News Goshen, Ind.

Delivery by Mail

Hindered by utilizing a competing daily's carrier force, and faced with rising per paper charges (23.6 cents each), The Goshen News took the controversial step to move to same-day mail with resounding results.

In a market with less than 3.2% unemployment (essentially anyone who wanted a job had one) and with more than 11,000 vacant jobs in the manufacturing sector, the carrier force that distributed our newspaper was constantly in flux. It was not unusual to have upwards of 1,000 subscribers fail to get their paper as carriers would leave without notice to work in the plants.

Continued on next slide

Brian Bloom, Publisher
The Goshen News

(574) 533-2151, ext. 301 • brian.bloom@goshennews.com



P2P INITIATIVE



[Read the column where this was announced](#)

The Goshen News (continued)

Goshen, Ind.

Delivery by Mail

The newspaper that contracted with us to deliver our paper had used that problem to promote themselves – often redistributing their newspaper in our stead, and piggybacked on our subscription list to drive readership campaigns for themselves.

Working with the U.S. Postal authorities, we eliminated our Sunday edition in favor of a Weekender with a team of haulers driving our bundles to 16 different post offices in our direct circulation area for same-day delivery.

There was some initial kickback as customers, accustomed to receiving their paper (when it was delivered) by 6 a.m. now waiting until mid-day or later.

The end result: Subscribers were guaranteed delivery and coupling our digital daily allowed early morning newsies to get their fix online and in print. Circulation continues to recover to near pre-mail numbers and our subscribers have faith that their investment results in a newspaper every single day.

Our competitive distribution partner – no longer benefiting from our investment – no longer circulates in our region making us the only daily newspaper in a vast majority of our circulation area.



P2P INITIATIVE

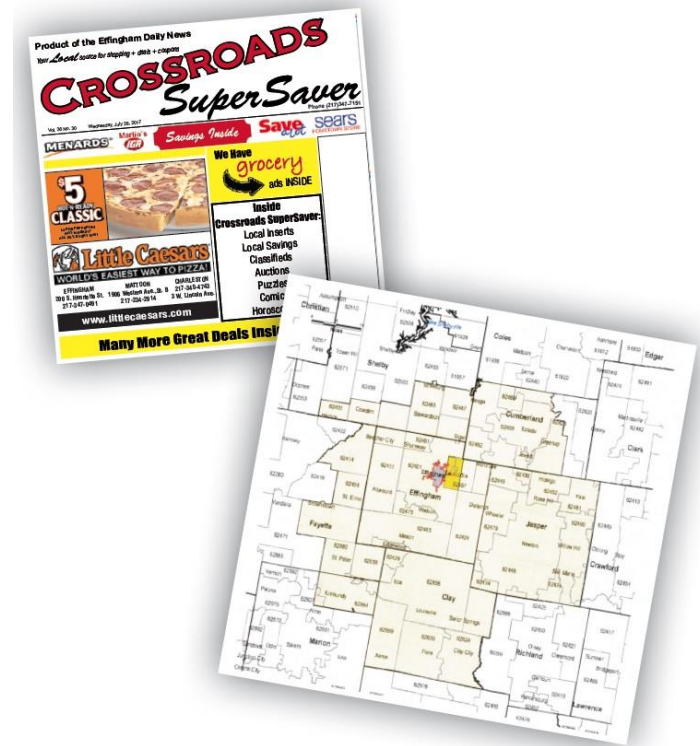
Effingham Daily News Effingham, Ill.

TMC Review

It had been awhile since a comprehensive review had been completed on the distribution area for our TMC. Over time, copies had been moved around for various reasons and we found large gaps that we should be covering with a TMC and other places that were on the fringe of our market and not desired by our preprint advertisers.

Our annual savings will be \$12,000 from printing and postage. Because the move included eliminating distribution to some fringe areas of our market, we were concerned about negative feedback, but received none, confirming that the product was not relevant to that geography.

This should be a routine at all newspapers. We waited too long to conduct this and there were some obvious savings we missed out on.



