

Building Revenue and Growing Audience: Ideas That Work – 2017 !



*NMA's 2017 Summer Webinar Series :
Raising the Bar in Acquiring and Retaining Audience*

AUDIENCE DEVELOPMENT



Building Revenue and Growing Audience: Ideas That Work – 2017 !



*NMA's 2017 Summer Webinar Series :
Raising the Bar in Acquiring and Retaining Audience*

AUDIENCE DEVELOPMENT

FEATURED PRESENTERS:

- **RICH HANDLOFF, DIRECTOR OF CONSUMER MARKETING, THE WASHINGTON POST**
- **AMY ROESSNER DIRECTOR, NATIONAL PRODUCT SALES, USA TODAY NETWORK**
- **DIANE MCANDREW, AUDIENCE DEVELOPMENT MANAGER HERALD-JOURNAL, SPARTANBURG, SC**
- **SARA J. BASS, CIRCULATION OPERATIONS MANAGER, THE HUTCHINSON NEWS**
- **ANGIE LYONS, CIRCULATION SALES MANAGER JOURNAL STAR, PEORIA, IL**
- **BERNIE GITT DIRECTOR, CIRCULATION CONSUMER RELATIONS THE DENVER POST**

- Moderator: John P. Murray,
VP Audience Development NEWS MEDIA ALLIANCE



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



*Events: Growing Audience,
Engagement and Revenue...*



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

#BOOKMARKTHIS - LIVE VIDEO CHAT SERIES WITH BESTSELLING AUTHORS - USA TODAY NETWORK

Ideas That Work – 2017 !



#BOOKMARKTHIS - LIVE VIDEO CHAT SERIES WITH BESTSELLING AUTHORS

AT A GLANCE:

- GOAL: Engage readers across the USA TODAY NETWORK with digital events as well as provide special bonuses for local subscribers
- TARGET AUDIENCE: Subscribers, web site visitors and Facebook fans across the 109 USA TODAY NETWORK properties
- STRATEGY: Partner with book publishers to conduct a series of monthly Facebook Live chats with bestselling authors who have new books coming out. While the events are open to the public via Facebook, subscribers of our local media properties get access to exclusive content/excerpts as well as chances to win signed books.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

- Editorial and Marketing work hand-in-hand to solicit publishers, create a calendar of events, market each event across our network (via online, social, email, print), collect pre-event questions from readers, make exclusive excerpts available to subscribers, conduct the event at our locations, handle prize giveaways, and make the recordings available long term to subscribers.
- The event is hosted on the USA TODAY LIFE Facebook page but also embedded on local markets' sites
- Authors have included Jodi Picoult, Diana Gabaldon, Norm Macdonald, Veronica Roth, Lee Child, Piper Kerman, and Gillian Anderson.

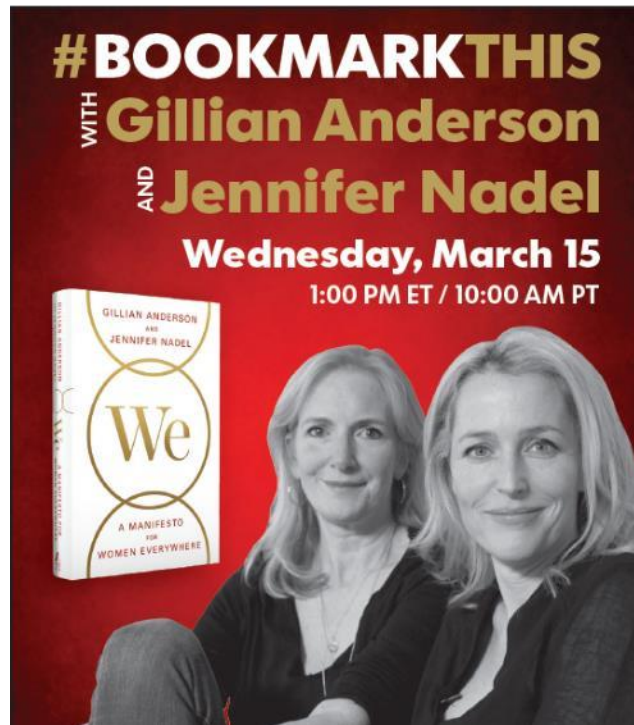
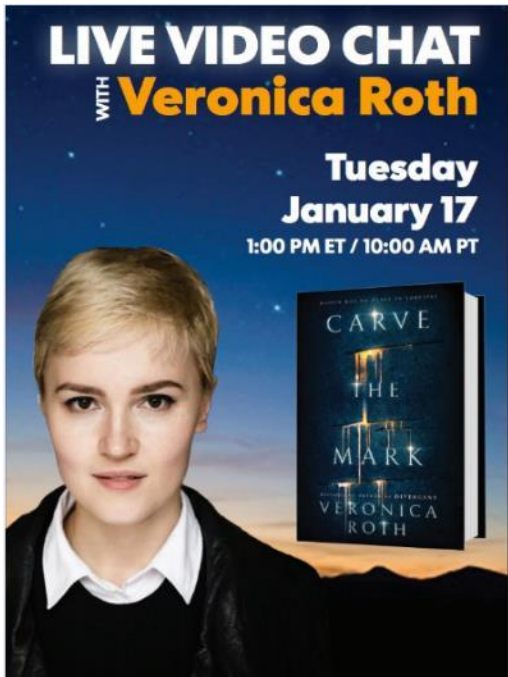
- THE RESULTS

- Views vary by author but have trended upward since launch; Our largest event to date has garnered over 53K views!
- Hundreds of questions have been pre-submitted and tremendous engagement during each Facebook Live event
- Subscribers who win signed books are delighted
- Great collaborative effort; win-win for our local markets, USA TODAY, and the book publishers

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NEWS MEDIA
ALLIANCE

The Design and the Message:



USA TODAY Life is live now.
7 mins · 🌐

Jodi Picoult takes live questions about her writing career and new novel "Small Great Things". Join our conversation by including your questions and comments below!
#author





Building Revenue and Growing Audience:
Ideas That Work – 2017 !

Growing Revenue with Events in 2017: **Top 10 Under 40**

www.newsmediaalliance.org

Sara Bass Marketing Director & Circulation Operations Manager – The Hutchinson News, Hutchinson, KS

Ideas That Work – 2017 !



AT A GLANCE:

- Top 10 Under 40 –
- Geared for markets with a population at or below 40,000, this event targets the young business professional and provides a way for business leaders in the community to connect with the next generation of rising stars. Anyone in the community can nominate someone for this award as long as the person they nominate is:
 - Under age 40 by June 1st of the current year.
 - Lives and works in Reno County, KS.

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THE PLAN AND THE RESULTS:

- **STRATEGY & RESULTS:** A panel of key community leaders and event sponsors judges the nominees. A special 12 page section runs the day before the recognition ceremony.
Launched in 2016, the first year's net revenue from this event was \$8,061.
Net revenue for 2017 is projected at \$9,174.

The Design and the Message:

More about Top 10 Under 40 can be found by visiting www.10under40.com





Building Revenue and Growing Audience:
Ideas That Work – 2017 !

COMMUNITY NEWSPAPERS – GROWING REVENUE WITH EVENTS: **CRAZY HORSE 10K**

Ideas That Work – 2017 !



The Program Name Here:

AT A GLANCE:

- GOAL: Seeking to diversify our event lineup, the Crazy Horse 10K has allowed us to reach a completely new set of advertisers and provide them with a very specific target audience
- TARGET AUDIENCE: Many corporations are looking to get involved
- STRATEGY: This inaugural event will take place on August 6th, 2017 in the Highlands located in Hutchinson, KS. We have partnered with a local charity and have hired a professional running company to chip time this event. We are going all out --- all 10K participants will receive a high-quality finishers medal that is approximately 4 inches in diameter and features a bottle open where the full color ribbon loops through (hint hint....you can sell sponsorship on the ribbon and finisher's medal).

Building Revenue and Growing Audience: Ideas That Work – 2017 !



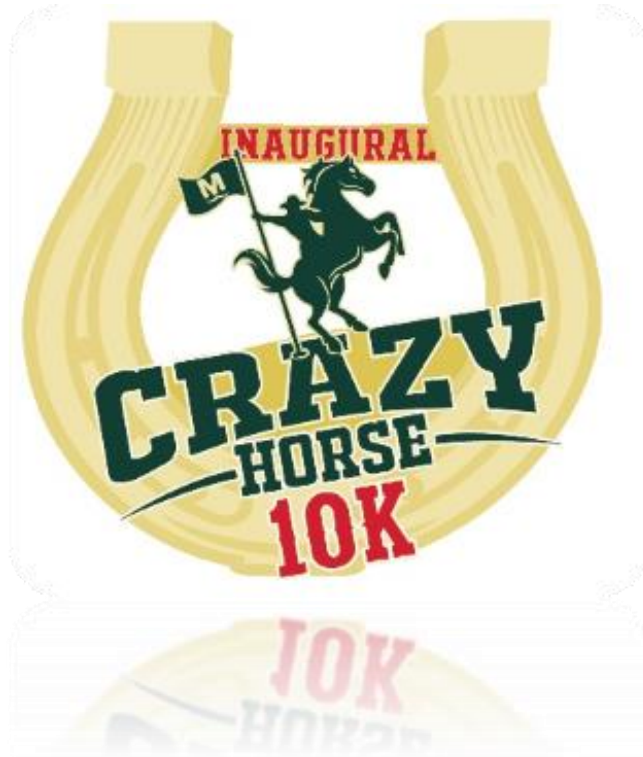
THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: Seeking to diversify our event lineup, the Crazy Horse 10K has allowed us to reach a completely new set of advertisers and provide them with a very specific target audience. Additionally, we have found that many corporations are looking to get involved with the race because it helps them engage their employees in company sponsored wellness plans.
- RESULTS: We are projecting to net \$8K on this event.



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The Design and the Message:





Building Revenue and Growing Audience:
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Community Newspapers – Growing Revenue with Events in 2017: **Brewfest**

www.newsmediaalliance.org

Sara Bass Marketing Director & Circulation Operations Manager – The Hutchinson News, Hutchinson, KS

Ideas That Work – 2017 !



AT A GLANCE:

- Abstract What do advertisers want? They want a way to target a specific audience and engage with them face to face. How can newspapers meet that need? Through events.

Newspapers have a huge advantage when it comes to promoting a product or service. After all, they have been doing it for hundreds of years. So it only seems natural that newspapers would get into the event business. Additionally, with declines in print advertising revenue, it provides a new non-traditional platform to reach the advertisers target audience --- and advertisers are willing to pay for. If advertisers are not spending money in print, events provide a way to make up the revenue. It is hard to compete with the community newspaper when it comes to the available resources for which they have to promote, and events will surely become a larger slice of the revenue pie chart for years to come.

- STRATEGY : In 2016, after spending half a day in a planning session at the Hutchinson News, we decided to get into the event business. One year, two events, and one history book later -- - we netted \$91K. Needless to say, events will remain part of our revenue strategy going into 2017, and we are expanding our event lineup by hosting a very unique 10K event in an exclusive neighborhood in Hutchinson, KS.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

Held in October, Brewfest is a unique, family friendly festival that features 15 different craft beers, live music, and a variety of food trucks. Brewfest drew in over 600 people during its inaugural year in 2016, selling out one day before the event.

- THE RESULTS:

_Collected hundreds of email addresses through the ticket registration process and grew our audience on social media. In addition, Netted a little over \$20K and were able to donate \$1,000 to the local zoo! It was a success all the way around.

Our advertisers loved the exposure and engagement with the event attendees. With 99% of the sponsors returning in 2017, we are planning on increasing the number of tickets available for the event and expanding part of the event area to feature “local home brewers”, something that is very popular and unique in this market. We are projecting to net around \$28K in 2017.

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The Design and the Message:



More information can be found at
www.hutchbrewfest.com.



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SPORTS AWARDS



Sports Awards:

AT A GLANCE:

GOAL:

- Drive local and national incremental revenue
- Grow key audience segments and retain current audience
- Create a premium event experience scalable to local markets

TARGET AUDIENCE:

- High school athletes, families, and supporters
- Sponsors

STRATEGY:

- Connect sponsors with opportunities to align their brands with new and unique experiences
- Create a new, interactive experience that excites and inspires our target audience
- Build an “ESPY” style award show to celebrate high school athletic accomplishments on the field and in the community.



Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

THE DETAILS AND EXECUTION:

- Produce “ESPY” style award shows in 23 local markets honoring the most elite high school athletes
- The show features both on and off the field awards, entertainment and special appearances from celebrity guest athletes
- The program is sold to sponsors both nationally and locally
- The event is marketed through owned media channels

THE RESULTS:

- Significant new source of revenue through sponsorships and ticket sales
- Over 20,000 attendees in 23 local markets

Building Revenue and Growing Audience: Ideas That Work – 2017 !

NEWS MEDIA
ALLIANCE

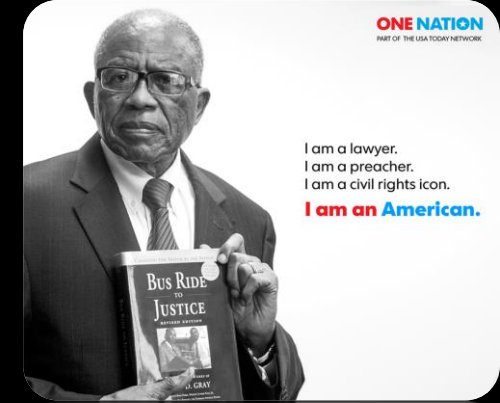
The Design and the Message:

INDYSTAR
SPORTS AWARDS
PART OF THE USA TODAY NETWORK



[See sizzle reel from 2016](#)





Building Revenue and Growing Audience:
Ideas That Work – 2017 !

USA TODAY NETWORK'S: I AM AN AMERICAN

Ideas That Work – 2017 !



I am an American:

AT A GLANCE:

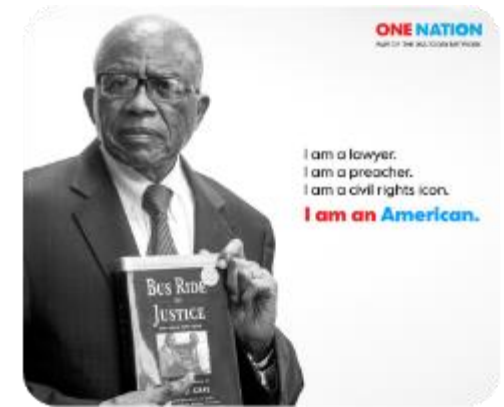
- **GOAL:** Per Gannett and the USA TODAY NETWORK’s goal to connect people and communities, I am an American – part of our One Nation initiative – was designed reach out to Americans of all stripes in a fractured post-election 2017. The idea is simple, remind Americans that it is our diversity that makes us strong.
- **TARGET AUDIENCE:** The program was designed to reach our core loyal readers via print – in fact, the I am an American profiles are appearing weekly in print in every single one of our local titles across the country and in USA TODAY. Digitally, we are reaching a younger audience via robust and regular social media outreach and original content created specifically for Facebook and Instagram.
- **STRATEGY:** Profile one exceptional American each week of 2017 from communities across the country. Think of it as “Humans of New York” write large as a tapestry of American diversity and unity. Each profile consists of a high-quality portrait, video and written story. We also seek nominations and are getting them in by the hundreds.

Ideas That Work – 2017 !



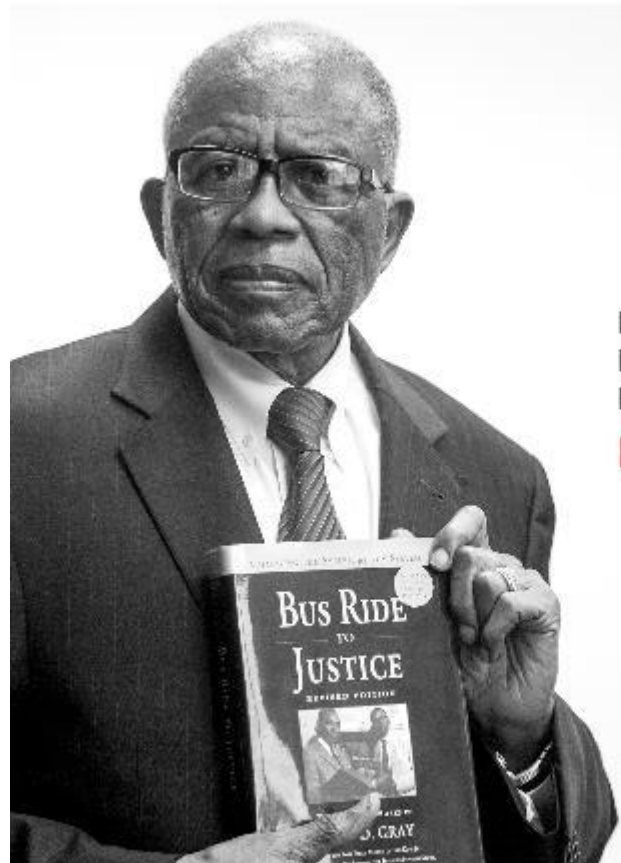
THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: I am an American launched on Jan. 1, 2017 with our first weekly profile. Since then, we've introduced our readers to everyday people working to make their communities a better place – from an elementary school girl who started her own program to promote unity in Michigan to a gay police officer in Des Moines who leads outreach to local youth via an after-school boxing program.
- THE RESULTS: I am an American has built a steady audience both in print and online. We've already profiled 12 Americans and have an editorial budget in place through July. We've received hundreds of nominations and comments on I am an American Facebook posts often number in the hundreds and consist of positive, constructive conversations. It's allowed us to remind readers that our brands – both USA TODAY and our local brands – care about our communities and are not simply "the media."



