

## Advertising Revenue Ideas on Tap MNA Convention 2018

### 1. Ugly Sweater – Jim's Christmas Adventure

Detroit Lakes - Melissa Swenson [mswenson@dlnewspapers.com](mailto:mswenson@dlnewspapers.com) 218-847-3151

Jim took photos at various businesses with his ugly sweater on. 14 Advertisers, \$109 each.

Drawing at the end for customers for \$100

### 2. Santa Caught Shopping

Morrison County Record – Carmen Meyer [carmen.meyer@mcrecord.com](mailto:carmen.meyer@mcrecord.com) 320-632-2345

Mayor dressed up and posed for different pictures around town with different product- \$250/ad

### 3. Ice Out Event

Park Rapids Enterprises – Mark Harmon 218-732-3364

Guessing when the ice would be out of the lake. Ballots ran in the paper.

### 4. Bowling Tournament – Strike Out Literacy

Echo Press – Randy Jansen [rjansen@echopress.com](mailto:rjansen@echopress.com) 320-766-5633

Fundraiser for NIE. Team Sponsors, Lane Sponsors, Classroom Sponsors, Prize Sponsors.

Bowling starts at 5 pm so teams can come right after work. Revenue - \$5,626.80 Also Create an NIE section, writers work with the classes, kids design the ads. Revenue - \$1,040 Paid for NIE 185 copies/week, 43 mailed.

### 5. Kids in the Time

Forest Lake Times – Samara Anderson [Sanderson@ecm-inc.com](mailto:Sanderson@ecm-inc.com) 763-233-0713

Newspaper goes over the paper with kids, how to design ads, etc. Kids design the ads.

Advertisers are given a discount to buy the designed ads, target the advertisers you think will purchase the ads when designing. Run the ads in a tab in color. Contest for the best designed ads, whether it was purchased or not. Winner received \$100. 12 page tab - \$10,000 revenue. Plan around NIE week.

### 6. Business Showcase

West Central Tribune – Christie Steffel 320-235-1150

Full page advertisements only. Push advertorials for the customer. Sell it as a Customer Appreciation. \$15,000 in revenue. Upsold into the West Central Tribune.

### 7. Making History in Woodbury

Rivertown Multimedia – Jean Brown [jbrown@rivertownsnet](mailto:jbrown@rivertownsnet) 651-319-4515

1 story/week on a local business with a 1/2 page advertisement under it. Header, facts, etc.

Framed copy brought to businesses. Publishing a magazine with all the ads at the end of the month.

Copies of the ad brought out to the customer, also so repeats of the ad. Each 1/2 page was \$599. \$31,000 in revenue.

### 8. Incentives – Creative Ideas

Echo Press – Jody Hanson [jhanson@echopress.com](mailto:jhanson@echopress.com) 320-763-3133

Be sure to set goals and have fun with them. When they did their Churches of Douglas County edition, a board was put up with each sales person sitting in the back of church. As each 1/4 page was sold by that salesperson, they moved up closer to receiving communion at the front of church. At the end they each got a wafer and a little bottle of wine.

#### 9. Coupon Book

Echo Press – Shelly Beaulieu [sheaulieu@echopress.com](mailto:sheaulieu@echopress.com) 320-763-1212

Sold 5 times a year. \$250 for the front and back of the page. Sales staff incentives – goal of 32 total sold - \$10 for each sold over 32. \$25 for top seller. Total revenue for 2017 - \$36,350

#### 10. MN Home Magazine

Brainerd Dispatch – Linda Hurst 218-855-5895

High quality home magazines targeted at those that have lake homes in the area and also distributed at the Lake Home and Cabin Show. No ads smaller than 1/3 page. Published once a year only. Photos used inside mainly come from the contractors/builders and also have their information in the cutline. 3,000 in local paper. \$60,000 revenue is goal, which is 39% profit.

#### 11. Dining Guide

Brainerd Dispatch – Kathy Bittner Lee [Kathy.BittnerLee@pineandlakes.com](mailto:Kathy.BittnerLee@pineandlakes.com) 218-855-5837

Dining guide, if customers bought 1/3 page or more, they got a featured dish with a write up from editorial. Next year they may need to increase size to get a featured dish as most got the dish. Published in the paper and on Discover racks at the end of May. \$250 for 1/3 page, \$500 for 1/2 page

#### 12. Let Us Entertain Your Calendar

Detroit Lakes – Melissa Swanson [mswenson@dlnewspapers.com](mailto:mswenson@dlnewspapers.com) 218-847-3151

For bars and restaurants, set up like a business showcase. Center has a calendar each month with the upcoming events that are happening at sponsoring businesses. \$99/mo, must commit to 3 months. Promote the events for the week 1 time/week on Facebook. Also can be found on the webpage.

#### 13. Happy Hour

White Bear Press – Lisa Kramer 651-407-1200

Set up like business showcase, with a write up about one of the businesses each month. The content for the write up provided by the business. \$199/mo, no commitment. Currently has 9 right now.

#### 14. Discover the Lakes Area Map

Echo Press – Randy Jansen [rjansen@echopress.com](mailto:rjansen@echopress.com) 320-766-5633

A map of the Lakes Area. They purchase 1 square, 2 squares or 3 squares, depending on the size ad they want. Billed over 5 months. Inserted into their summer publications. \$2,110/mo x 5 months = \$10,550.

#### 15. Chamber Tab

Echo Press – Andy Erickson [aerickson@echopress.com](mailto:aerickson@echopress.com) 320-763-3133

Top 20 under 40, nominated by businesses. Put together in a glossy publication. Have a dinner ceremony for all the nominees. \$21,000 revenue in publication.