P2P INITIATIVE

Darrel Lewis, Publisher
Effingham Daily News
(217) 347-7151, ext. 112
darrell.lewis@effinghamdailynews.com

**Kingsport Times News
Kingsport, Tenn.**



Ink Optimization

We contracted with Agfa for its Pro Image Ink Optimization Service. It is a pay-per-page service purchased in 1,000-page blocks. (Purchase price is negotiated per paper.)

We are monthly doing a 1,200-lb. ink swap from color to black use. At \$0.84/lb., that equates to about \$1,008 per month. Additionally, we are using about 300 pounds less color, which equates to about \$550 per month. Total savings of about \$1,558 per month.

On the non-cost side, we are seeing crisper images with more detail in both shadows and highlights. Also, it is seamless in your workflow, so once set up is complete, there are no extra workflow steps and pages take about one minute to make the loop from your facility to Agfa and back.

Do it. At the very least, do a 30-day trial period.

For more information, contact:
Tim Archer, Vice President of Operations
(423) 723-1464 • tarcher@timesnews.net

Submitted by Rick Thomason, Publisher
Kingsport Times News
(423) 392-1314 • rthomason@timesnews.net



P2P INITIATIVE

**The Herald
Sharon, Penn.**

Review Your Phone Service

Because our phones are working, we seldom take the time to go back and review exactly what we are paying for. However as times have changed so have our phone needs. Old dial-up modems that are no longer being used had dedicated phone lines and the number of employees had changed as well.

By changing providers (which is a far simpler task than you think) and reducing lines, we were able to save \$1,300 per month or \$15,600 annually.

Sharon A. Sorg, Publisher
The Herald
(724) 981-6100, ext. 231 • ssorg@sharonherald.com



P2P INITIATIVE

The Herald

Enid News & Eagle
Enid, Okla.

VOIP Phone System

Recently our newspaper implemented a cost-cutting procedure to minimize the costs of our telephone system. We moved from a traditional landline phone system to a VOIP phone system.

Our antiquated phone system was charging us for long distance and per-call fees. When we switched to the VOIP system, we were able to cut over \$2k per month. The main reason for the expense savings was that – with our old system – we paid a flat fee for each phone line, plus a per-call fee. The new system only charges us a flat fee per phone station. No more long distance costs!

Kellan Hohmann, Business Manager
Enid News & Eagle
(580) 548-8101 • bizmgr@enidnews.com



P2P INITIATIVE

Ashtabula Star Beacon Ashtabula, Ohio

Review Your Expenses ... Quarterly

Sometimes the easiest ways to save money are just that, easy. Review each expense each quarter. Be aware of what you are paying for what. Review it. Have your needs changed? Is it something you can live without? Is there a cheaper provider?

Sometimes savings are right in front of us, if we just look under ALL the rocks. We have found savings on color copies, water, carpet services, cleaning and supplies. Every little bit contributes to the bottom line.

Jamie Beacom, Publisher / Director of Advertising Sales
Ashtabula Star Beacon
(440) 994-3249 • jbeacom@starbeacon.com



P2P INITIATIVE

Traverse City Record-Eagle Traverse City, Mich.



Auditing and Refreshing Copier/Printer Contracts

This isn't the sexiest way to save money and it can be tedious work, but I've found thousands of dollars in this category over the years.

Copier and printer contracts are notoriously written with hidden costs and fees for volumes of copies that really add up. Also one thing to look for is when your networked printer/copier is installed: *the default is set to print in color*. I always have the default set to black-and-white to ensure that if someone needs a color copy, they have to select color. Color copies in the contracts are always more expensive and are generally not necessary for most copies printed. A typical example of the spread between black-and-white and color is: .009 per piece Black and White and .06 per piece for Full Color. This can really add up when the setting is defaulted to Full Color.

Reliability and quality functionality are what you're after in a copier/printer vendor. Most vendors can provide everything you need. So I like to go to multiple vendors and ask them to provide us with a bid to ensure they know that it's a competitive situation.

Current situation: Saving \$300 per month vs. last contract.

In the past: I've saved as much as \$1,800 per month by reviewing and putting out competitive bids for services.