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The Design and the Message:



ONE NATION
PART OF THE USA TODAY NETWORK

I am a lawyer.
I am a preacher.
I am a civil rights icon.
I am an American.



I am an American
We are One Nation

SEEKING EQUALITY USING DIALOGUE

Maysee Herr is one of the founders of Toward One Wausau, a project to encourage people in her community to talk about racial and ethnic differences.

Hmong woman's group formed to heal a divided community

MARK TREINEN USA TODAY NETWORK

Each week, this series will introduce you to an exceptional American who unites, rather than divides, our communities. To read more about the American profiled here and more average Americans doing exceptional things, visit onenation.usatoday.com.

WAUSAU, Wis. - Maysee Herr saw a need to bring people together. A summer of racial tensions threatened to divide her hometown, and she felt her voice could make a difference.

She became a founding member of a new community dialogue project called Toward One Wausau, which sprang up in the wake of heated debate over the treatment of a Southeast Asian teenager convicted of stabbing another boy to death in a street fight. Dylan Yang, who was 15 when he killed 13-year-old Isaiah Powell, shares a Hmong heritage with Herr.

The Hmong are an ethnic group that fled persecution in their homeland after aiding American troops in the Vietnam War era. Thousands have settled in the central Wisconsin community of Wausau, which had been more than 95 percent white prior to the arrival of Hmong and Laotian refugees starting in the late 1970s.

Dylan Yang's conviction in adult court stirred Hmong Americans across the nation to protest on social media, in letters to authorities and finally in a march to the courthouse and police station in Wausau. The protest to promote peace and justice, and to call

Maysee Herr

Location: Wausau, Wis.

Age: 40

Profession: Associate professor of education at the University of Wisconsin-Stevens Point.

Mission: To bring together community members from all walks of life to talk openly, listen earnestly and act in unity so that Wausau is a safe, welcoming and

ONE NATION

Read a Q&A with Maysee Herr discussing what she thinks it means to be an American.
Story on Page XX

for leniency, but it quickly elicited fear and anger among those who believed marchers had unjustly targeted police and prosecutors for doing their jobs.

Herr, who grew up in Wausau and went on to become a college professor, was torn between her own concerns about injustice and her desire to teach and heal. She and others who shared her mission formed Toward One Wausau to encourage people of all backgrounds and beliefs to "talk openly, listen earnestly" and to better know their neighbors.

She knew it wouldn't be easy. "It is in our discomfort that learning takes place," Herr told a group of residents who gathered for the first Toward One Wausau public forum in October. "That dialogue, the discussions you have are powerful."

Toward One Wausau has grown to include active involvement from local police and school administrators, the local newspaper and public radio affiliate, the nonprofit Wisconsin Institute for Public Policy and Ser-



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

*Acquiring Audience, Engagement
and Revenue...*



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

We have
SPRING FEVER!
Renew your subscription for 3 months
and get a **\$20 Gift Card!**
when you upgrade to  with 7 Day Home Delivery

A promotional graphic for a "Spring Fever" promotion. It features a sunflower in the top right corner. The text is in various colors: green for "We have", purple for "SPRING FEVER!", green for "Renew your subscription for 3 months", purple for "\$20 Gift Card!", and green for "when you upgrade to". The "ezpay" logo is in a white box with a red underline, and "with 7 Day Home Delivery" is in green.

SPRING FEVER PROMOTION

Spring Fever Promotion

AT A GLANCE

- ❖ **GOAL:** To renew current subscribers before they stop.
- ❖ **TARGET AUDIENCE:** Current customers who have subscribed for one year or less and are close to expiration.
- ❖ **STRATEGY:** Encourage current subscribers to renew or upgrade their account to EZ Pay by offering a \$20 gift card when they paid any past balance and renewed for 3 months.

Spring Fever Promotion

THE PLAN AND THE RESULTS

- ❖ THE DETAILS AND EXECUTION: Designed and scheduled print ads to run at least twice a week for two months.
- ❖ THE RESULTS:
 - Collected a total of \$9,465.98 in balances and renewed subscriptions from 110 subscribers.
 - Paid \$2,090 for gift cards to participating subscribers in the first month.



Spring Fever Promotion

THE DESIGN AND MESSAGE



We have
SPRING FEVER!
Renew your subscription for 3 months
and get a **\$20 Gift Card!**
when you upgrade to **eZpay** with 7 Day Home Delivery

Remember, YOU GET IT ALL...

- ◆ All Access to GoUpstate.com!
- ◆ Mobile access on smartphones and tablets!
- ◆ Daily access to the e-Edition and searchable archives!
- ◆ Daily access to Member Rewards coupons and savings!
- ◆ Traffic, weather, events and entertainment!!

Offer good to active subscribers. Must not have received a gift card in the past six months. Payment will apply to any past due balances. Offer expires April 30, 2017.

CALL: 828-692-5763

Times-News
BlueRidgeNow.com
Times-News Online



We have
SPRING FEVER!
Renew your subscription for 3 months
and get a **\$20 Gift Card!**
when you upgrade to **eZpay** with 7 Day Home Delivery

Remember, YOU GET IT ALL...

- ◆ All Access to GoUpstate.com!
- ◆ Mobile access on smartphones and tablets!
- ◆ Daily access to the e-Edition and searchable archives!
- ◆ Daily access to Member Rewards coupons and savings!
- ◆ Traffic, weather, events and entertainment!!

Offer good to active subscribers. Must not have received a gift card in the past six months. Payment will apply to any past due balances. Offer expires April 30, 2017.

CALL: 864-582-8558

Herald-Journal
GoUpstate.com

Collected a total of \$9,465.98 in balances and renewed subscriptions from 110 subscribers



**WESTERN
CAROLINA'S TV**

QUIZ

PLAY NOW AND WIN!

WESTERN CAROLINA'S TV QUIZ CAMPAIGN

TV QUIZ CAMPAIGN

AT A GLANCE

❖ GOALS

- Introduce subscribers to Sunday's new TV book.
- Engage readers to experience our website to enter the contest.

❖ TARGET AUDIENCE

- Current subscribers.

❖ STRATEGY

- Encourage subscribers to read the TV book, find the answers to the two questions of the week, visit the website to enter their answers for a chance to win a prize.
- Secure two sponsors for a prize packages.

TV QUIZ CAMPAIGN

THE PLAN AND THE RESULTS

- ❖ THE DETAILS AND EXECUTION
 - Develop two new quiz questions each week.
 - Design and schedule print ads to run Fridays and Sundays.
 - Deadline to enter answers on the website is midnight on Tuesday.
 - Winners with the correct answers will be entered into a random drawing. Winner is drawn Wednesday mornings.

- ❖ THE RESULTS:
 - ❖ Secured \$480 (\$40 a week) in gift certificates from Fratello's, a local Italian restaurant and \$300 (\$25 a week) in gift cards from Regal Cinemas
 - ❖ Total entries after ten weeks: 499
 - ❖ Ten Happy Winners!

TV QUIZ CAMPAIGN

THE DESIGN AND MESSAGE



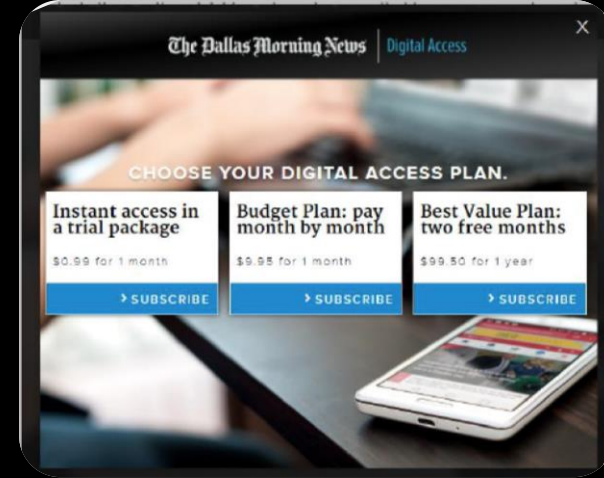
Herald-Journal
GoUpstate.com

Times-News
BlueRidgeNow.com
Times-News Online

A vertical flyer for the Western Carolina's TV Quiz. At the top, it says "WESTERN CAROLINA'S TV" in red, followed by "QUIZ" in large, colorful, 3D block letters. Below that, it says "GET READY FOR SOME FUN! You could WIN...". The main prize is listed as "A \$25 Regal Cinemas Gift Card and a \$40 Fratello's Gift Certificate". A photo of a man in a tuxedo pointing is shown with the text "The Best of Broadway". Below the photo, it says "LOOK FOR THE ANSWERS IN THIS SUNDAY'S WESTERN CAROLINA'S TV:". Two questions are listed: "Q#1. What actor is set to be honored with a special Tony Award for Lifetime Achievement in the Theater?" and "Q#2. Where is this year's U.S. Open held?". A list of rules follows, including visiting GoUpstate.com or BlueRidgeNow.com, contest ending on June 25, 2017, and a deadline to enter answers each week on Tuesday at midnight. At the bottom, there are two QR codes for scanning to enter in Spartanburg and Hendersonville, along with the Herald-Journal Times-News logo and the text "WESTERN CAROLINA'S TV is exclusively for Herald-Journal and Times-News subscribers." and the number "042020124".



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Ideas That Work – 2017 !



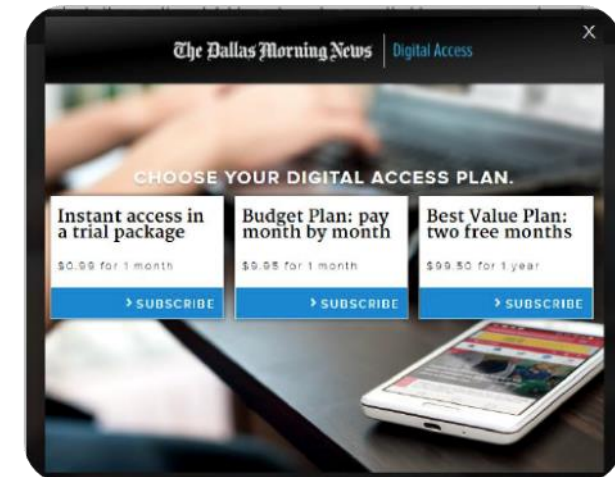
Balancing Act Between Metered-Paywall Levels and Advertising Revenue

The Dallas Morning News

Balancing the Meter

AT A GLANCE:

- GOAL:
Optimize metered-paywall settings to attract paid digital-only subscribers while maintaining ad revenue. Advertising or Subscription Revenue? That was the question.
- TARGET AUDIENCE:
Visitors to dallasnews.com and sportsdaydfw.com.
- STRATEGY:
Monitor site traffic and corresponding meter settings to capture subscribers while protecting advertising revenue.



Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

In May 2016 The Dallas Morning News launched a new metered paywall on the core news site (dallasnews.com) and core sports site (sportsdaydfw.com). The corresponding entertainment site (guidelive.com) and high school sports site (sportsdayhs.com) were excluded from the metered paywall to build audience levels and engagement on these recently rebranded niche sites.

Meter thresholds were created for four different audience groups based on which site they visited and whether they were inside the Dallas/Fortworth (DFW) area or outside the DFW area. Advertising opportunities and subscription conversion rates were also a consideration in meter levels. As an example, online advertising inventory for audience in the DFW area are valued at a higher rate by advertisers than outside the DFW area; therefore a higher meter setting was used in market vs. out of market.

Audiences visiting the News site are more likely to convert to a paying subscriber than audiences on the Sports site; therefore meter levels are lower on the News site.

In the weeks following launch we monitored how the metered paywall impacted traffic, consumer behaviors, and conversion of visitors to digital subscribers on the News and Sports sites. Based on this data and information about each site's advertising revenue opportunities, we've been able to adjust the meter threshold to varying levels. Such monitoring continues and is among considerations when evaluating meter threshold levels.

- THE RESULTS

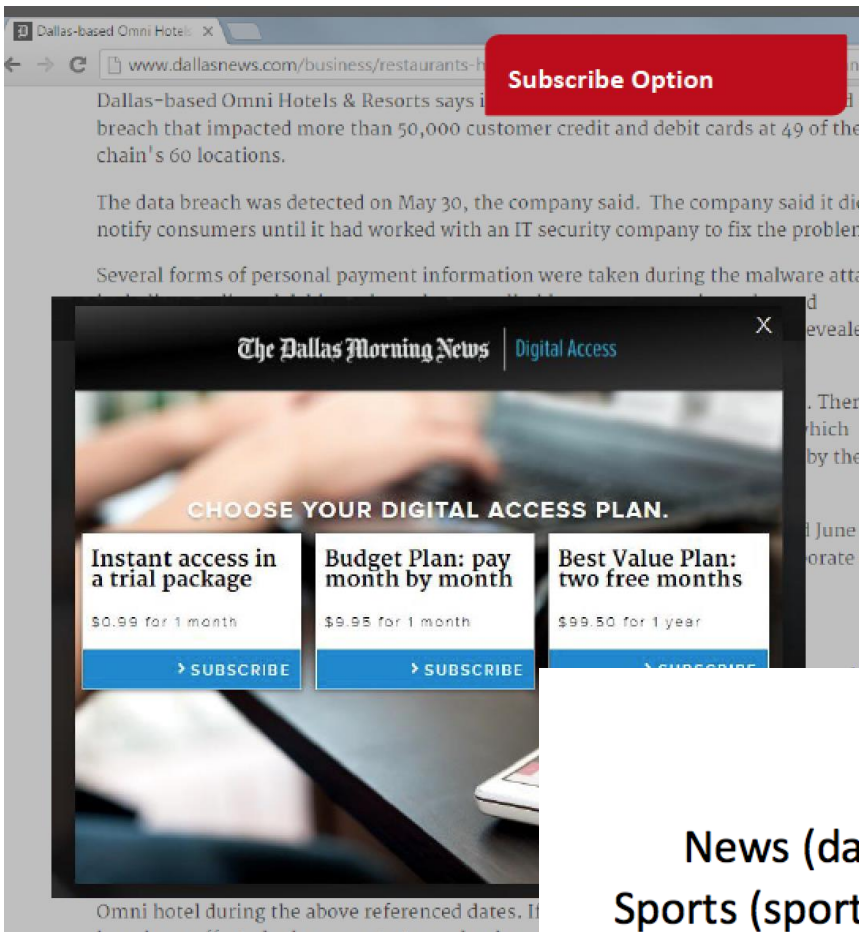
We've been able to optimize total revenue across Audience Development and Advertising while maintaining opportunities to deliver ad impressions and still grow our digital-only subscription volume.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

