

# Revenue Ideas On Tap (RIOT) MNA Annual Convention 2020 Advertising Idea Exchange

1. Halloween Hunt - \$50 photo of 2 kids hidden in costume in their store. Readers guess where they are in the local business. First, second, third got gift certificates. Super easy. Revenue - \$300. Lakes Area Review, New London – Taylor Voss, [sales@nslakesareareview.com](mailto:sales@nslakesareareview.com)
2. Ice out contest – entry blank on page and have a number of businesses sponsoring - \$250 for ad plus \$25 gift certificate – 3 times prior and 4<sup>th</sup> time with winner. Gift certificate went to winner. Total Revenue - \$3500. Grand Prize winner - Kayak, donated by fleet farm. Runners up got a gift certificate. One winner for each business. Random draw from correct date. Echo Press – Randy Jansen, [rjansen@echopress.com](mailto:rjansen@echopress.com)
3. Boomerang Bucks – 1/2 trade, 1/2 cash to all restaurants. Did over July, not a busy month. \$15,000 in cash, \$15,000 in gift cards. Gift cards sold to subscribers for discount to renewal or new subscribers. Patty Steele, [marketing@presspubs.com](mailto:marketing@presspubs.com)
4. Valentine’s Pet Month – Advertisers submitted photos of themselves and their pets. Readers did their best to match them up. \$69 for ad plus prize. Also donated part of the proceeds to the Humane Society. Wadena Pioneer Journal – Britanie Rentz, [brentz@wadenapj.com](mailto:brentz@wadenapj.com)
5. Human trafficking double truck. Tips, what is trafficking, things to watch for, different ways it occurs. \$4300 in revenue. Telemarketing project. West Central Tribune – Christie Steffel, [csteffel@wctrib.com](mailto:csteffel@wctrib.com)
6. Best of the Best – Changes – June – July, nomination stage, July – August, voting stage. 11,000 unique voters, \$25,000 in revenue. 600 people attended event this year. 12 food vendors, 3 live bands. Community event. Mailed invitation and 1 guest and then community members came. Event went from 4-8 pm. \$10 door entry. Used second street promotion for it. Duluth News Tribune - Megan Keller, [mkeller@duluthnews.com](mailto:mkeller@duluthnews.com)
7. Rockin Robin – Christmas promotion that has built each year. Pictures around area businesses wearing silly hat spreading holiday cheer. People have to match pictures to businesses. \$3096. Detroit Lakes – Robin Stalley, [rstalley@dlnewspapers.com](mailto:rstalley@dlnewspapers.com)
8. Paul’s Adventures – Promote local businesses with pictures in locations & business logos. 14 sponsors – sold in a day and a half \$125 per spot. Photo inside the business \$1750 in revenue. Echo Press – Paul Uhde, [puhde@echopress.com](mailto:puhde@echopress.com)
9. In remembrance – Alphabetically Name, birth date and death date, of all obits from past year. Sig ads - \$1,000. ran in January. DL Newspapers – Liz Molacek, [emolacek@dlnewspapers.com](mailto:emolacek@dlnewspapers.com)
10. - Musicians of the Month – Sponsored by local music store, \$200 /month. The Lowdown, Randy Roberts