P2P INITIATIVE

Paul Heidbreder, Publisher
Traverse City Record-Eagle
(231) 933-1403 • pheidbreder@record-eagle.com

Traverse City Record-Eagle
Traverse City, Mich.



Auditing and Refreshing Uniform and Supply Contracts

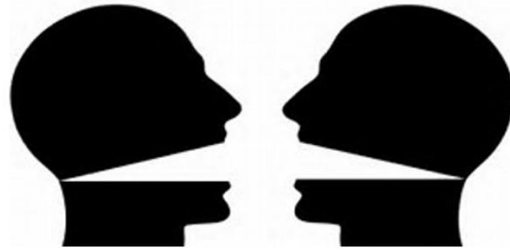
If you have a press facility, you may be paying your uniform/rag/towel/soap vendor too much. Multiple times in my career, I have found that these contracts are out-of-date and are costing too much. You may have contracted to have five uniform users, but you only have four. In most cases, you have triple the number of rags that you truly need and use. Cutting the number back to what you need will save significantly in this area.

Current situation: We're saving \$200 per month in this area over the prior year. Once again, not huge and not sexy ... but this \$2,400 annual savings can be redeployed.

Paul Heidbreder, Publisher
Traverse City Record-Eagle
(231) 933-1403 • pheidbreder@record-eagle.com



P2P INITIATIVE



P2P INITIATIVE

Audience

The Oklahoman Media Company Oklahoma City, Okla.

New Subscriber Acquisitions

We have reduced churn and cost-per-order (CPO) of new subscriber acquisition by stopping our standard 13-week door-to-door promotional offer and moving to a monthly auto pay acquisition model exclusively by our door-to-door vendor.

The Process: We first looked at outdated churn assumptions that supported the older model. We knew that churn had increased, but to our surprise, those assumptions had changed drastically over the past several years. We found a 90% churn rate at first renewal and by the 3rd renewal (1 year), we basically had 100% churn. The subscriber rates and advertising dollars associated with these subscribers were not nearly enough to offset the initial CPO paid to the third party and cover printing/delivery costs.

We moved to the monthly auto pay only model and saw an initial 5% drop in circulation as the older promo model rolled off. But even with paying a slightly higher CPO, the higher retention rates (65%) have put these subscribers “back in the black” based on what we have seen so far.

Total savings are estimated to be \$250,000 per year.

Submitted by Chris Reen, President and Publisher



P2P INITIATIVE

For more information, contact:
Kent Treadwell, Finance Director
The Oklahoman Media Company
(405) 475-3387 • ktreadwell@oklahoman.com

Richmond Times-Dispatch
Richmond, Va.

Richmond Times-Dispatch

Using Audience Data to Find Sponsors and Dollars

The opportunity:

After seeing how other media companies have created custom sponsorship solutions for sports content, RTD Managing Editor Mike Szvetitz and Digital Sales Director Broderick Thomas worked together to create an advertising package for our Washington Redskins content. The Washington, D.C.-based team is the local team for many of our readers. Since their summer training camp is held in Richmond, we knew that we had an opportunity to expand our Redskins vertical.

The plan:

In the summer of 2017, we evaluated our coverage of the Redskins and created a custom sponsorship package for an advertiser who wanted to reach local fans. Data from Google Analytics told us that we have a significant niche audience for Redskins content, and our newsroom has often dedicated resources to covering the nearly local team. But the more significant data use didn't come into play until pricing the sponsorship.

See next slide



P2P INITIATIVE

Richmond Times-Dispatch (continued)

Richmond, Va.

Using Audience Data to Find Sponsors and Dollars

The role of audience data:

Thomas says that the data let him know how to determine the best price for the package. We offered advertisers the exclusive opportunity to advertise alongside our unique Redskins content wherever it appeared in print and online. Although we've offered targeted sponsorships before, in this case we were able to extend the sponsorship to video and email newsletters, in addition to traditional print and digital banner ads. A restaurant chain, owned by a Redskins fan, bought the sponsorship, and his business benefited from partnering with us to sponsor our Redskins coverage.