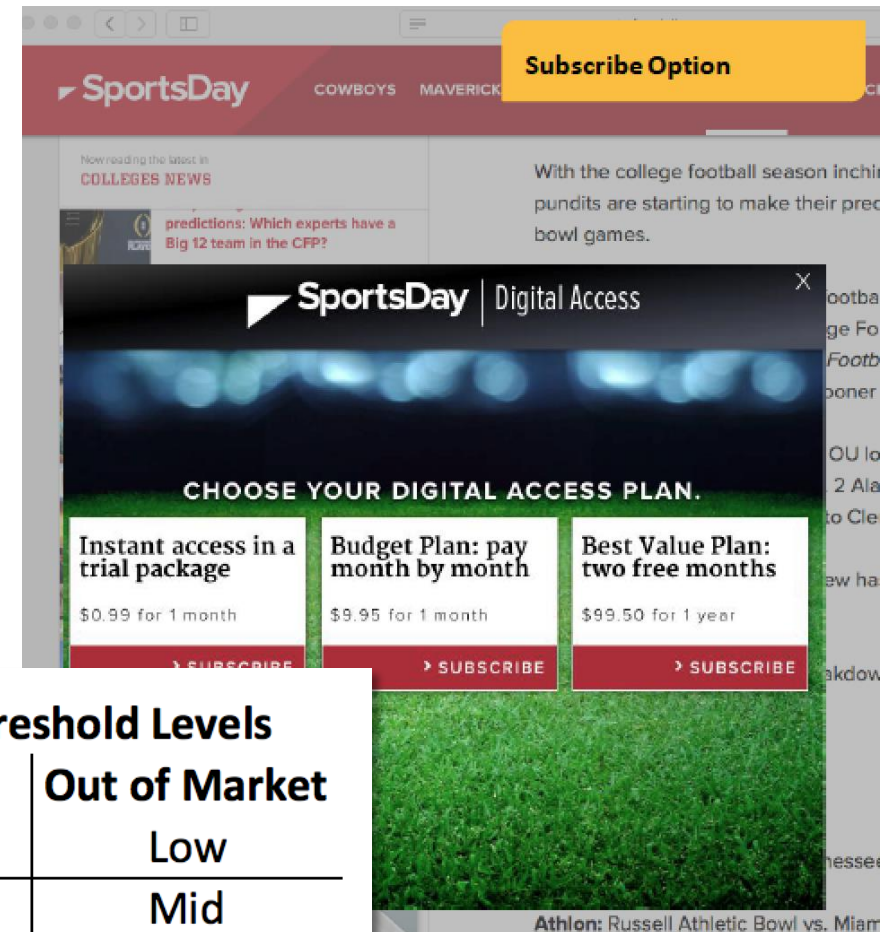


The Design and the Message:

DallasNews.com Experience



SportsDayDFW.com Experience

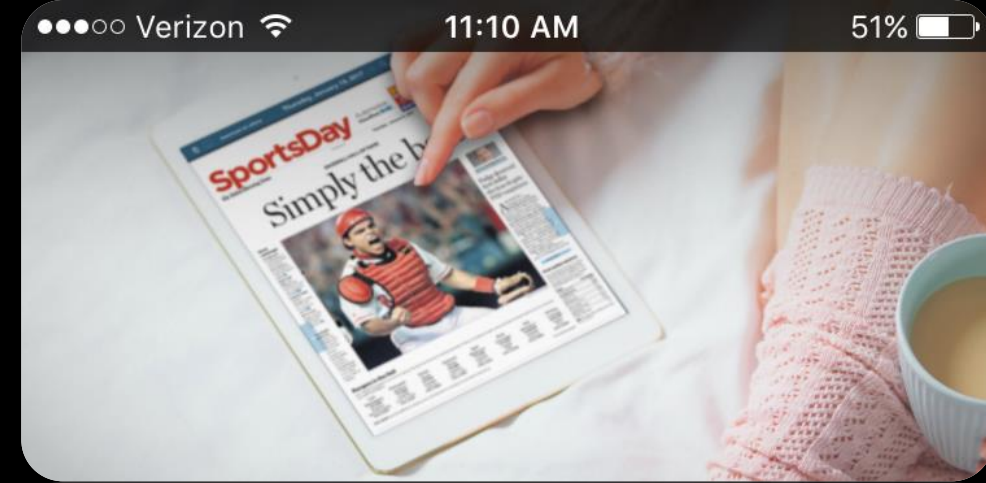


	Meter Threshold Levels	
	In Market	Out of Market
News (dallasnews.com)	Mid	Low
Sports (sportsdaydfw.com)	High	Mid



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

In-App Pulsing Promo



In-App Pulsing Promo:

AT A GLANCE:

- GOAL: 100 new digital-only subscribers over the course of one month.
- TARGET AUDIENCE: DallasNews app users who are not current subscribers.
- STRATEGY: Utilize an in-app "promotions" menu link to sell Dallas Morning News digital-only (or print+ digital) subscriptions.

Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

We produced a very simple message utilizing a strong image of one of our digital products in use along with concise copy encouraging new subscription order. Once this was loaded into the app and linked to coordinated transactional webpage, the "promotions" menu icon would pulse orange to alert app users of new promotion. Transactional page allowed for purchasers to add print to the digital subscription.

- THE RESULTS

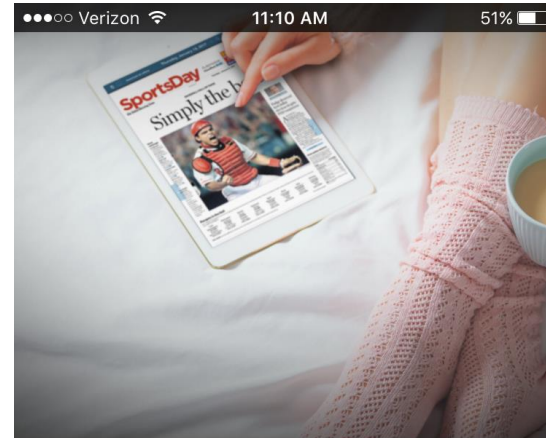
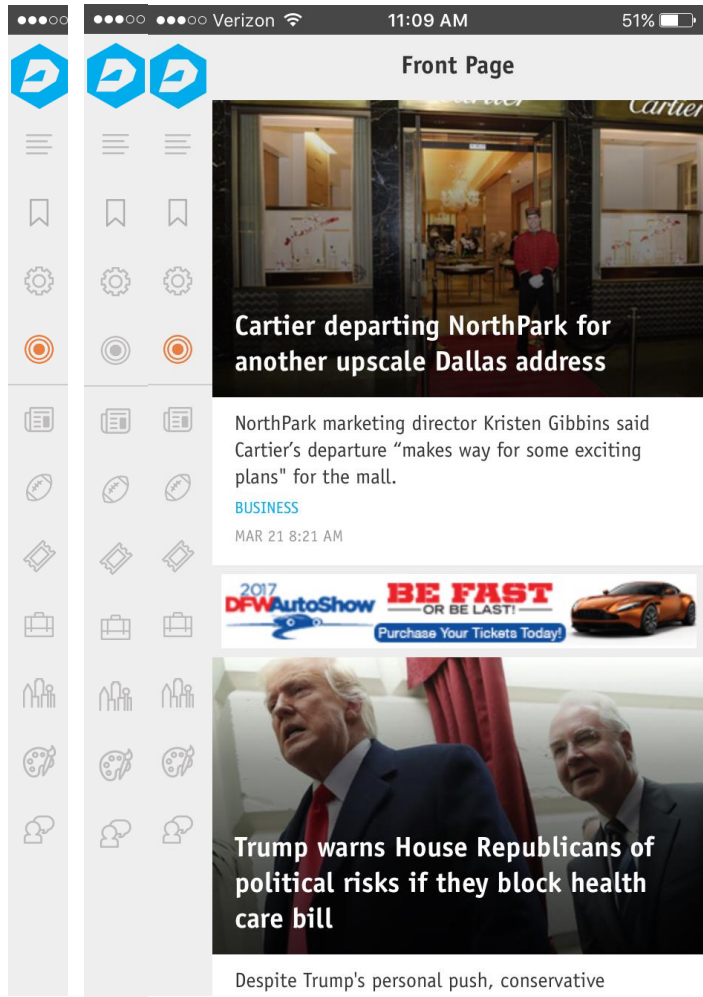
A total of 130 new subscriptions were sold over one month, 125 of those were digital only subscription. The cost per acquisition was \$0.00.



Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

Pulsing Icon Alert



Don't get your Rangers news from some kid
in New York.

Get Real

No Thanks

The season's best deal



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

SUN SENTINEL HOLIDAY DIRECT MAIL

Ideas That Work – 2017 !

The Program Name Here:

AT A GLANCE:

- GOAL:
Boost sales prior to the holidays and the heavy preprint season.
- TARGET AUDIENCE:
Former subscribers
- STRATEGY:
Offer a discounted 3-day rate to boost response of subs that were previously on a service of 3-days or less



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

Created holiday themed artwork and promoted getting holiday sales and flyers to help with shopping. The mailer featured a discounted rate for former subscribers that were previously on a 3-day or less service to help boost response.

- THE RESULTS:

2.33% total response rate. Formers previously on a service higher than 3-day had a response rate of 1.64%, and formers on a service of 3-day or less had a response rate of 2.96%.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

The season's best deal



Friday through Sunday with Unlimited Digital Access
Just \$10 per year

Get help with all your holiday savings! Right now, get Friday, Saturday and Sunday delivery with entertainment news and all your favorite store sales flyers and coupons to help you with everybody on your holiday shopping list. You'll also get Unlimited Digital Access to SunSentinel.com and the e-Newspaper emailed to your inbox daily.

3 easy ways to order today!
 Call: 1-954-375-2018
 Online: SunSentinel.com/promo
 Mail: Mail back the reply card

Request promo code
SDW027

Or, get a special online only offer:
99¢ per week for 13 weeks.
Visit SunSentinel.com/promo and request promo code SDW027

an introductory offer. See our website for details. Some restrictions apply. © 2017 Sun Sentinel. All rights reserved.

Choose one introductory offer and start saving!

<input type="checkbox"/> Friday through Sunday with Unlimited Digital Access Best Offer Just \$10 per year	<input type="checkbox"/> 7-day home delivery with Unlimited Digital Access \$3.99 per week for 13 weeks
---	--

Name _____ Home Phone _____
 Address, Apt # _____
 City _____ State _____ Zip _____

The season's best deal



Wednesday and Sunday + Unlimited Digital access to SunSentinel.com
Just \$1.99 per week

Get help with all your holiday savings! Right now, get Wednesday and Sunday delivery with all your favorite store sales flyers and coupons to help you with everybody on your holiday shopping list. You'll also get Unlimited Digital Access to SunSentinel.com and the e-Newspaper emailed to your inbox daily.

3 easy ways to order today!
 Call: 1-954-375-2018
 Online: SunSentinel.com/promo
 Mail: Mail back the reply card

Request promo code
SDW026

Or, get a special online only offer:
99¢ per week for 13 weeks.
Visit SunSentinel.com/promo and request promo code SDW026

an introductory offer. See our website for details. Some restrictions apply. © 2017 Sun Sentinel. All rights reserved.

Choose one introductory offer and start saving!

<input type="checkbox"/> Wednesday and Sunday with Unlimited Digital Access Best Offer \$1.99 per week for 13 weeks	<input type="checkbox"/> 7-day home delivery with Unlimited Digital Access \$3.99 per week for 13 weeks
--	--

Name _____ Home Phone _____
 Address, Apt # _____
 City _____ State _____ Zip _____



Building Revenue and Growing Audience:

Ideas That Work – 2017 !



**THE DENVER POST:
AMAZON GIFT CARD BEST
PERFORMING PREMIUM OF THE YEAR
FOR ONLINE ACQUISITION**

Halloween Campaign 2016

AT A GLANCE:

- GOAL:
Monthly new start acquisition by email goal is 250 new members per month .
- TARGET AUDIENCE:
190,000 former and never households in the Greater Denver metro area with deliverable email addresses
- STRATEGY:
Use a \$25 Amazon Gift card as a premium for a Halloween themed email acquisition campaign in October. Pre-Christmas sales strategy leveraging the growth of online shopping as we approach the holiday buying season.
- OFFER:
Wednesday & Sunday Home Delivery - \$52 for 26 weeks

Building Revenue and Growing Audience: Ideas That Work – 2017 !



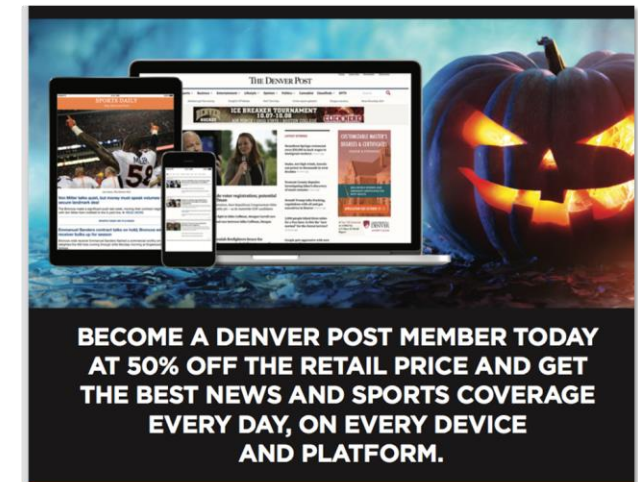
THE PLAN AND THE RESULTS:

• THE DETAILS AND EXECUTION:

- Amazon Gift Card has great brand recognition.
- Tested other gift cards, local supermarkets, Starbucks and Wal Mart, not as responsive.
- Amazon and online shopping fits the online culture/lifestyle of a typical Denver Post prospect.
- Send two emails per week leading up to Halloween, totaling 1.5 million sends.

• THE RESULTS

- 449 new 26 week starts.
- \$31 Cost per sale, includes the \$25 Amazon Gift Card and cost of email sends.
- Email open rate 6%.
- 1,800 prospects clicked through to offer.
- 25% of clicks purchased.
- Email marketing effort ranks number one in retention of all sales channels



Building Revenue and Growing Audience: Ideas That Work – 2017 !



The Design and the Message:

**BECOME A DENVER POST MEMBER TODAY
AT 50% OFF THE RETAIL PRICE AND GET
THE BEST NEWS AND SPORTS COVERAGE
EVERY DAY, ON EVERY DEVICE
AND PLATFORM.**

**SPOOKY
SALE!**

**TREAT YOURSELF
TO 50% OFF!**

**THE DENVER POST
Membership**

449 new 26 week starts!



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



Journey Acquisition Campaign



Ideas That Work – 2017 !

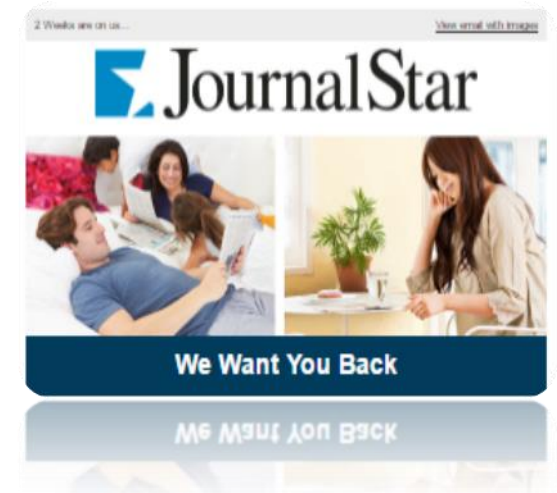


The Program Name Here:

AT A GLANCE:

GOAL: To solicit customers who have stopped with an automated, targeted email campaign. Looks for customers who have stopped, places them into targeted leg of journey based on stop reason

- **TARGET AUDIENCE:** Non-Active Subscribers
- **STRATEGY:** Journey lasts approximately 3 weeks.
Customers are removed from the Journey once data shows they have restarted or when journey ends.



Building Revenue and Growing Audience: Ideas That Work – 2017 !