11. Veteran's Day – Pull out section Full color section, 10 pages, no editorial 84 ads and 166 photos of local veterans, asked readers to submit photos as well as contacted senior living facilities to get residents to submit. Started asking for photos in July - \$10,265 in revenue. Front and back banner, \$400 each. Park Rapids Enterprise – Karen Holtan, [kholtan@parkrapidsenterprise.com](mailto:kholtan@parkrapidsenterprise.com)
12. ANC Digital Blitz Packages - \$60,000 – Partnered with Advantage Consumer Consultants. 4 legged sales calls – mobile, webpage, email, and print in various bundles. Mesabi Daily News, Hibbing Tribune, Grand Rapids – Alison Stanaway, [astanaway@mesabidailynews.net](mailto:astanaway@mesabidailynews.net)
13. Restaurant Menu to Go Menu – Sell ads to any type of business to go into the “to go” menu magazine. Work with restaurant to get info that pertains to their restaurant. Pelican Rapids Press – Jeff & Julie Meyer, [julieprpress@lkoretel.net](mailto:julieprpress@lkoretel.net)
14. Sweet Deals/Cutest Couple - Valentine's Day with twist – 4 page section – front and back advertisers. Couples inside with photos. 25 cents a vote. \$2500 in votes collect for non-profit. Profit amount is \$3054. Echo Press – Jennifer Vraa, [jvraa@echopress.com](mailto:jvraa@echopress.com)
15. Knot Notes – Subscribers got newspaper currency with subscription. Could be used at 25 different businesses. Businesses redeemed them by using them towards advertising in the paper. Pine Knot News – Ivan Hohnstadt, [ads@pineknotnews.com](mailto:ads@pineknotnews.com)
16. RiverTownPicks.com – Second Street platform. Football contest runs 22 weeks. \$690 per team - 32 teams – 3 presenting sponsors, 4840 in prizes as credit to advertisers. Rivertown Multi-Media - Eric Olson, [eolson@rivertowns.net](mailto:eolson@rivertowns.net)
17. - Realtor Open House weekend – Weekend promotion for realtors to run open houses. April open house weekend. August in conjunction with another event. \$50 per spot. \$3200/time. Doesn't have to be realtors, anything home related. Echo Press – Randy Jansen, [rjansen@schopress.com](mailto:rjansen@schopress.com)
18. Growler Giveaway – Giveaway promotion with partner to gather email newsletter or social subscriber. Building relationships and expanding demographic reach. Seasonal theme guides featuring related content & advertisers. Adds to monthly revenue base. Growler Magazine – Tim Olson, [tolson@grayduckmedia.com](mailto:tolson@grayduckmedia.com)
19. Welcome to Tracy Guide – 40 page full color glossy book set up like to you do for a visitor's guide, but geared towards recruiting new business and for families that are moving to town. Focus on schools, tax breaks, services in the community, etc. As well as numbers people need when they need to move when they get to town – setting up garbage service, internet providers, utilities. \$9700. Tracy Area Headlight Herald – Tara Brandl, [tara@headlightherald.com](mailto:tara@headlightherald.com)
20. Rooted in local agriculture – glossy magazine. Spring and fall. Local agriculture information – stories. Local editorial stories. \$22,000 fall - \$30,000 spring. West Central Tribune – Christie Steffel, [csteffel@wctrib.com](mailto:csteffel@wctrib.com)
21. County Resource Residential Guide – Annual Magazine County information, phone, information, churches, nonprofit information, seniors, medical and school Print and online, county services. \$37,000 in revenue. Sold by one in house rep. Brainerd Dispatch - Pete Mohs, [pete.mohs@brainerddispatch.com](mailto:pete.mohs@brainerddispatch.com)

22. Progress report for Douglas County – Each business gets a small ad – 2x1 and 125 word news brief. Editorial writes up larger business stories. \$57 for each business. \$5758 in revenue. Echo Press – Paul Uhde, [puhde@echopress.com](mailto:puhde@echopress.com)
23. Customer Appreciation Sale - 1/2 and full page sale – discount in slow months. Customers have to call in to get them. Create prizes for your sales rep to top sales rep. Press Publication - Tina McMillan
24. Breast Cancer Awareness Tab – Asked women to submit photo and story. Headshots on front. Supported by businesses – married into women today magazine. Partnered with Maurice’s corporation. Photo shoot that women got to keep. \$4650 in revenue. Duluth News Tribune -Megan Keller, [mkeller@duluthnews.com](mailto:mkeller@duluthnews.com)
25. Santa Days at the Echo Press – Invite community to come have their photo taken with Santa for a donation of food item. Free photo and on Facebook page. Run in holiday greeting section. Done on Thursday night. First 100 kids get a free pizza. \$11,900 in holiday greeting section plus the food shelf donations. Echo Press – Randy Jansen, [rjansen@echopress.com](mailto:rjansen@echopress.com)
25. Design an ad – Publisher or ad manager goes to school and taught elementary age kids about ad design. Kids design ad, Sales rep designs an ad. Isanti – Chisago County Star – Jennifer Kotila, [starclass@countystar.com](mailto:starclass@countystar.com)
26. Pie for subscription – Free pie with subscription - \$5.99 value on pie. Got large response. Isanti – Chisago County Star – Jennifer Kotila, [starclass@countystar.com](mailto:starclass@countystar.com)