Instant replay:

With the 2018 professional football season kicking off soon, we're evaluating our audience and revenue data associated with this sponsorship and preparing our game plan for the second part of this year. After reviewing the data, Thomas has been able to build additional revenue opportunities into our Washington Redskins sponsorship package that could include additional advertisers or an increased presence for one advertiser who is ready to take on the entire vertical. Our revenue potential is 100 percent higher going into the second year of this sponsorship because we have a clear picture of our audience's behavior, and we have a solid understanding of what will translate into success for our advertisers. As Thomas puts it, audience data are our barometers for predicting opportunities.



P2P INITIATIVE

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

**Northern Virginia Daily
Strasburg, Va.**

Automobile Reviews and Ads

We have a retired auto reviewer for AAA who lives in our community. He will be doing a weekly review of an automobile. We will go to the local dealer for advertising that will run across the bottom of this feature page.

Mike Gochenour, Publisher
Northern Virginia Daily
(540) 465-5137 • mgochenour@nvdaily.com

The Northern Virginia Daily



P2P INITIATIVE

Marshalltown Times-Republican Marshalltown, Iowa

Points of Pride

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

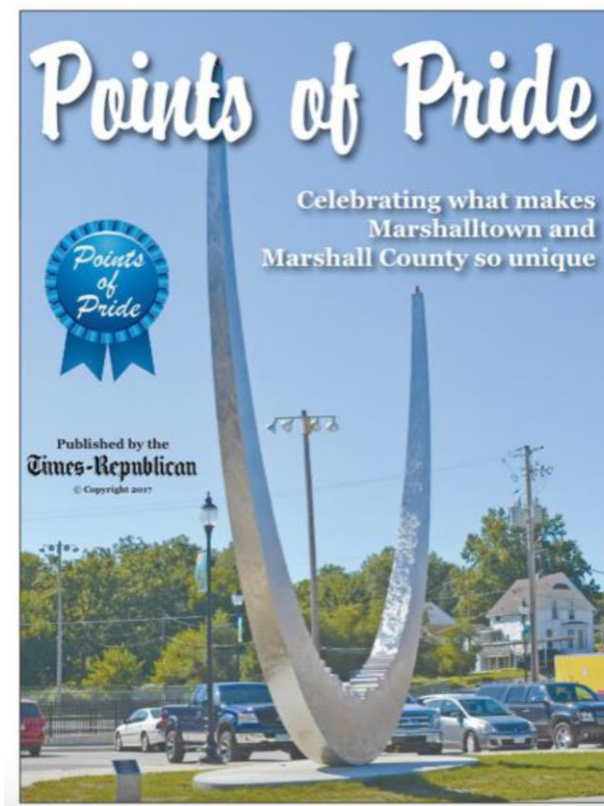
Over 100 places, organizations, businesses and events were named. Our editorial staff wrote a paragraph and took a photo of each entry, our ad staff sold over \$20,000 in ads and we compiled it all into a 64-page glossy magazine. The publication was inserted into the newspaper and a digital copy went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

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

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



P2P INITIATIVE



Lexington Herald-Leader
Lexington, Ky.

Political Advertising Guide

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

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

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

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

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



P2P INITIATIVE



Election
 **2018**
POLITICAL ADVERTISING GUIDE



The Leader-Herald Gloversville, NY

Word Search Tab

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

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

The sales pitch offered two things:

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

Trevor Evans, Publisher
The Leader-Herald

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



P2P INITIATIVE



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

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

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



[View complete section](#)

The Press of Atlantic City
Pleasantville, N.J.

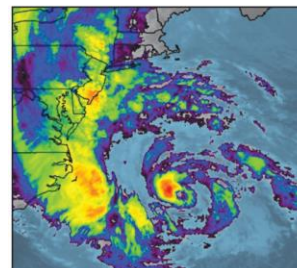
Storm Ready Guide

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

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



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

Opelika-Auburn News
Opelika, Ala.

Tastebuds

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

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

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

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



P2P INITIATIVE



tastebuds

a special publication from the opelika-auburn news

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

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

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

\$399

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

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

Did you know?