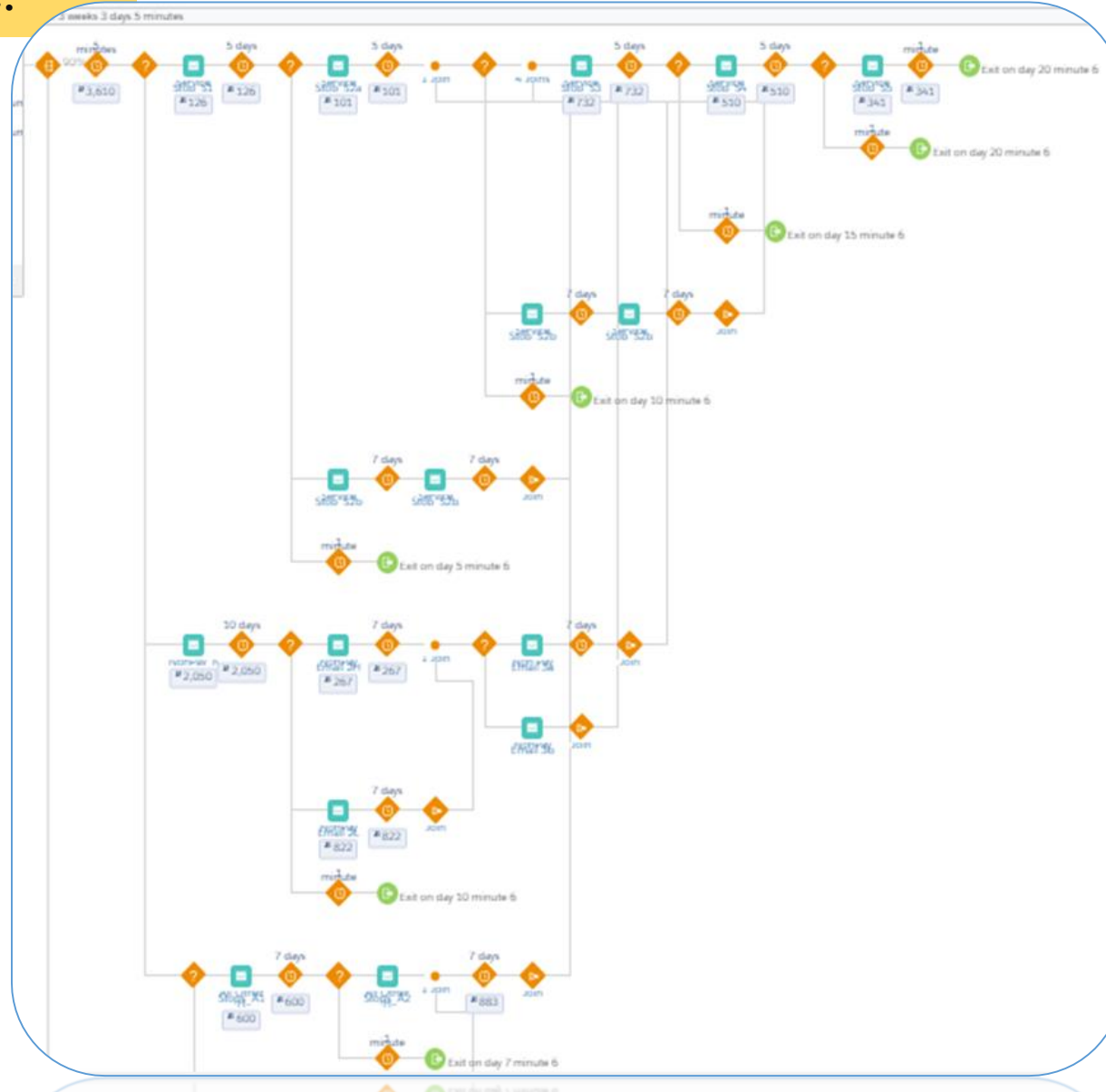
THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:
- Flow of emails is as follows:
- Service Stop: 2 week free offer, Standard offer, Fall back offer, Digital subscription offer, and finally Newsletter sign up.
- Nonpay Stop: Make payment email, High/Low Offer, this is a rate based offer, looks at previous rate and sends email with correlating offer, Fallback offer, Digital subscription offer and Newsletter sign up
- All other Stop: High/Low offer, Reminder High/Low, Fallback, Digital subscription, Newsletter Sign up.
- THE RESULTS : 24% Open rate, 31% Click to Open and 4% re-subscribed directly from the offer



Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

The image displays three distinct email newsletters from Journal Star, illustrating different marketing and service communication strategies.

- Newsletter 1 (Left):** A payment reminder email. It features the Journal Star logo, the account number 103392, and a clear call to action: "ACCOUNT ACTION IS REQUIRED" with a "MAKE A PAYMENT" button. The text explains the outstanding balance and provides contact information for customer service. It includes two images: a woman working on a laptop and a couple looking at a document together.
- Newsletter 2 (Middle):** A service recovery email. It starts with the Journal Star logo and a "We Want You Back" headline. It addresses a recent service issue and offers a "2 FREE WEEKS OF The Journal Star" as compensation. It includes a "GET YOUR FREE 2 WEEKS HERE" button and contact information.
- Newsletter 3 (Right):** A subscription promotion email. It features the Journal Star logo and a headline: "You're missing out! Nobody delivers the facts like we do." It includes a "RE-SUBSCRIBE" button, a "Do we need to talk? Get in touch!" section with contact details, and social media icons for Facebook, Twitter, the App Store, and Google Play.

Each newsletter includes a footer with a privacy policy link, a "Manage Preferences" link, and a "Unsubscribe" link, along with the Journal Star address and copyright information.



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



New Leads for Down Routes

Ideas That Work – 2017 !



The Program Name Here:

AT A GLANCE:

GOAL: To obtain new carrier leads for open routes

- TARGET AUDIENCE: Active and Non-Active Subscribers of the Daytona Beach News-Journal
- Strategy: Utilized Sales Force Marketing Cloud's, Advertising Audiences tool, to match Former and Active subscribers in Facebook. This allowed us to reach out to those who have or had some type of relationship with the Daytona Beach News-Journal.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:

Spent \$150 over one month, received 11 new carrier leads, 12 shares, filled 2 routes with all others who filled out the form being placed on a waiting list.

Daytona Beach News-Journal
Sponsored · Like Page

Pay off those bills!

Independent Newspaper Delivery Carrier Be your own boss and earn an average of \$900 per month! Call 386-681-2745 for more information.

[HTTP://WWW.SURVEYGIZMO.COM/S3/3594803/DAYTONA-BEAC...](http://www.surveygizmo.com/s3/3594803/daytona-beac...) [Apply Now](#)

25 Likes · 7 Comments · 2 Shares



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



GET A LEG UP ON SAVINGS

Building Revenue and Growing Audience: Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:
- Combined Call-to-Action on Facebook, ROP in TMC, Email, Direct Mail postcard



- THE RESULTS
 - 699 Paid Orders
 - \$12,910 Revenue
 - \$3,269 Expense
 - \$4.68 CPO

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



GET A LEG UP ON SAVINGS!

8 Sundays of Holiday Sales Ads, Including Thanksgiving Day!

ONLY \$5.99!

Save 70% off the newsstand price!

Order must be placed by November 17 to receive Thanksgiving Edition

Omaha World-Herald
Omaha.com

The advertisement features a woman in a red Santa hat and a man in a grey sweater and brown pants, both pushing shopping carts. The woman is holding a sign that says "THANKSGIVING DOOR BUSTERS". The background is a plain, light-colored wall.



GET A LEG UP ON SAVINGS!

Save 70% off the newsstand price!

Omaha World-Herald

Order must be placed by November 17 to receive Thanksgiving Edition

8 SUNDAYS

OF CONVENIENT HOME DELIVERY OF HOLIDAY SALES ADS, INCLUDING THANKSGIVING DAY!

ONLY \$5.99!

Your turkey isn't the only thing that will be stuffed this Thanksgiving!

- This deal includes our W-H Thanksgiving Edition, packed with 80+ pages of savings and thousands of gift ideas to plan your holiday shopping.
- Hop to get this on before your favorite edition of the year right before Thanksgiving morning.

GO TO OMAHA.COM/GOBBLET
OR CALL 1-800-234-6942

Advertisement subject to availability. ©2017 Omaha World-Herald. All rights reserved.

The advertisement features a woman in a red Santa hat and a man in a grey sweater and brown pants, both pushing shopping carts. The woman is holding a sign that says "THANKSGIVING DOOR BUSTERS". The background is a plain, light-colored wall.



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



Election Year Creative for Direct Mail

Ideas That Work – 2017 !

Election Year Creative for Direct Mail

AT A GLANCE:

- **GOAL:**
The election year creative was used in direct mail as a acquisition tactic to increase response rates.
- **TARGET AUDIENCE:**
Inactive subscribers of The Washington Post
- **STRATEGY:**
Election year creative and copy was created for a direct mail package to garner interest in the paper's election year coverage.



Building Revenue and Growing Audience: Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

In March 2016 The Washington Post implemented a voucher and carrier with a patriotic theme and election year copy in direct mail to inactive subscribers. The remaining inactive subscribers received a control voucher and carrier.

- THE RESULTS:

Test showed a positive effect and received 10 times better response rate across all segments that received this format. 232% less inactive subscribers received the election package (171,000 vs. 54,400), but yielded 64% more starts overall (55 vs. 154). Because of the success of this campaign, the format was reintroduced and updated for post-inauguration in February 2017.

Direct Mail Response Rates				
Former subs	< 6 months	6 months - 1 yr	1 yr - 2 yrs	2+ yrs
Election	0.37%	0.21%	0.13%	0.37%
Control	0.17%	0.19%	0.04%	0.02%

	Election	Control	Variance
Orders	154	55	64.29%
Sent	51,428	171,005	-232.51%
Overall Response Rate	0.30%	0.03%	

Building Revenue and Growing Audience: Ideas That Work – 2017 !



Election Creative:

Voucher

The Washington Post
If you don't get it, you don't get it.

► Expires: June 24, 2016

John Q. Sample
Or Current Resident
123 Main Street
Address Line 2
Anytown, US 12345-6789

lulllullullullullullullullullullullullull

Offer only valid in limited locations within The Post's 7-day home-delivery area for new subscribers and those who have not been a Post subscriber for the past 35 days. You will be charged a one-time payment for the initial 52-week subscription period. You may be charged a \$4.95 activation fee. At the end of the 52-week period, your subscription will continue and you will be billed as your credit card will be charged every 6 weeks at the prevailing 7-day delivery rate unless you contact The Washington Post. All Print Product subscriptions include delivery on Thanksgiving Day and other special Sunday bonus editions as may be designated by The Post. You will be charged your then-current Sunday home-delivery rate for this edition. Your invoice will also include the average transportation cost for home-delivery subscriptions across all delivery areas of 14¢ daily and 46¢ Sunday. Unless otherwise stated, your subscription does not include TV Book. Actual rates for some areas and offers may differ. You will be charged applicable sales tax. Offer expires 6/24/16 and cannot be combined with any other Washington Post reduced-price home-delivery sales offers. Other restrictions may apply. ©2016, The Washington Post.

Election Year Special – 79¢ Sundays!

CHOOSE ONE	SUBSCRIPTION	HOME-DELIVERY RATE	SPECIAL 52-WEEK RATE	SAVE
<input type="checkbox"/>	Sunday	\$2.65/week	79¢/week	70%
<input type="checkbox"/>	7-Day	\$10.75/week	\$1.79/week	83%

New subscriptions are subject to a \$4.95 activation fee.

Please charge my: VISA MasterCard American Express

Current Account # _____ Current Exp. Date _____

Signature _____
() ()

Home Phone _____ Work Phone _____

Print Please bill me. XXXX XXXX XX

▼ Detach here and mail this portion in the postage-paid envelope enclosed ▼

Election Year Special — 79¢ Sundays!

SAVE up to 83%!

- Important 2016 election coverage, complete candidate profiles and polls
- All-inclusive local coverage – Sports, Arts&Style, Metro
- Over \$100 in money-saving coupons each week
- The Washington Post Magazine with Date Lab, dining reviews, and more
- Unlimited digital access including all web content and apps

Call **1-800-XXX-XXXX**, Ext. **XX** or visit **sub.wpsubscribe.com/xxxxxxx**



Carrier

The Washington Post
1301 K STREET, NW WASHINGTON DC 20071

**Election Year Special:
79¢ Sundays!**

Building Revenue and Growing Audience: Ideas That Work – 2017 !



Control Creative:

Voucher

The Washington Post
If you don't get it, you don't get it.

► Expires: March 25, 2016

John Q. Sample
Or Current Resident
123 Main Street
Address Line 2
Anytown, US 12345-6789



NEW SUBSCRIBER LIMITED-TIME SAVINGS!

SAVE NOW: HOME DELIVERY + UNLIMITED DIGITAL ACCESS

CHOOSE ONE	SUBSCRIPTION	HOME-DELIVERY RATE	SPECIAL 52-WEEK RATE	SAVE
<input type="checkbox"/>	Sunday	\$2.65/week	79¢/week	70%
<input type="checkbox"/>	7-Day	\$10.75/week	\$1.79/week	83%

New subscriptions are subject to a \$4.95 activation fee.

Please charge my: VISA M/C DISCOVER

Current Account # _____ Current Exp. Date _____

Signature _____
() ()

Home Phone _____ Work Phone _____

Email _____
 Please bill me. XXXX XXXX

Offer only valid in limited locations within The Post's 7-day home-delivery area for new subscribers and those who have not been a Post subscriber for the past 30 days. You will be charged a one-time payment for the initial 52-week subscription period. You may be charged a \$4.95 activation fee. At the end of the 52-week period, your subscription will continue and you will be billed or your credit card will be charged every 8 weeks at the prevailing home-delivery rate unless you contact The Washington Post. All Print Product subscriptions include delivery on Thanksgiving Day and other special Sunday bonus editions as may be designated by The Post. You will be charged your then-current Sunday home-delivery rate for this edition. Your invoice will also include the average transportation cost for home-delivery subscriptions across all delivery areas of 14¢ daily and 40¢ Sunday. Unless otherwise stated, your subscription does not include TV Book. Actual costs for some areas and offers may differ. You will be charged applicable sales tax. Offer expires 3/25/16 and cannot be combined with any other Washington Post reduced-price home-delivery sales offer. Other restrictions may apply. ©2016, The Washington Post.

▲ Detach here and mail top portion in the postage-paid envelope enclosed ▲

79¢ Sundays!

Subscribe to The Washington Post and get 52 weeks of Sunday home delivery for just 79¢ per week — that's 70% OFF the home-delivery rate. Or enjoy 7-day home delivery for just \$1.79 per week and SAVE 83%!

- Award-winning content, top political coverage, the best hometown sports and local news coverage
- Over \$100 in money-saving coupons each week
- The Washington Post Magazine with feature stories, Date Lab, dining reviews and more every Sunday
- Sunday Arts&Style section with theater, dance, movies, arts, exhibits and the people behind them
- Unlimited digital access including all web content and apps

Call 1-800-XXX-XXXX, Ext. X or visit sub.wpsubscribe.com/xxxxxxxxxxxxx today!




Carrier

The Washington Post
1301 K STREET, NW WASHINGTON DC 20071



We want you back

79¢ ~~\$2.65~~
Sundays



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

SUN SENTINEL BIGGEST PAPER OF THE YEAR DIRECT MAIL

SUBSCRIBE TODAY! Fill out and mail the card below • Call 954-375-2018 visit SunSentinel.com/promo Use Promo Code SDW024

GET YOUR

- ✓ Holiday Shopping Guides
- ✓ Coupon Savings ✓ Sports
- ✓ News ✓ Entertainment
- ✓ Features and More...



SunSentinel
MEDIA GROUP

Ideas That Work – 2017 !



The Program Name Here:

AT A GLANCE:

- GOAL:
Boost sales prior to the holidays and the heavy preprint season.
- TARGET AUDIENCE:
Former subscribers that had a previous rate of \$1.00 or less who are more likely to purchase for the preprints.
- STRATEGY:
Offer a discounted Sunday rate to boost response of subs that previously paid a lower introductory rate.

Building Revenue and Growing Audience: Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

A new retro design was created to catch the attention of our former subscribers and stand out in the mailbox. The mailer promoted the Thanksgiving Day paper included with all subscriptions, and featured a \$10 for 26 weeks price point to boost response of former low rate subscribers.

- THE RESULTS:

1.33% response rate surpassing other segments and offers averaging .46% response levels.



Building Revenue and Growing Audience: Ideas That Work – 2017 !

NEWS MEDIA
ALLIANCE

The Design and the Message:



THANKSGIVING DAY
BIGGEST
Newspaper of the Year!

\$10
FOR 26 WKS
OF SUNDAY
DELIVERY

Sun Sentinel
Their souls can't forget.
Their voices remind us.

SUBSCRIBE TODAY! Fill out and mail the card below • Call 954-375-2018
visit SunSentinel.com/promo Use Promo Code **SDW024**

GET YOUR

- ✓ Holiday Shopping Guides
- ✓ Coupon Savings ✓ Sports
- ✓ News ✓ Entertainment
- ✓ Features and More...

Sun Sentinel
MEDIA GROUP

Detach Here - Fold & Tape on All Sides to Enclose Payment Information

Three easy ways to sign up:
Fill out this form • Call 954-375-2018 • Go online to SunSentinel.com/promo
PROMO CODE SDW024

CHOOSE YOUR SUBSCRIPTION. INCLUDES THE THANKSGIVING DAY PAPER AND SAVINGS!

<input type="checkbox"/> Sunday Delivery \$10 for 26 weeks <small>Print & Unlimited Digital Access</small> 94% SAVINGS*	<input type="checkbox"/> Sunday Delivery \$20 for 52 weeks <small>Print & Unlimited Digital Access</small> 94% SAVINGS*
---	---

*Savings based on newsstand rates: \$1.50 Daily and \$3.00 on Saturday and Sunday.

Name _____ Home Phone (____) _____
Address _____ Apt. # _____

“...1.33% response rate surpassing other segments and offers...”



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

'TIS THE SEASON THE COURIER

Ideas That Work – 2017 !



'Tis The Season:

THE COURIER

AT A GLANCE:

- GOAL: To promote an enticing subscription offer tying into the holidays to grow circulation audience.
- TARGET AUDIENCE: Former and Never Subscribers Within the Cedar Valley Market
- STRATEGY: Use an offer with a gift card incentive to get new subscribers during the holiday season. Sell it to subscribers that with a subscription they will get holiday ads to their favorite stores PLUS we will give them a \$10 gift card to the store of their choice with their paid subscription (guaranteeing payment).