#### 16. School Calendar

Kerkhoven Banner – Jordan Alman [kbanner@tds.net](mailto:kbanner@tds.net) 320-264-3071

1 business per month on calendar. \$200/mo from business. Pictures from previous school year on each month. Inserted into the paper. Copies available at the office. Updates are ran once a month in the paper if anything on the school calenar has changed since it was printed. Sold in 45 minutes.

17. Stillwater Bridge Opening

Samara Anderson – Forest Lake Times [sandersonecm-inc.com](http://sandersonecm-inc.com) 763-233-0713

Stories on the bridge, history, builders and everything that went into it prior to it reopening. Sold to contractors. Photos that were printed also sold. \$24,000 in revenue

18. Storybook at Christmas

Joni Harm – Worthington Daily Globe 507-376-7308 [jharms@dglobe.com](mailto:jharms@dglobe.com)

Storybook – The night Santa Landed in Worthington

Ads sold to businesses. If they bought a 1/2 page or larger advertisement, the business was incorporated into the story. The story was written by staff member.

19. Name that Tune

Joni Harms – Worthington Daily Globe 507-376-7308 [jharms@dglobe.com](mailto:jharms@dglobe.com)

Found in Newspaper Toolbox

Full page ad, had the name in the tune, match it with businesses.

Another idea from Newspaper Toolbox –

Like my photo – people sent in summer photos. Ran in paper – generated \$3000 in revenue

20. Newspaper toolbox

This resource was discussed at the session. It has a subscription rate of a few hundred dollars/year, but those that use it feel one good promotion pays that back. All the ideas that are on the Newspaper Toolbox have been tested by newspapers and proven to work.

21. Meet the Marshall Business People

Tara Brandl – Marshall Independent 507-537-1551 [tbrandl@marshallindependent.com](mailto:tbrandl@marshallindependent.com)

Yearly tab that highlights a photo of the employees in that business and business card type information about the business. One of the best read editions we do as everyone wants to see the photos of the other businesses and everyone wants to participate. Sold in 1/4, 1/2 and full pages. Full color. Generates around \$30,000 each year, averaging 68 pages.

22. Professional Forum

Sara Elmquist Squires – Winona Post 507-452-1262

Ran 1-2x/month, readers submit questions. Variety of advertisers and topics such as vets, auto related, chiropractors, etc

23. One Day Sale

Randy – Echo Press [rjansen@echopress.com](mailto:rjansen@echopress.com) 320-766-5633

One day sale – customers had to call in and purchase full, 1/2 or 1/4 pages in in full color at a discounted rate. They have 6 weeks to use them. Ads were sold at 1/2 the price of open rate. In one day – sold \$55,000 in ads. Did it again in July and sold \$75,000 in ads. Steve Engelhart from Rivertown Multimedia used the idea and in one day sold \$72,000 in ads.

24. NFL Pick Em Page

Didn't get the name or paper – please claim if it is yours.

32 sponsors. Page online with picks. Winner each week gets \$10 gift card to sponsor and \$100 at the end of the season. Generated \$21,000 in revenue.

25. Black Friday – Downtown Wrap

Didn't get name of paper – please claim if it is yours

Sold 1/4 page and 1/2 page ads to downtown businesses to create a wrap for black Friday inserts. 1/4 page ads were \$225, 1/8 page ads were \$200.

26. Monthly Downtown Page

Tara Brandl – Marshall Independent – 507-537-1551 [tbrandl@marshallindependent.com](mailto:tbrandl@marshallindependent.com)

Advertisers have an option of committing to a 2x4 full color ad every month (except July when Crazy Days are held and they buy bigger ads) or picking and choosing the months they would like to participate. There is a bigger discount for committing to all months. Promotion is a themed weekend (for example February is Savings You'll Love) ran the second Thursday – Saturday of the month. On that Wednesday, a group advertisement for all the participating downtown businesses is ran with their ads. Varies from 1/2 page to full page every month. Businesses can then plan promotions around that weekend every month as they have the dates and themes at the beginning of the year.

27. Blank Page

Kerkhoven Banner Jordan Alman [kbanner@tds.net](mailto:kbanner@tds.net) 320-264-3071

Blank page and then at the bottom – We're going out... and it turns to a subscription special.

Explains the importance of the loyal paper. Offered a free trial period and \$5 Blarney bucks. Resulted in 100 new subscribers.

28. Pelican Pete's 100<sup>th</sup> Birthday

Pelican Rapids Press – Cindy Hensch 218-863-1421

A 4 page spread highlighting the birthday of an icon in town. 2X4 ads were sold with free color. Photos of the statue being built as well as an interview with the son of the builder were ran. Very quick sell and can be used for anything iconic in town.

29. Super Saver Saturday

Detroit Lakes – Melissa Swanson [mswenson@dlnewspapers.com](mailto:mswenson@dlnewspapers.com) 218-847-3151

18 ads on the page – advertisers pay \$76.50/time. Page runs 1x/month. Promoted on Facebook and their webpage. Discount to pick up ad another time in the paper

30. Briefcase Poker

Rivertown Multimedia – Steve Engelhart [sengelhart@rivertowns.net](mailto:sengelhart@rivertowns.net) 715-426-1039

\$20 of half dollars brought to the sales meeting. Have each sales rep bring in their briefcase. Have a list of things that you should have with you to sell. Each time you don't have one, 1/2 dollar goes into the pot. At the end, whoever has the most wins the pot.