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

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

Morning News Florence, S.C.

2018 Medical Directory

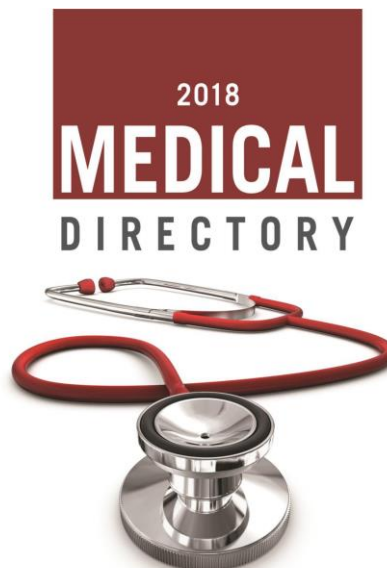
A comprehensive guide to physicians and healthcare providers in the Pee Dee Region

[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



P2P INITIATIVE



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

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

Grad Tab

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

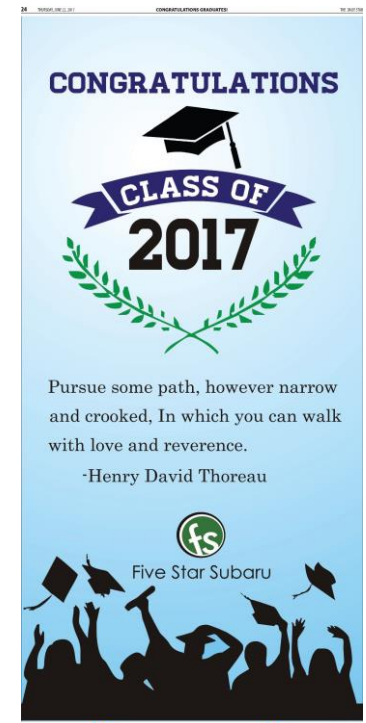
Revenue in 2017: \$7,718

[View additional page](#)

Fred Scheller, Publisher
The Daily Star
scheller@thedailystar.com



P2P INITIATIVE



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

**Jefferson County
Chamber of Commerce Book
Glossy magazine**

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

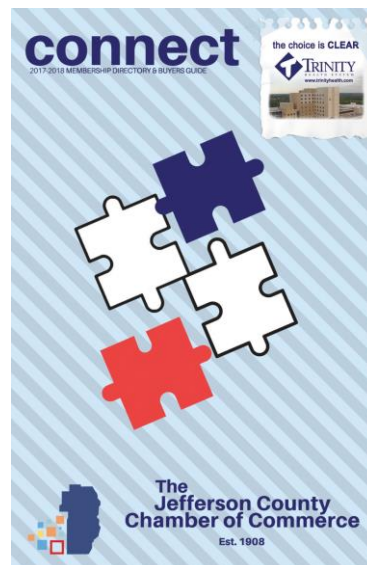
This is a 64-page, 5.62 x 8.63" magazine and it's sold by inside sales.

Revenue: \$26,177

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



P2P INITIATIVE



2017
Membership Directory

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

HeraldStar
HeraldStarOnline.com

WEDNESDAY, OCTOBER 18, 2017

Dimensions:

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

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

Premium Positions

Full Color Glossy Magazine Positions

BACK COVER 5.125" x 6"	\$1,550
INSIDE FRONT COVER.....	\$1,290
INSIDE BACK COVER.....	\$1,290

Special. Ad. Rates - Inside Pages

FULL PAGE	\$925
HALF PAGE HORIZONTAL.....	\$465
QUARTER PAGE HORIZONTAL	\$280

Please Contact: Julie Jones

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



HURRY DEADLINE FRIDAY SEPTEMBER 15, 2017

Citizen Tribune Morristown, Tenn.

Expanded Electronic Edition

We debuted The Triple E as a way to increase audience online.

- We take content, AP that doesn't make the print edition, build pages just like in print and upload them with the rest of the paper, providing extra content.
- Gives the online audience much more info than the regular paper in a familiar format.
- We have two pages of nation and world plus themed days the rest of the week.