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: We targeted former subscribers and never subscribers through Direct Mail, Email Blasts, and Inserts in single copy papers. Using the offer with a gift card incentive we positioned it to the customers saying “by subscribing they will get holiday ads to their favorite stores PLUS we will give them a \$10 gift card to the store of their choice with their paid subscription.” The gift card option not only makes the deal more enticing, but it also guarantees payment with the subscription. By giving the customer a variety of gift card choices it ensured that most, if not all customers will find an option that works for them.
- THE RESULTS: This sales promotion brought in 150 new starts during the month of December with a CPO of \$14.50



Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

This The Season
**To Give ...
And Receive!** **Mail
In Offer
Only!**

CHOOSE FROM THE FOLLOWING HOLIDAY OFFERS:
• 12 weeks of 4-day home delivery — ONLY \$26.50
• 12 weeks of Sunday home delivery — ONLY \$20.50
Plus, each of these offers includes digital access to mobile devices

Mail payment with the form below to:
*Payment to all 22 employees
The Courier - P.O. Box 580 - Waterloo, IA 50704

\$10.00 Gift Card
Choose one from the options below

HyVee Walmart Best Buy Target

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____

Check or Card Discover/Visa Mastercard American Express

CC# _____ Exp. Date _____
Signature _____ Title _____

THE COURIER
Enclosed are:
 12 weeks of 4-day home delivery — ONLY \$26.50
 12 weeks of Sunday home delivery — ONLY \$20.50

© 2017 News Media Alliance



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



THE DENVER POST: BOOSTING THANKSGIVING WEEKEND HOME DELIVERY WITH A 4 DAY DELIVERY OFFER

Ideas That Work – 2017 !

4 Day Thanksgiving Delivery Offer Test:

AT A GLANCE:

- **GOAL:**
Add 500 homes to Thanksgiving weekend delivery.
- **TARGET AUDIENCE:**
Former Denver Post subscribers in the Greater Denver Metro area.
- **STRATEGY:**
Test selling a short term 4 Day subscription at a premium price of \$9.95 using email only. Included downloadable Thanksgiving cook book. Executed one week before Thanksgiving. Delivery started on Thanksgiving, included Black Friday and continued through Sunday.



The advertisement features a festive background with pumpkins and autumn leaves. At the top left, it says "Holiday KICKOFF SALE" in a stylized font. To the right, it says "THE DENVER POST Membership" with a red star. Below this, there are images of a laptop, a tablet, and a smartphone displaying the Denver Post website. To the right of the devices is a stack of newspapers, including "THE SUNDAY DENVER POST" and "THE A-LINE'S BAGGAGE".

\$9.95 Thanksgiving Weekend Home Delivery!

[ORDER HERE](#)

Receive the Giant Thanksgiving Day Edition

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

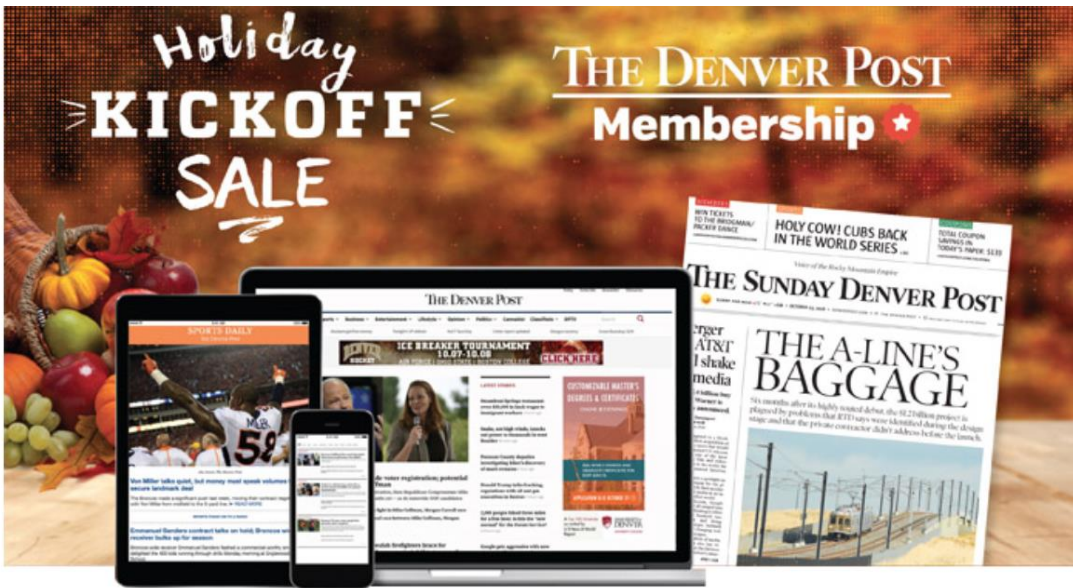
- Pre-Thanksgiving has traditional been one of the best acquisition periods of the year.
- In 2016 we added a 4 day delivery option one week prior to Thanksgiving to our regular email marketing efforts.
- We wanted to test for future online marketing if a short term offer would appeal to a certain segment of former customers that just want specific content.

- THE RESULTS

- Exceed the goal by 35%
- The test program generated 675 starts at \$9.95 each, \$6,715 in revenue with a cost per sale \$4.03 each.
- This was email only generated business, no commissions, no premium, just selling on the merits of content.
- Our regular email program during this same period generated 236 new 26 week orders using a \$25 Amazon gift card premium.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



**\$9.95 Thanksgiving Weekend
Home Delivery!**

[ORDER HERE](#)

Receive the Giant Thanksgiving Day Edition



Generated 675 starts at \$9.95 each, \$6,715 in revenue with a cost per sale \$4.03 each.

Sunday
WORLD
SERIES

Sunday, August 7 – Sunday, October 23

NEWS MEDIA
ALLIANCE

Building Revenue and Growing Audience:
Ideas That Work – 2017 !

2016 SUNDAY WORLD-SERIES SALE

2016 SUNDAY WORLD-SERIES SALE

AT A GLANCE:

- GOAL: Increase Sunday SCS over a 12 week period.
- STRATEGY: Anderson Food Shops 8 stores participated in a Sunday SCS campaign where their stores went head to head for weekly prizes with the goal to increase sales by awareness using stickers worn by the clerks as well as improved product placement on the counter for Sunday papers.
The weekly store with the largest increase in sales had a catered lunch delivered. The grand prize winner won a suite for a Creighton basketball game for their store.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:

- THE RESULTS: Sunday sales across all 8 stores went up 46%!

ANDERSON FOOD SHOPS **Andy's** Convenience Stores
& **Omaha World-Herald**

BUY THIS... **GET ONE OF THESE...**

FOR THIS!

August 7 – October 23
Buy a Sunday World-Herald and get a fountain drink or coffee for **just 25¢** at these Anderson Food Shops and Andy's Convenience Stores locations:

ANDERSON FOOD SHOPS	Andy's Convenience Stores		
180th & Center 17915 Arbor Street (402) 758-9504 168th & Q 16727 Q Street (402) 895-5368	156th & Dodge 15635 West Dodge Road (402) 697-0431 140th & Center 2630 S. 140th Street (402) 334-9166	120th & Pacific 11955 Pacific Street (402) 333-0890 1-80 & 144th Street 14403 Frontier Road (402) 895-2647	1-80 & 144th Street 9501 S. 145th Avenue (402) 895-6856 114th & Davenport 123 N. 114th Street (402) 330-2432

Sunday
WORLD SERIES

Sunday, August 7 – Sunday, October 23

Forget something? Pick up the Sunday edition of The World-Herald!

ANDERSON FOOD SHOPS **Andy's** Convenience Stores



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

LONGEST SUBSCRIBER PROMOTION

Longest Subscriber Promotion

AT A GLANCE:

- GOAL: To recognize our long term subscribers.
- TARGET AUDIENCE: Long Term Subscribers
- STRATEGY: Seek & Identify Long Term Subscribers by asking them to share how long they have been uninterruptedly subscribing. Recognize these & share this information with all our subscribers.

NEWSMEDIA
ALLIANCE



Are you the **LONGEST** "CONTINUOUS" SUBSCRIBER?

20 YEARS?
30 YEARS?
40 OR MORE??

SH
Star-Herald

to the **Star-Herald**

Tell us how long you have been a subscriber to the Star-Herald

LONGEST SUBSCRIBER ENTRY FORM

LENGTH OF CONTINUOUS SUBSCRIPTION ?

NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL: _____

Drop off this form at
1405 Broadway or Mail to
P.O. Box 1874
Scottsbluff, NE 69361-1874
by October 31, 2016
to be entered into our
Longest Subscriber Contest.

SH
Star-Herald
Pride in the Panhandle

LONGEST SUBSCRIBER WILL RECEIVE A FREE 1-YEAR SUBSCRIPTION! OTHER PRIZES WILL ALSO BE DRAWN FOR RUNNERS-UP.

308.632.9010 1405 Broadway Scottsbluff Email: circ@starherald.com

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: Scheduled a series of house ads over the course of 4 weeks.
- THE RESULTS: Secured 126 testimonials from readers that have subscribed continually for years.
- The longest subscriber received a 1 year subscription for free. Two others were drawn and were given 1% off their renewal for each year they had subscribed.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

Are you the **LONGEST "CONTINUOUS" SUBSCRIBER?**

20 YEARS? 30 YEARS? 40 OR MORE?

to the **SH Star-Herald**

Tell us how long you have been a subscriber to the Star-Herald

LENGTH OF CONTINUOUS SUBSCRIPTION ?

LONGEST SUBSCRIBER ENTRY FORM

NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL: _____

Drop off this form at
1405 Broadway or Mail to
P.O. Box 1874
Scottsbluff, NE 69361-1874
by October 31, 2016
to be entered into our
Longest Subscriber Contest.

LONGEST SUBSCRIBER WILL RECEIVE A FREE 1-YEAR SUBSCRIPTION! OTHER PRIZES WILL ALSO BE DRAWN FOR RUNNERS-UP!

SH Star-Herald
Pride in the Panhandle

1405 Broadway
308.632.9010 Scottsbluff Email: circ@starherald.com

Announcing the **LONGEST "CONTINUOUS" SUBSCRIBER**
to the **SH Star-Herald**

Congratulations Irene Eskam

of Gering, NE
Continuous Subscriber for **73 Years!**

WINNER OF FREE 1-YEAR SUBSCRIPTION TO THE STAR-HERALD!

Random Drawing Winners For Discounted Rates Are:
E. EARL STODDARD, Winner of 60% Off 1-Year Subscription &
TOM & MARG DREDLA, Winners of 41% Off 1-Year Subscription

We want to thank you for all the letters and notes sent in with the entry forms.
It's good to hear how much you enjoy reading the Star-Herald.

"The Star-Herald kept me sane over these 73 years and I have subscribed to your paper ever since. We live in a remote area in Sioux NE for almost 25 years. We are in Torrington. We have always enjoyed the paper and rely on it for news of the tri-state area. We couldn't get along without it. We appreciate all the information you give us. We look forward to every issue. We have friends and relatives all over the tri-state area. Keep up the great work. As I said, we love it delivered to our home in Torrington. We enjoy reading it all breakfast and the rest of the day. I want to thank you. I got my share with the paper there. In you are, I am a very happy reader. I look forward to the paper every day. It's great for the whole area. Keep up the great job. My husband enjoys it like I do, especially the news and back section."
- Mrs. Russell "Pearl" Shannon

"What a fun thing to do... I've lived here all my life. My parents were also subscribers for years! As were my husband's parents. Since I know her, I do enjoy my Star-Herald. Thank you for all you do for all of us!" - Rhonda Christ

"We started the Star-Herald in 1970 for the sports news when our son was a Senior in high school. Now we have grandchildren in all sports, so we still read it over to cover!" - Judy & Dale Berg

"My husband loves the Star-Herald!" - Ann & Dennis Dank

"We had 7 kids, all had paper reads!" - Sabender & Concede You

"Six of our children had paper reads!" - Lucille Rickon

"Our son delivered the paper for 14 consecutive years!" - Joyce & Virginia Bramer

70+ Years	Irene Eskam	Scottsbluff	73 Yrs.	Albert Cooper	Scottsbluff	58 Yrs.	Shirley Stewart	Allamore	52 Yrs.
60+ Years	Wilma Peterson	Scottsbluff	70 Yrs.	William Kinnison	Claring	58 Yrs.	Shirley Mankin	Scottsbluff	51 Yrs.
50+ Years	David McDonald	Claring	70 Yrs.	Lucille Gibson	Claring	58 Yrs.	Theresa Christensen	Claring	50 Yrs.
40+ Years	Irene Clark	Scottsbluff	68 Yrs.	George Rust	Scottsbluff	58 Yrs.	Judy Mangham	Lysman	50 Yrs.
30+ Years	Debbie Newirth	Claring	68 Yrs.	Dorothy Hentrich	Scottsbluff	58 Yrs.	Janice Bergman	Scottsbluff	50 Yrs.
20+ Years	Tracy Lusk	Scottsbluff	68 Yrs.	Bob Herbst	Scottsbluff	58 Yrs.	Harvey Epp	Claring	50 Yrs.
10+ Years	Marilyn Stensel	Scottsbluff	67 Yrs.	James Lewis	Claring	58 Yrs.	Wesley Earl	Scottsbluff	50 Yrs.
5+ Years	Clyde & Mary Crabbe	Scottsbluff	64 Yrs.	George Schatz	Scottsbluff	58 Yrs.	Donald Westmeyer	Allamore	50 Yrs.
1+ Years	Dave & Joan Krueger	Scottsbluff	64 Yrs.	Russell & Joan Shannon	Torrington	58 Yrs.	Mike Murray	Claring	50 Yrs.
1+ Years	Carl & Arlene	Scottsbluff	64 Yrs.	William Kopp	Claring	57 Yrs.	4th Years	Bridgeport	49 Yrs.
1+ Years	Russell Labaree	Scottsbluff	64 Yrs.	Marvin Huff	Torrington	57 Yrs.	Jack Swanson	Scottsbluff	49 Yrs.
1+ Years	Walter Strach	Scottsbluff	62 Yrs.	Donald Kish	Scottsbluff	57 Yrs.	Tommy Swales	Allamore	48 Yrs.
1+ Years	Walter Strach	Scottsbluff	62 Yrs.	Dale & Dixie Berg	Allamore	57 Yrs.	Deer City	Claring	48 Yrs.
1+ Years	Dorothy Henderson	Allamore	62 Yrs.	Shirley & Gerald Trice	Claring	57 Yrs.	Joan Giesner	Scottsbluff	47 Yrs.
1+ Years	James & Virginia Plummer	Scottsbluff	62 Yrs.	Roger & Ina Matner	Claring	57 Yrs.	Bar Jule	Scottsbluff	47 Yrs.
1+ Years	Pauline Reif	Scottsbluff	64 Yrs.	Louise Nelson	Scottsbluff	57 Yrs.	Judith Webster	Claring	45 Yrs.
1+ Years	Edna Trichter	Scottsbluff	62 Yrs.	Carole Switzer	Bridgeport	56 Yrs.	John & Shirley Webster	Claring	44 Yrs.
1+ Years	David Starn	Scottsbluff	61 Yrs.	Deann French	Scottsbluff	56 Yrs.	Irene & Doris Roach	Scottsbluff	43 Yrs.
1+ Years	Harold Gray	Scottsbluff	61 Yrs.	Barbara Gier	Allamore	56 Yrs.	Irene & Christine Havel	Allamore	43 Yrs.
1+ Years	Mrs. Viola Roth	Torrington	61 Yrs.	Thelma Whitaker	Allamore	56 Yrs.	Beal Holman	Claring	43 Yrs.
1+ Years	Barbara Schindler	Claring	61 Yrs.	William Downey	Scottsbluff	56 Yrs.	Irene Kayler	Scottsbluff	42 Yrs.
1+ Years	Len Smith	Claring	62 Yrs.	Donald Taylor	Scottsbluff	56 Yrs.	Barry & Debra Brantner	Scottsbluff	42 Yrs.
1+ Years	Scotty Hillier	Scottsbluff	62 Yrs.	Percy & Margaret McCabe	Bridgeport	56 Yrs.	Victor & Carolyn Karamalla	Scottsbluff	41 Yrs.
1+ Years	Dorothy Pederson	Claring	62 Yrs.	Janis Hageman	Claring	55 Yrs.	Arden & Marilyn Walters	Scottsbluff	41 Yrs.
1+ Years	James & Margie Cochran	Claring	62 Yrs.	Mae Ueno	Scottsbluff	55 Yrs.	Ther & Margie French	Scottsbluff	41 Yrs.
1+ Years	Wilma Louise	Scottsbluff	62 Yrs.	Arnold DeCosa	Bridgeport	55 Yrs.	3rd + Years	Claring	39 Yrs.
1+ Years	Don Dean	Scottsbluff	61 Yrs.	Gary Jensen	Scottsbluff	55 Yrs.	Richard & Marci Larson	Claring	39 Yrs.
1+ Years	Bill Vitek	Scottsbluff	61 Yrs.	Jack Pades	Scottsbluff	55 Yrs.	Gary Sain	Claring	38 Yrs.
1+ Years	Chap & Evelyn Wood	Claring	60 Yrs.	Alvin Banghart	Scottsbluff	55 Yrs.	Dwina Kuhnman	Claring	37 Yrs.
1+ Years	Edith & Earl	Scottsbluff	60 Yrs.	John Gifford	Scottsbluff	55 Yrs.	Lucia Johnson	Scottsbluff	37 Yrs.
1+ Years	Jack Beval	Scottsbluff	60 Yrs.	Marlyn Schurt	Claring	54 Yrs.	Elmer & Terry Bailey	Scottsbluff	35 Yrs.
1+ Years	Carlton Gray	Claring	60 Yrs.	Tom Ald	Torrington	54 Yrs.	John & Julia	Scottsbluff	35 Yrs.
1+ Years	Don & Melissa Wells	Claring	60 Yrs.	Larry Hammond	Claring	54 Yrs.	Scott Young	Claring	34 Yrs.
1+ Years	Mrs. William Merion	Scottsbluff	60 Yrs.	Patricia Baum	Claring	53 Yrs.	Paul & Susan Deans	Claring	31 Yrs.
1+ Years	Wilma Peterson	Scottsbluff	60 Yrs.	Lucille Kish	Scottsbluff	53 Yrs.	Richard Kish	Scottsbluff	30 Yrs.