Monday – Sports

Tuesday – Education

Wednesday – Food

Thursday – Travel

Friday – Entertainment

Sunday – Home & Garden

The results have been positive from an audience standpoint, increasing our online edition readership. We have not been

able to find a way, however, to generate advertising dollars with The Triple E.



P2P INITIATIVE



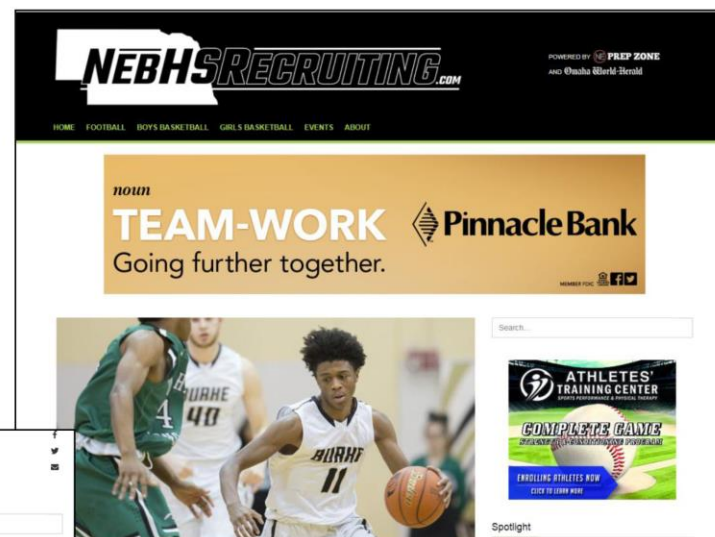
Idea shared by: Mike Fishman, Publisher, Citizen Tribune
For more information, contact: John Gullion, Managing Editor
(423) 581-5630 • jgullion@citizentribune.com

Omaha World-Herald Omaha, Neb.

Nebraska High School Recruiting

<https://www.omaha.com/neprepzone/recruiting/>

- Launched April, 2017
- Devoted to recruiting information about High School sports in Nebraska
- Engagement with Omaha area parents of High School Athletes
- Naturally ties to sports camps and events
- Strong social media performance



Slide 1 of 2



P2P INITIATIVE

Revenue: \$40,000+
Pageviews: 2.5 million

Graham Archer – News Contact
402-444-1539 GArcher@owh.com
Lowell Miller – Advertising Contact
402-444-1254 Lowel.miller@owh.com



Omaha World-Herald Omaha, Neb. (continued)

Premiere Sponsorship \$35,000

- Exclusive leaderboard/mobile footer positioning on NEBHSRecruiting.com Desktop and Mobile pages
- Industry Exclusive Sponsorship of Events and Marketing (Limited Availability)
 - Exclusive Logo position on Photo Backdrop
- Exclusive Sponsorship of Social Video Posts pertaining to events and football and basketball game highlights
- Opt-In E-mail Database of Event Attendees

Headliner Sponsorship \$10,000

- Naming rights for all events
 - Example: NebHSRecruiting YOUR NAME 7v7 Championship
- Persistent top right 300x250 positioning on NEBHSRecruiting.com Desktop and first 300x250 positioning on Mobile pages
- Industry Exclusive Sponsorship of Events and Marketing (Limited Availability)
- 500,000 ROS Banner Impressions on NEBHSRecruiting.com
- Opt-In E-mail Database of Event Attendees

All Event Sponsorship \$5,000

- “Presented-by” status for all events
 - Example: NebHSRecruiting “Headline Sponsor Name” 7v7 Championship Presented by “YOUR NAME HERE”
- Multiple sponsorship packages available, but each has industry exclusivity of events and marketing
- 500,000 ROS Banner Impressions on NEBHSRecruiting.com
- Opt-In E-mail Database of Event Attendees

Slide 2 of 2



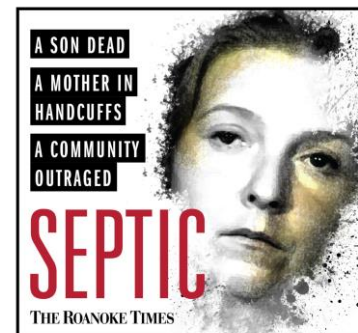
P2P INITIATIVE



The Roanoke Times Roanoke, Va.

Podcasts

Two of our reporters, Jacob Demmitt and Robby Korth, spent parts of a year working on a podcast that registered an enormous impact for The Roanoke Times this spring and into the summer.



The series focused on community reaction to a mother accused of felony homicide in the 2015 death of her 5-year-old son, the search for whom generated national attention. Missing for almost a week, he was discovered in a septic tank outside the family home. His mother eventually was cleared of wrongdoing in the child's death, but she lost in the court of public opinion. The moving podcast Jacob and Robby produced – a series that unfolded through the various stages of the case – drew praise from prosecutors and the defense alike. More to the point:

- Downloads of the podcast totaled 228,000 as of Saturday, following its release in May.
- Picked up by Apple, “Septic” was featured by Apple as “New & Noteworthy” for three weeks.
- It climbed into the Top 10 in Apple’s News & Politics category, which frequently includes the likes of Rachel Maddow, Fareed Zakaria, Anderson Cooper and others.
- Ranked in Apple’s Top 50 overall.
- Received a 4.5 star rating with 233 reviews.



P2P INITIATIVE

This has been a gift that keeps giving, at one point generating downloads at the rate of more than 1,000 an hour. We’d hoped for 1,000 a day.

Lee Wolverton, Managing Editor, The Roanoke Times • lee.wolverton@roanoke.com

Bristol Herald Courier
Bristol, Va.

Deep Dives into Important Topics

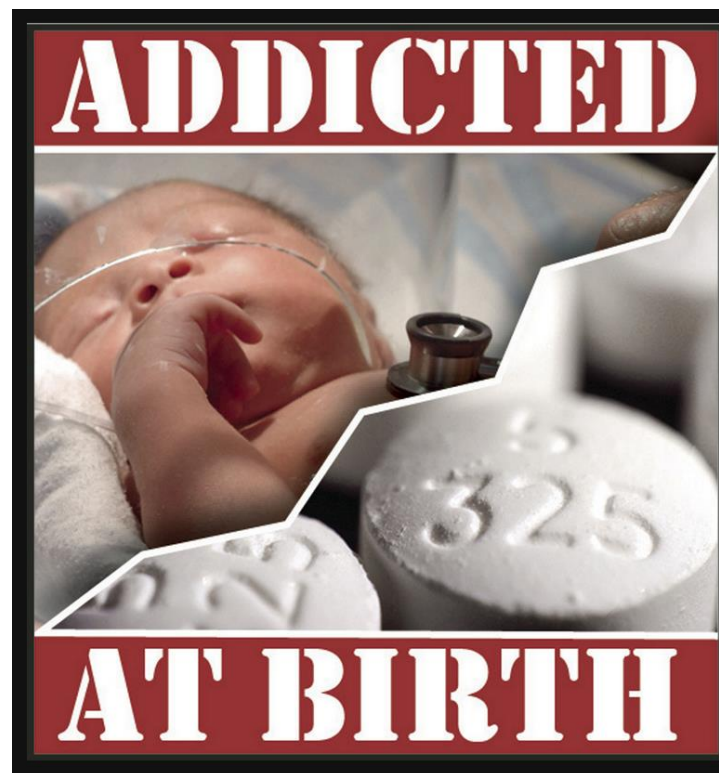
The Bristol Herald Courier undertook a seven-month deep dive into neonatal abstinence syndrome, when babies are born addicted to drugs as a result of the mother's drug use during pregnancy. The rate of NAS in Northeast Tennessee and Southwest Virginia is among the highest in the nation.

https://www.heraldcourier.com/news/addicted_at_birth/

Paul Rice, Digital Content Coordinator
Bristol Herald Courier
price@bristolnews.com



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Download PowerPoints

Click on this graphic at:

www.snpa.org