NEWS MEDIA ALLIANCE



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

MULTI-CHANNEL DIGITAL ONLY ACQUISITION CAMPAIGN

Ideas That Work – 2017 !

MULTI-CHANNEL DIGITAL ONLY ACQUISITION CAMPAIGN



AT A GLANCE:

- GOAL:
Launch cohesive evergreen campaigns across multiple channels to efficiently and effectively increase digital only acquisition.
- TARGET AUDIENCE:
Those that have never subscribed to CMG newspapers
- STRATEGY:
Consistent campaign creative and messaging was used across digital display (retargeting and prospecting), search and social media to convert new subscribers. We used timely and relevant imagery and copy to enhance importance of being in the know.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

In March 2017, CMG newspapers launched “Know More” campaign across multiple digital channels that used very relevant messaging around the reputation of media today.

By using the same creative and messaging, users connected better with the campaign as they moved from social media to other websites and search. In addition, we made tweaks to percentage of spend going towards retargeting vs prospecting for Programmatic and applied more micro-targeting in FaceBook.

In early April 2017, we launched “Real Journalism” which is already showing positive results as well. This campaign also used real imagery to help capture the essence of real, local reporting.

- THE RESULTS – “Know More”

- Although Cost per Click increased by 80% (\$.60), Cost per Acquisition decreased by 12% (\$20)
- Outpaced all other campaigns with a weekly average of 125 conversions (best previous was 99)
- By putting more money towards retargeting, CPA in all markets for Programmatic decreased:
 - Austin down 13% from \$99.14 to \$86.31
 - Palm Beach down 21% from \$215.09 to \$169.76
 - Atlanta down 21% from \$131.82 to \$104.15
 - Dayton down 27% from \$294.12 to \$215.73

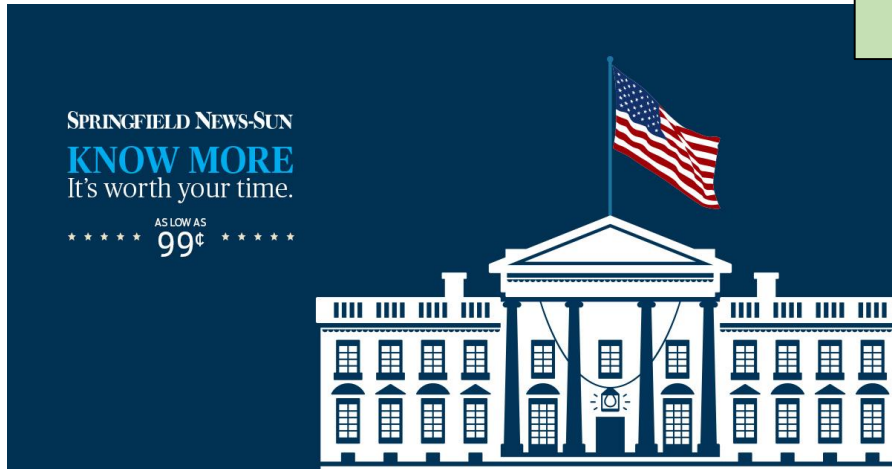


Building Revenue and Growing Audience: Ideas That Work – 2017 !



The Design and the Message: Know More

FACEBOOK



FaceBook

Lead-in Text:

2017 is underway and the changes keep coming. Stay informed with news you need now, from a source you can trust.

Headline:

Unlimited Digital Access Sale .99

Description:

Information overload solved. Our journalists break down the big issues and policies and deliver the facts. No spin, no bias, just news.

SEM

AJC Newspaper Sale - Subscriptions As Low As \$0.99 - ajc.com

subscribe.ajc.com/newspaper/sale

Subscribe today & save to Atlanta's leading newspaper & source for local news.

Dayton Daily News
KNOW MORE
It's worth your time.
AS LOW AS
99¢



KNOW MORE
It's worth your time.

As low as
99¢

Austin American-Statesman

DISPLAY

Building Revenue and Growing Audience: Ideas That Work – 2017 !



The Design and the Message: Real Journalism

DISPLAY

Real Journalism.
Real Local Impact.

Know what's really going on for just 99¢.
The Palm Beach Post



FaceBook LEAD IN

Support local reporting that gives you all sides of the story. It's worth knowing what's really going on.

THREE ALTERNATE HEADLINES

Worth your support. Subscribe today for .99

DESCRIPTION

The source matters, so rely on (property name) to check the facts and deliver the real story.

Kelli Dakake | Sr. Manager, Digital Subscription Sales
Cox Media Group



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



Subscriber Acquisition: Kiosks at Wehrenberg Theaters in St. Louis Region

The Kiosks at Theaters in St. Louis Region

AT A GLANCE:

- GOAL: Drive kiosk subscription sales through an agreement with local movie theater chain.
- TARGET AUDIENCE: Actively engaged audience of non-subscribers.
- STRATEGY: Agreement secured to allow for a bi-weekly weekend theater rotation schedule during peak movie going hours. The efforts intent was to drive subscriptions to an actively engaged audience with movie theater gift cards as incentives.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: Agreement secured to allow for a bi-weekly weekend theater rotation schedule during peak movie going hours. The efforts intent was to drive subscriptions to an actively engaged audience with movie theater gift cards as incentives
- THE RESULTS : The agreement guaranteed bi-weekly unique space among their 9 area locations for Kiosk to sell subscriptions. On average The St. Louis Post-Dispatch kiosk team yields 20 orders per theater per weekend since the agreement began.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



The St. Louis Post-Dispatch kiosks yield 20 orders per theater per weekend.



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

2016 DOOR TO DOOR RETENTION BOOST

2016 Door to Door Retention Boost

AT A GLANCE:

- GOAL: To offer incentives and additional tools to promote features and benefits to improve both retention and frequency of delivery on new orders sold
- TARGET AUDIENCE: Home Delivery Subscribers
- STRATEGY: Created a Reader Guide and Rewards Guide in a tri-fold that is easy to leave behind when making the sale to reinforce features and benefits of keeping the 7 day subscription. These items have a long shelf-life and more information than can be conveyed in a typical face-to-face sales opportunity. They serve as a visual aid for the sales teams help close the sale, but continue to act as a silent sales tool after-the-fact to aid retention.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:


- THE RESULTS : Improved 26 week retention from 28% to 69%.
Improved percentage of 7 day delivery sales from 37% to 71%.
- Reader Guide tri-fold brochure

- Platinum Rewards tri-fold brochure





Building Revenue and Growing Audience:
Ideas That Work – 2017 !



Power to
the subscribers

It pays to subscribe to *The Dallas Morning News*.
The Plugged In program is your ticket to exclusive
experiences that you can't find anywhere else.

PLUGGED IN LOYALTY REWARDS POWERED BY THE DALLAS MORNING NEWS

PLUGGED IN LOYALTY REWARDS

AT A GLANCE:

- GOAL: Create a value proposition with our subscribers outside of their print/digital subscription so they begin to associate their subscription with rewards and experiences they can't get anywhere else, thus creating a relationship, and a reason to continue subscribing.
- TARGET AUDIENCE: Print and digital subscribers.
- STRATEGY: Build a relationship and engage with subscribers through a robust email onboarding experience that rewards every subscriber with a welcome gift, free subscriber appreciation events, opportunities to win event tickets, exclusive experiences, movie passes, and more.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

- Subscribers are notified via email to RSVP to attend free appreciation events like movie screenings or enter to win event tickets and exclusive experiences
- Assets are acquired via in-kind barter agreements with advertising partners. The loyalty program is fully funded by partnerships and barter agreements. The Wyng contest platform (formerly Offer Pop) is used for RSVPs and contest entries.
- For subscribers who do not have an email on file they can learn more about the program and register their email address at:

www.dallasnews.com/signup

- THE RESULTS

- 62% of Plugged In recipients are unlikely to churn (compared to only 50% of non-recipients)
- 28% email open rate (significantly higher than industry averages)
- 98% network effect (mentioned to friend or family member or posted on social media)
- 73% said the program makes them more interested in renewing their subscription
- 87% said the program makes them think better of The Dallas Morning News
- 92% said the program makes them feel like they get more value out of their subscription
- 64% said they might be interested in paying for a VIP membership in the program

Building Revenue and Growing Audience: Ideas That Work – 2017 !

NEWSMEDIA
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The Design and the Message:

“92% said the program makes them feel like they get more value out of their subscription”



Power to the subscribers

It pays to subscribe to *The Dallas Morning News*.
The Plugged In program is your ticket to exclusive
experiences that you can't find anywhere else.

Make sure we have your email address so you
can take advantage of behind-the-scenes access,
VIP tours and premier seating at sporting events,
local festivals, movie screenings and more.

Visit dallasnews.com/pluggedin to get started.

Plugged IN
Power to the subscribers. *The Dallas Morning News*



Plugged IN
Power to the subscribers. *The Dallas Morning News*

Subscriber benefits

Welcome Gift
(Up to \$15 value)

Average
giveaways
per week
300

When you're a subscriber, the Plugged In
program is your ticket to events and exclusive
experiences that you can't find anywhere else.

**Concerts • Private Movie Screenings
Sporting Events • VIP Experiences**



Subscriber appreciation night at the RoughRiders



Dallas Stars tunnel visit



NASCAR subscriber experience with Kyle Busch



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

Retail Sales Opportunities...



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

C-STORE SCRATCH-OFF CARD PROMOTION



Ideas That Work – 2017 !

Scratch-Off Card Promotion:



AT A GLANCE:

GOAL:

- Improve daily and Sunday year-over-year losses of the Port Huron Times Herald while strengthening the relationship with Speedy Q, the largest c-store chain in the market

TARGET AUDIENCE:

- Potential single copy purchasers; new and existing Speedy Q shoppers

STRATEGY:

- Engage the consumer with surprise & delight opportunities
- Enhance newspaper availability and in-store promotion to stimulate impulse purchasing
- Increase consumer traffic to and inside stores with various promotion vehicles

Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:



THE DETAILS AND EXECUTION:

- Scratch-off cards offered consumers the opportunity to win various vendor donated prizes (free in-store merchandise, \$100, Detroit Tiger game for two)
- Secondary Sunday displays were placed at the cash register
- Promotion included ROP ads, social media, in-store point of purchase material and gas pump signs
- Suggestive sell practices by store employees were reinforced with mystery shopper prizes

THE RESULTS

- Total newspaper sales increased +15%
- 10% of the 10,000 scratch-off cards distributed were prize winners
- Speedy Q realized an +8% increase in store traffic and +4% in sales of merchandise

Building Revenue and Growing Audience: Ideas That Work – 2017 !

NEWS MEDIA
ALLIANCE



The Design and the Message:

TIMES HERALD
www.thetimesherald.com

Buy a copy of the Times Herald
and you could win valuable
Detroit Tigers Tickets
or other valuable prizes!

pepsi  Coca-Cola  **Speedy Q**
MARKETS

SCRATCH TO WIN!

SPEEDY Q GIFT CARD \$100

60AU8

FARMER OWNED
75 YEARS
Farm fresh quality...
from local growers.

Scratch off card

TIMES HERALD
PART OF THE USA TODAY NETWORK

Buy a copy of the
Port Huron Times Herald
at any Port Huron area
Speedy Q location and
you could win valuable
Detroit Tigers
Tickets
or other valuable prizes!

pepsi 

Speedy Q
MARKETS 

FARMER OWNED
75 YEARS
Farm fresh quality...
from local growers.

ROP ad

“Total newspaper sales increased +15%”



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

COX MEDIA-COUPON VALUE LEVERAGE

Cox Media-Coupon Value Leverage :

AT A GLANCE:

- GOAL:
Value add for single copy and home delivery subscribers

- TARGET AUDIENCE:
CMG subscribers and coupon advocates

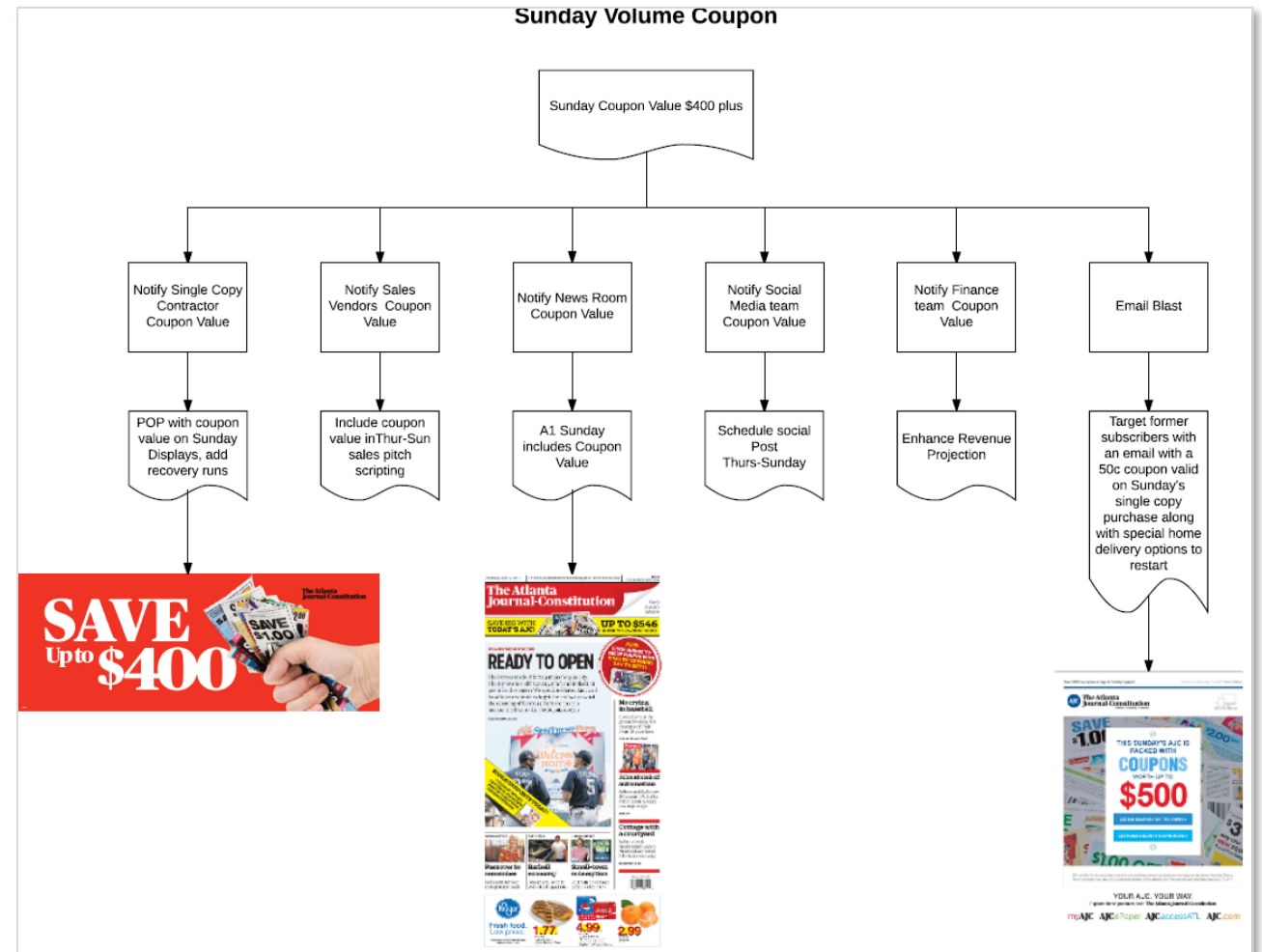
- STRATEGY:
Leverage \$400 plus coupon value to increase single copy sales, reinforce product value to home delivery subscribers and incent non subs to start Sunday print delivery and all access day digital

Building Revenue and Growing Audience: Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:
- See Chart:

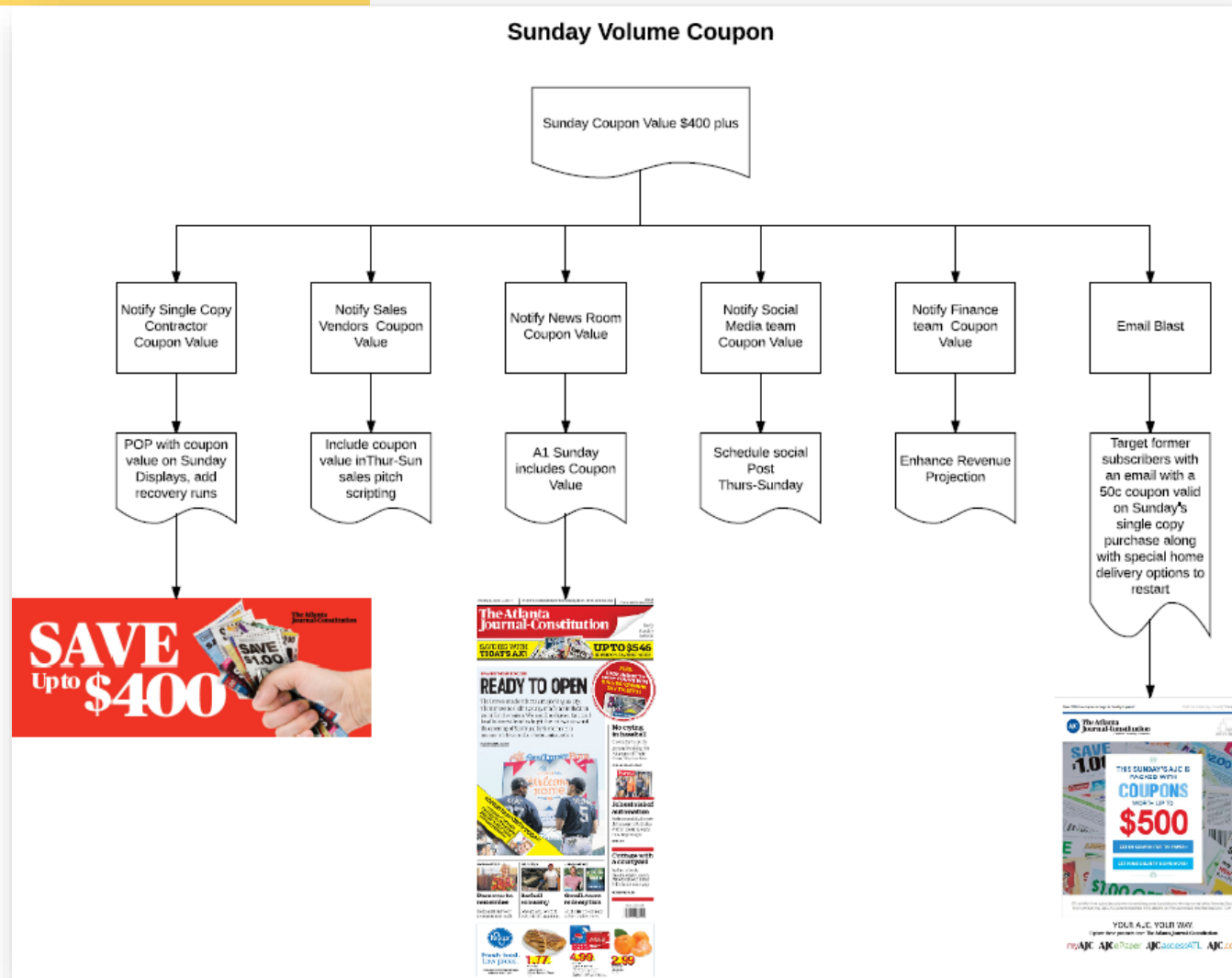
- THE RESULTS
- 17% Sunday incremental Single Copy Increase



Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

PLACE YOUR ART HERE:





Building Revenue and Growing Audience:
Ideas That Work – 2017 !

The Sunday Item

ALL WEEK

The Sunday Item

ALL WEEK

AT A GLANCE:

- GOAL:
- Test the availability and sale of the Sunday paper all week.
- TARGET AUDIENCE:
- A customer that wants a Sunday paper at any time during the week.
- STRATEGY:
- Locate a street rack outside the front door of the newspaper's main office entrance.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:

- As a test a local graphic design business put my idea of making our Sunday paper available all week on a street rack and I located it in front of our newspaper building.
- Decals on the front and two sides of the rack cost \$75

- THE RESULTS:

- The first week sold 7 papers and we currently sell an average of 15 papers weekly.
- The results were so successful that we have placed a second rack in another town. The idea is to advertise the locations and locate just one rack in each town we choose.
- Annual new revenue \$1,560

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



Thank you for your participation!



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



FREE DONUT FEBRUARY!



Ideas That Work – 2017 !

Free Donut February!



AT A GLANCE:

GOAL:

- Increase buying frequency of both the daily and Sunday newspaper by offering additional value in the form of a “Free Donut” as part of the purchase at 14 Sendik’s Grocery Stores

TARGET AUDIENCE:

- Sendik’s customers; single copy purchasers – infrequent, occasional and regular buyers

STRATEGY:

- Use promotion as the start to building a partnership with a new category manager, and at the same time, improve the year-over-year performance of this grocery chain
- Show value of the secondary displays in order to secure permanent placement after the conclusion of the promotion

Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:



THE DETAILS AND EXECUTION:

- A customer could purchase the daily and Sunday Milwaukee Journal Sentinel at 14 Sendik's locations and receive a FREE donut, a \$1.49 value, from February 1st – February 28th
- Secondary displays, containing POP and additional newspapers, were utilized in all stores with key positioning right next to the donut case (DN1430's – Mobile Merchandisers)
- Sendik's employees merchandised the secondary display daily while contracted merchandisers checked completed store visits to ensure compliance with merchandising efforts
- A multi-channel promotional campaign was implemented to drive awareness and incremental sales of this offer. Promotional elements included in-paper advertising, Sendik's in-store television network, social media and in-store POP

THE RESULTS

- Increase in daily volume of +6.7% and a Sunday increase of +8.7% in the participating locations
- **Six of the 14 store managers opted to keep the secondary Sunday display** after the promotion concluded. Sunday sales are up on average +2.3% at those locations

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:

FREE DONUT FEBRUARY!

only at *Sendik's*
FOOD MARKET

Receive one FREE donut with the purchase of any daily or Sunday Milwaukee Journal Sentinel.*

*No other purchase necessary. Offer valid Feb. 1-28, 2017 only.
Limit one donut per newspaper purchase.



NEWS MEDIA
ALLIANCE

Sendik's Food Markets
26 February · 🌐

The perfect Sunday morning combo!

FREE DONUT FEBRUARY!

only at *Sendik's*
FOOD MARKET

Receive one FREE donut with the purchase of any daily or Sunday Milwaukee Journal Sentinel.*

*No other purchase necessary. Offer valid Feb. 1-28, 2017 only. Limit one donut per newspaper purchase.



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👍❤️ 9



Write a comment...





Building Revenue and Growing Audience:
Ideas That Work – 2017 !



FOURTH OF JULY FLAG WRAP



Ideas That Work – 2017 !

Fourth of July Flag Wrap



AT A GLANCE:

GOAL:

- Increase sale of the Sunday, July 4th edition while creating additional advertising revenue

TARGET AUDIENCE:

- Single copy buyers and new or existing advertising clients

STRATEGY:

- Strengthen volume performance on a traditional soft-selling holiday Sunday
- Engage with consumers through patriotism and pride
- Utilize the American flag as a “wrap” around newspaper for consumer to easily hang for display on the Fourth of July
- Promote advertising opportunities that can be seen on the back of the “wrap”

Building Revenue and Growing Audience: Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:



NEWS MEDIA
ALLIANCE

THE DETAILS AND EXECUTION:

- USA TODAY Network newspapers incorporated the American flag as a two page or four page newspaper wrap around
- Multi-platform marketing platforms were used to promote the upcoming flag wrap for consumers to “display it proudly”
- Some newspapers utilized the back of the wrap as additional advertising space while other newspapers incorporated details on Fourth of July city events

THE RESULTS:

- 21 USA TODAY Network newspapers participated in the American flag wrap promotion
- +8% gain in single copy volume over baseline trend compared to nonparticipating newspapers
- An average of more than \$3,000 per participating newspaper was realized in additional advertising revenue



Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:





Building Revenue and Growing Audience:
Ideas That Work – 2017 !

Get a Leg Up On Savings Thanksgiving Promotion

Omaha World-Herald



Ideas That Work – 2017 !

Get a Leg Up On Savings Thanksgiving Promotion

AT A GLANCE:

- GOAL: To increase year over year single copy sales for Thanksgiving
- TARGET AUDIENCE: Single Copy Thanksgiving Day Shoppers
- STRATEGY: This was a large scale promotion entirely devoted to selling the Thursday SCS paper on Wednesday/Thursday

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: Use traditional promotion with rack cards, POS materials and ROP advertising. We also use extensive social media posts on Twitter and Facebook with boosted posts and other audience extension efforts.
Finally we purchased 60 radio spots that ran during the week leading up to the years biggest edition.
- THE RESULTS: This was a large scale promotion entirely devoted to selling the Thursday SCS paper on Wednesday/Thursday. Final results: Year over year increase of 3% in Single Copy

GET A LEG UP ON SAVINGS!

Omaha World-Herald
Thanksgiving Edition

800+ pages of savings
Thousands of gift ideas

Only \$3.00

Omaha World-Herald
THANKSGIVING
DOOR
BUSTERS

You can still get the Thanksgiving paper in our participating single copy retail outlets today!

The advertisement features a festive Thanksgiving theme. At the top, the headline "GET A LEG UP ON SAVINGS!" is written in large, bold, black and red letters. Below this, the text "Omaha World-Herald Thanksgiving Edition" is displayed in a classic serif font. Further down, it lists "800+ pages of savings" and "Thousands of gift ideas" in a smaller, red font. On the right side, a woman in a red dress and Santa hat is pushing a shopping cart filled with wrapped gifts. A man in a white shirt and Santa hat is lying on the ground, holding a sign that says "Omaha World-Herald THANKSGIVING DOOR BUSTERS". A red starburst graphic in the top right corner contains the text "Only \$3.00". At the bottom, a red banner with white text reads "You can still get the Thanksgiving paper in our participating single copy retail outlets today!".

Building Revenue and Growing Audience: Ideas That Work – 2017 !



The Design and the Message:

GET A LEG UP ON SAVINGS! Only \$3.00

Your turkey isn't the only thing that will be **stuffed** this Thanksgiving!

800+ pages of savings with thousands of gift ideas

Omaha World-Herald Thanksgiving Edition

The paper will also be available in all our usual retail locations at 4 p.m.

The advertisement features a woman in a red sweater and white pants sitting in a shopping cart, and a man in a grey sweater and brown pants running alongside her. Both are wearing Santa hats. The woman is holding a sign that says "Omaha World-Herald THANKSGIVING DOOR BUSTERS". The background is a plain, light-colored wall.

GET A LEG UP ON SAVINGS! Only \$3.00

Omaha World-Herald Thanksgiving Edition

800+ pages of savings
Thousands of gift ideas

You can still get the Thanksgiving paper in our participating single copy retail outlets today!

This version of the advertisement is similar to the one on the left but includes a shopping cart filled with wrapped gifts. The man is now pushing the cart while the woman runs alongside him. The background is the same plain wall.

E-Mail: brent.davis@owh.com
Director of Audience Sales & Retention



Building Revenue and Growing Audience:
Ideas That Work – 2017 !



DOLLAR TREE & FAMILY DOLLAR SUNDAY SALES PROGRAM



Ideas That Work – 2017 !

Dollar Tree & Family Dollar Program



AT A GLANCE:

GOAL:

- Provide unsold Sunday copies, on Monday, to Dollar Tree and Family Dollar stores for an extended Sunday sales program

TARGET AUDIENCE:

- Grab the attention of shoppers that are looking for discounted retail products and Sunday coupons

STRATEGY:

- Utilize USA TODAY Network's reach to acquire additional retail outlets utilizing a revised program
- Reduce expenses to offset high margin required by the retailer
- Create consistency of program throughout the footprint of USA TODAY Network publications

Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:



THE DETAILS AND EXECUTION:

- The new program calls for consistency across all USA TODAY Network owned local publications at all new Dollar Tree and Family Dollar locations. Consistent displays and signage were used within 88 local markets totaling 1,561 new store locations
- Existing program was updated to utilize Sunday returns and include new Family Tree locations. The previous program called for Sunday newspapers to be delivered and sold on Sunday at Dollar Tree only locations
- The new program allows for delivery and sales of unsold Sunday product (returns) on Monday and selling those copies throughout the week. The new concept eliminates any costs associated with printing

THE RESULTS

- Expansion of USA TODAY Network newspaper participation in the program to 88 local markets and almost 1,600 new locations
- Increase of +20.8% in Sunday sales over the previous program sales through new locations
- Overall expenses reduced in acquiring almost 9,000 additional Sunday sales

Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



NEWS MEDIA
ALLIANCE

BIG SAVINGS

ONE LOW PRICE



RENO GAZETTE-JOURNAL
PART OF THE USA TODAY NETWORK



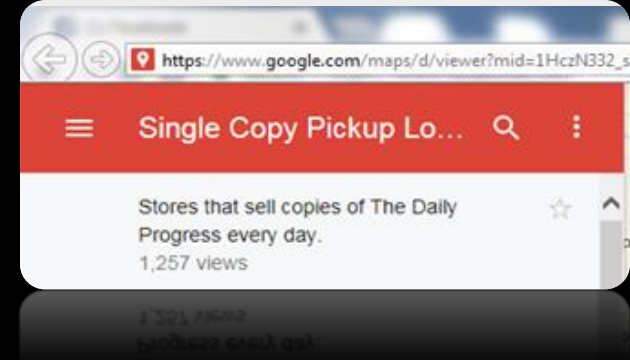
BIG SAVINGS

ONE LOW PRICE



Record Searchlight
PART OF THE USA TODAY NETWORK

FAMILY DOLLAR



Building Revenue and Growing Audience:
Ideas That Work – 2017 !

SINGLE COPY MAP FOR THANKSGIVING DAY

Single Copy Map for Thanksgiving

AT A GLANCE:

- GOAL: To increase single copy sales by promoting availability to consumers via the Daily Progress website.
- TARGET AUDIENCE: Non-subscribing single copy buyers.
- STRATEGY: Create a page on our website to promote locations where readers can purchase a Thanksgiving Day paper. We created a map using Google Maps with pinpoints for each location across our region that would be open for readers to access the holiday paper.

Ideas That Work – 2017 !

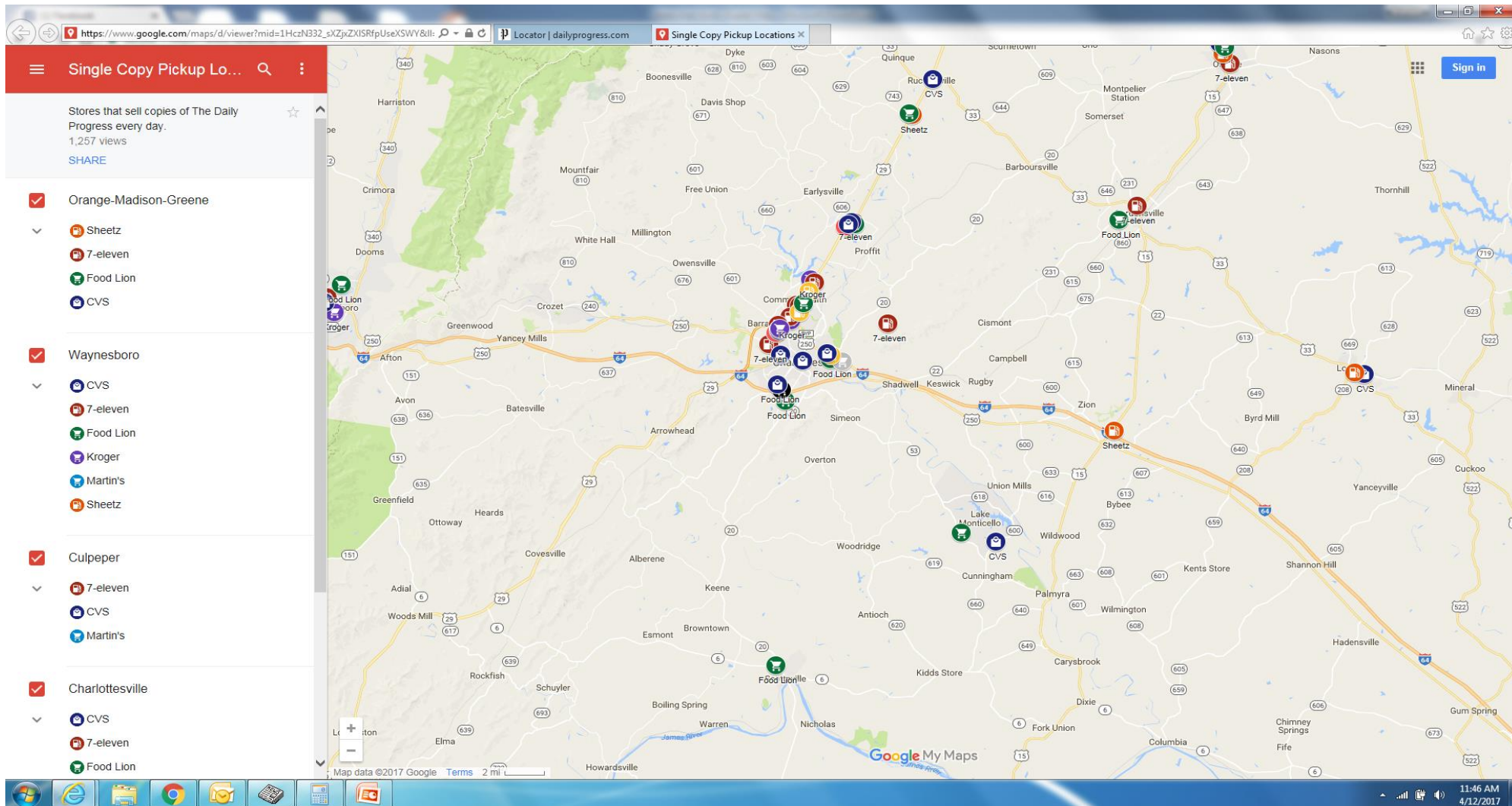


THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION: This project required efforts between circulation, the newsroom, and the IT Department. We created a page on our website that contained a very simple and user friendly display for readers to see where to pick up a paper in stores that are open closest to them. Once the page was finalized it was promoted via our website and social media platforms for 2 weeks prior to Thanksgiving Day.
- THE RESULTS: While we had over 1,000 unique views on this page, we had no measurable metric to translate views into sales. We did, however, have our highest single copy sales for Thanksgiving Day as a whole over the 5 years prior with an increase of 11% over 2015. While increasing sales, we also reduced returns by 16% over 2015.
- Using the digital map enabled us to create a higher level of efficiency with sales and returns. We are also utilizing this template for other purposes going forward i.e. maps of single copy locations specified for co-promotions with dealers. We will be fine tuning this project going forward to increase the efficiency, design, and measurable effectiveness of the map.

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The Design and the Message:





Building Revenue and Growing Audience:
Ideas That Work – 2017 !



C-STORE GAS REBATE AND REWARDS PROGRAM



Ideas That Work – 2017 !

Gas Rebate Promotion



AT A GLANCE:

GOAL:

- Improve daily and Sunday sales trends with market-wide reach at the largest c-store chain (135 stores) in Gannett's two largest Tennessee markets (Nashville, Memphis); maintain standard positioning post promotion

TARGET AUDIENCE:

- All potential single copy purchasers who are or will become Mapco *MyRewards* loyalty members

STRATEGY:

- Offer a fuel discount to Mapco's loyalty reward customers to entice single copy purchasing
- Standardize store display and positioning; add secondary Sunday displays at high volume stores
- Promote the 8-week campaign via multiple media marketing channels

Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:



THE DETAILS AND EXECUTION:

- \$.03 per gallon (our cost) was added to Mapco's standard \$.03 fuel discount with the purchase of a daily or Sunday Tennessean or Commercial Appeal. Must be a Mapco *MyRewards* member to qualify
- Promotion included ROP ads in core and non-daily products, website and mobile impressions, social media and in-store point of purchase signage
- Standardized primary displays in all stores and added secondary Sunday displays in stores with a draw of 20+ copies
- Increased draws by +70% daily and +40% on Sunday

THE RESULTS

- 139% ROI on newspaper sales gains of +20% daily and +22% Sunday
- 48% of the 3,106 customers who earned the reward redeemed it on average of 3 times
- The average fuel fill-up per redemption was 7 gallons
- Purchasing data shows:
 - 40% of customers had not purchased The Tennessean at Mapco in the previous 12 weeks
 - 36% of customers were new to buying any print publication at Mapco
 - Regular customers purchased at a rate of +23% more than in prior weeks

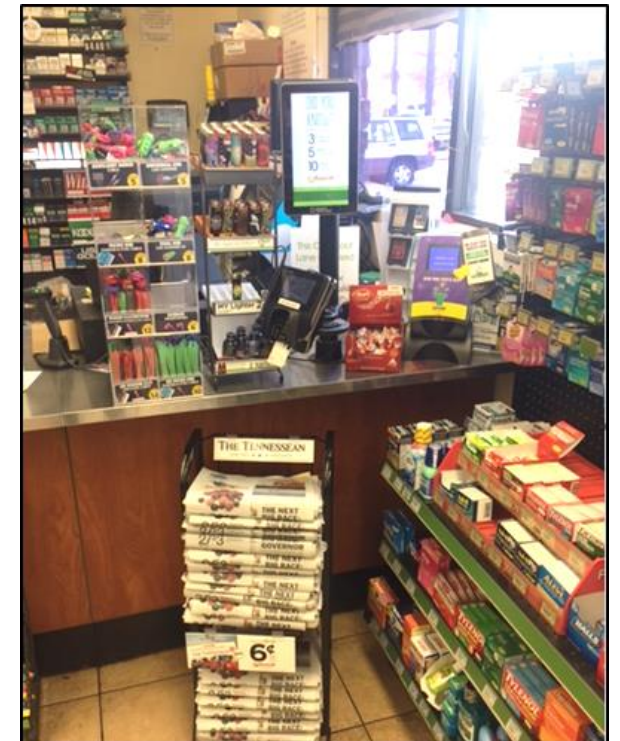
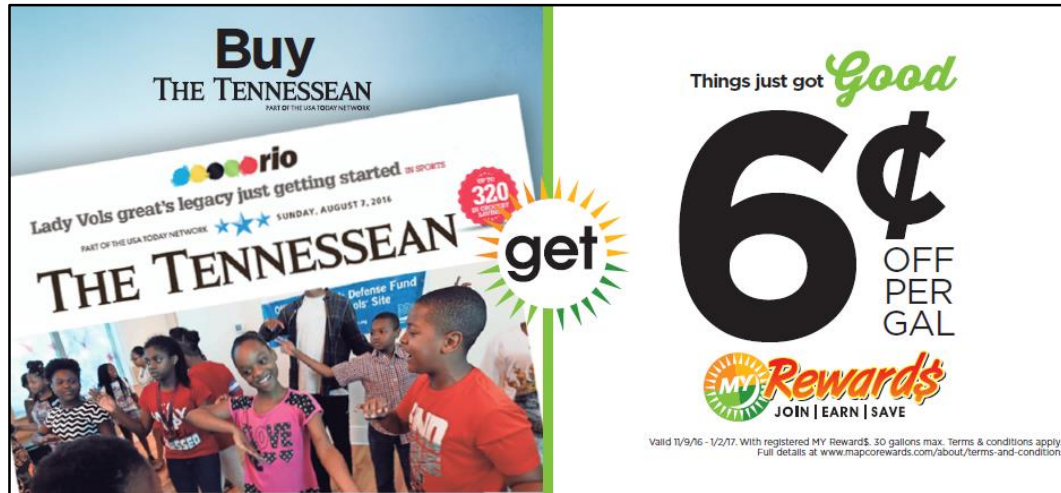
Building Revenue and Growing Audience: Ideas That Work – 2017 !

The Design and the Message:



Primary Display

Secondary Sunday Display





Building Revenue and Growing Audience:
Ideas That Work – 2017 !



WALGREENS REUSABLE SHOPPING TOTE



Ideas That Work – 2017 !

Reusable Shopping Tote



AT A GLANCE:

GOAL:

- Increase buying frequency of the Sunday newspaper by offering additional value “reusable shopping tote” as part of the purchase at 115 Walgreens locations

TARGET AUDIENCE:

- Walgreens customers; single copy purchasers – infrequent, occasional and regular buyers

STRATEGY:

- Use promotion as the start to building a partnership with a new category manager, and at the same time, improve the year-over-year performance of this drug chain
- Test ‘Extended Sunday Sales’ in targeted stores as part of the four (4) week promotion

Ideas That Work – 2017 !

THE PLAN AND THE RESULTS:



THE DETAILS AND EXECUTION:

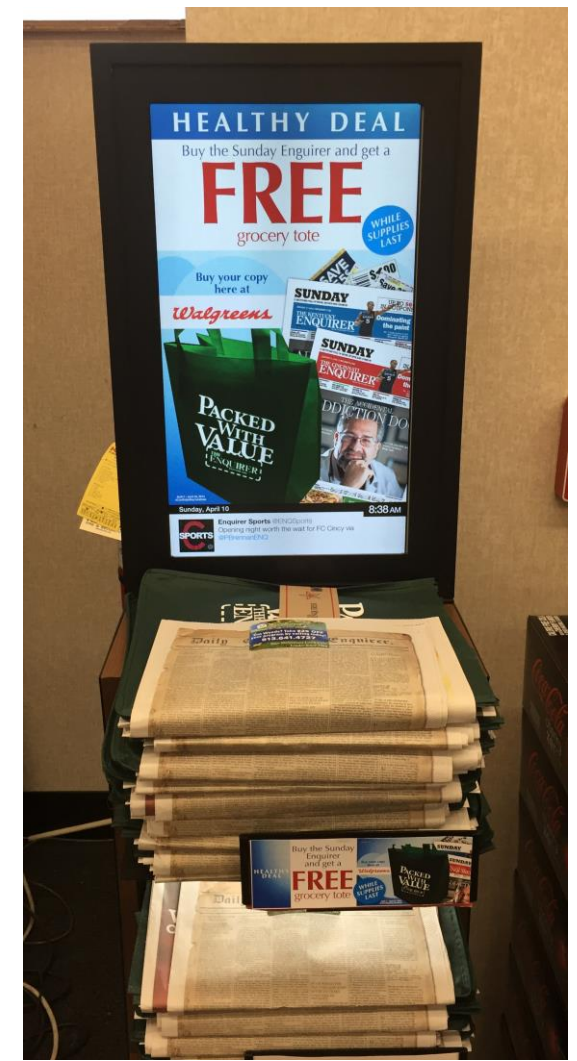
- A customer could purchase the Sunday Enquirer (Cincinnati) or the Sunday Star (Indianapolis) at 115 Walgreens locations and receive a FREE Shopping Tote, while supplies last
- The newspaper-branded shopping tote was inserted inside the newspapers as 'complete' newspapers, ready for purchase by the customer
- Walgreens locations were incorporated into contracted merchandiser schedules to check product integrity and merchandise as needed
- A multi-channel promotional campaign was implemented to drive awareness and incremental sales of this offer. Promotional elements included in-paper advertising, online banners, social media and in-store POP

THE RESULTS

- +10.6% sales increase over baseline performance
- Walgreens in Cincinnati market had a +12% increase; Indy market had a +5% increase

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The Design and the Message:





Building Revenue and Growing Audience:
Ideas That Work – 2017 !

inside
Pennsylvania



AT A GLANCE:

GOAL:

- Increase the distribution footprint of The Daily Item's Inside Pennsylvania Magazine.

TARGET AUDIENCE:

- Develop a statewide distribution network.

STRATEGY:

- Increase visibility of this magazine throughout the state and especially in supermarkets and book stores.

Ideas That Work – 2017 !



THE PLAN AND THE RESULTS:

- THE DETAILS AND EXECUTION:
- We contracted with 3rd party vendor Harrisburg News Co. a division of Hudson News to distribute 350 copies of our Inside Pennsylvania Magazine and gained access to 50 locations statewide. In markets, supermarkets and a couple news agencies.
- We also contracted with Media Solutions and gained access locally in Books A Million.
- THE RESULTS:
- Finding 51 new distribution outlets no doubt will entice current as well as new advertisers to run ads in upcoming issues.

Building Revenue and Growing Audience: Ideas That Work – 2017 !

NEWS MEDIA
ALLIANCE

The Design and the Message:



Thank you for your
participation!

Building Revenue and Growing Audience: Ideas That Work – 2017 !



Thank You!
Questions?



NMA'S 2017 SUMMER WEBINAR SERIES :
Raising the Bar in Acquiring and Retaining Audience

AUDIENCE DEVELOPMENT



NMA's 2017 Summer Webinar Series :



June:

What You Need to Know Today to Position Your Products for Tomorrow- AAM'S BRAND VIEW.

Tues., June 13 [Recording Available](#) on the Alliance.org

Building Revenue and Growing Audience: Ideas that Work 2017

Thurs., June 22 [Recording Available](#) on the Alliance.org

July:

Webinar #2 in a Series:

Preparing for Launch - "the Nuts 'n Bolts" of the Brand View Interface

Thurs., July 13 2:00 - 3:00 pm EDT

Audience Development: Retaining Readers through Cost Effective Service Improvements

Thurs., July 20 2:00 - 3:00 pm EDT

August:

Driving Digital Subscription Growth

Thurs., Aug. 3 2:00 - 3:00 pm EDT

Customer Intelligence and Retention Strategies that Build Profitable Audiences

Thurs., Aug. 17 2:00 - 3:00 pm EDT

Cutting-Edge Approaches to Driving Subscriptions

Thurs., August 31 2:00 - 3:00 pm EDT

Building Revenue and Growing Audience: Ideas That Work – 2017 !



*NMA's 2017 Summer Webinar Series :
Raising the Bar in Acquiring and Retaining Audience*

AUDIENCE DEVELOPMENT

FEATURED PRESENTERS:

- **RICH HANDLOFF, DIRECTOR OF CONSUMER MARKETING, THE WASHINGTON POST**
- **AMY ROESSNER DIRECTOR, NATIONAL PRODUCT SALES, USA TODAY NETWORK**
- **DIANE MCANDREW, AUDIENCE DEVELOPMENT MANAGER HERALD-JOURNAL, SPARTANBURG, SC**
- **SARA J. BASS, CIRCULATION OPERATIONS MANAGER, THE HUTCHINSON NEWS**
- **ANGIE LYONS, CIRCULATION SALES MANAGER JOURNAL STAR, PEORIA, IL**
- **BERNIE GITT DIRECTOR, CIRCULATION CONSUMER RELATIONS THE DENVER POST**

- Moderator: John P. Murray,
VP Audience Development NEWS MEDIA ALLIANCE

Building Revenue and Growing Audience: Ideas That Work – 2017 !



Thank You for Your Participation!

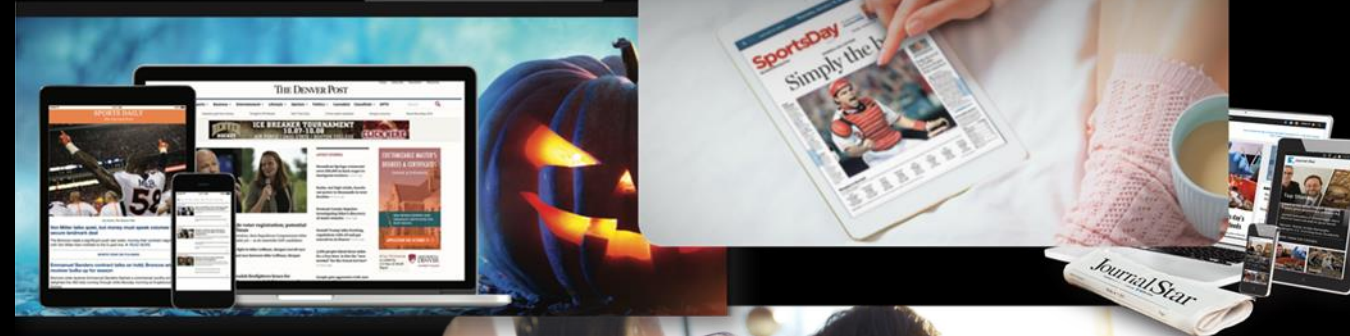
Register now :

Preparing for Launch - "the Nuts 'n Bolts"
of the Brand View Interface

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NMA'S 2017 SUMMER WEBINAR SERIES :

Raising the Bar in Acquiring and Retaining Audience

AUDIENCE DEVELOPMENT