

2022 Ideas On Tap Recap

- 1. Hey Mom & Dad Then & Now** - Graduation – Classified Then and Now – Brought back last year. \$2000 in revenue \$50 per spot. Black and white, no color. - Patty Steele – Press Publications – marketing@presspubs.com
** Has example
- 2. Great Meat Giveaway page.** Benton county news 1500 publication, local meat processor – Grand Champion Meats – Find the brat in the ad and enter to win. Winner receives \$95 worth of retail in store – ads are \$95 each time. Color full page. Ads are 2x4 in color. Revenue gains \$950 – 2x/mo. - Bob Leukam – Star Publications – bob.l@star-pub.com
** Has example
- 3. Acrostic Puzzle** - – Each week I run a special “acrostic” puzzle on page 3 of the paper. People who send in the completed puzzle are entered into a drawing for \$10 gift certificate. One drawing each week. The gift certificate can be cashed at participating advertisers and I pay the advertisers back. Not all readers participate, but the ones who do love it. Revenue Gained: interested from advertisers and subscribers; impossible to measure - Lee Zion – Lafayette/Nicollet Ledger – ledger@paririepublishingmn.com
** Has example
- 4. World Snow Sculpting Championship Event Guide** - Print job for new international even hosted by Stillwater. Got the bid when unexpected. Partnered with Stillwater Chamber at 10% of the ad sales. Chamber paid for printing and layout designs. We sold the ads. Revenue Gain: \$11,000 after the 10% to the Chamber. - Randy Roberts – Press Publications Stillwater – lowdown@presspubs.com
** Has example
- 5. - Community Bucks** - – Offer \$5 Community Bucks gift certificate to each new subscriber - 150-180 new subscriber. Couple months ran. Spring time. - Billie Jo Rassat – Clara City Herald – ccherald@hcinet.net
- 6. Ice out contest** – White Bear Lake – Ran a house ad asking readers to make a guess – Advertisers ran on the page with the form on it. Ran it for 3 weeks - \$425 – 2x3 3 weeks - \$400 and \$25 gift card. Online component at presspubs.com 150 submissions. \$3,000-\$4,000 revenue - Patty Steele – Press Publications – marketing@presspubs.com
- 7. Century Farms** – 8 counties – listed all the century farms and did a story on one farm per farm – Revenue Gained: \$44,000 – available to see on website - Jamie Ostendorf– Star Publications – jamie@star-pub.com
- 8. Promo Pages** – We have pages that people would like to sponsor for the year such as EMT, Police, Fire week, Farm Safety Week, Festival schedule, 4H Week, Graduation. Sell for a year commitment. - Jenny Krueger – Independent News Herald – ads@innnews.com
- 9. Subscription Based Advertising** – Year long, subscription based advertising. Keeps monthly costs the same for 12 months making budgeting easy. Ad program is customized to the business. 14 different preset ads throughout the year; 5 tabloids -fall/winter/spring sports preview, graduation, Christmas; 7 community minded pages; Valentines Day wrap and Thanksgiving Wrap. Smallest size \$300/month. It

also eliminates the need to “sell” to the people all year. - Bruce Karnick, Hasting Journal -
bruce@hastingjournal.news

10. **School Sponsorship** - School Sponsorship 25 businesses \$175 for year. 4 honor roll pages in color – sports season wrap up, 8 page graduation tab 1x2.5 color ad, Revenue Gain: \$4400/year If team goes to state, contact those businesses for extra sponsorship. - Rachel Miller, Henderson Independent – hendersonmnnews@gmail.com

11. **Customer Appreciation Sale** – First Friday of January – Look for slowest time of year – ads can run the Last 3 weeks of January and all of February. 1 day sale 9am – 3pm . Contact businesses that day for 1/2 or full page ads for 1/2 price. Has to be sold that day. Can buy up to 7 of them. Big ad to run, able to design a better ad. Valentine’s Day, Tax People, Businesses started planning their sales around the newspapers sales. Done for 3 years. Grown 26% second year, 26% the third year and 17% just this January. Bonus to sales rep - \$25 for new advertiser, \$20 for 1/2 page, \$30 for full page. Run 1/2 page ads 2 weeks prior to promotion. Presale with Flyers – work on it between Christmas and New Years. Can sign commitment form before that day but must be signed by 3 pm that day. Get sales staff together at 11 am, 1 pm, 3 pm. Drawing for gift bags for sales staff. A lot of media companies do this. - Matt McMillan – Press Publications – matt@presspubs.com

12. **Multi-Sweeps** - Second Street Online Contest – Multi Sweeps Online contests. 10 sponsors to a contest instead of larger ones. Set up 6 for the year in 2022, sold in January. \$125/contest for all 6 or \$180 if pick or choosing certain contests. Then the sales reps can sell it at once and focus on other stuff during the year. Revenue Gain: \$6,750 each paper. - Crystal Miller – Albert Lea Tribune/Austin Daily Herald – crystal.miller@albertleatribune.com

** Has example

13. **School Photo Pages & Calendar** – We go to the school to take photos for different events, homecoming, activities, sports, plays, concerts, etc and run the page twice a month as a keepsake. The photos are also used for a calendar. Revenue Gain \$5,040 on photo page, \$3,000 on calendar. - Jenny Kruger – Independent News Herald – ads@innnews.com

14. **Theme Pages** – Repeating monthly theme pages: puzzle page, healthy living, senior living, pets page (Fur Pets Sake), Each page has either a 1- 1/2 page ad, 2-1/4 page ads or 4 - 1/8 page, news story above it. Run the same week each month. Put together editorial calendar. Choose 3 themes for each paper. Aging Gracefully, Education page, Business page, Once it is sold out, you don’t sell more. Ad rep that sells - \$100. Editor - \$100, Newspaper – Pizza Party every time a theme page is launched. Can make it exclusive as well so you don’t have competing businesses. \$28,000 in revenue so far - Matt McMillan, Press Publications – matt@presspubs.com

•• Has example

15. **Support Local Journalism!** Subscription drive – Sold 2 year subscriptions for \$75 and the subscriber got their choice of a t-shirt or mug with Hastings on it. Sold hundreds of more subscriptions. - Bruce Karnick, Hasting Journal – bruce@hastingsjournal.news

16. **All About Pets** – July – Double page spread in paper, pertaining articles to pets, advertisers that cater to pets, people can submit photos (put a limit on the first X photos submitted will be printed). At one time did a Pet Look Alike Contest with business owners and their pets, have to match the pet to the business owners. - Patty Steele – Press Publications – marketing@presspubs.com

17. **Hi! I'm a billboard.** Blank Build Board house ad ran from time to time. On the billboard I have ran, "Hi, I'm a billboard and I have a dirty little secret. My owner won't tell you this, but if you are spending money on billboards like me, you're wasting your money. Billboards are very good at catching the eye of people driving by at 65 mph on their way to somewhere else. **YOU SHOULD HAVE ADVERTISED IN THE LEDGER.** People love and support the paper and they love and support the businesses that support the paper. So take it from me, a billboard, and it will be the first time anybody ever did".

Newspapers deliver. Talk about what your paper does. - Lee Zion – Lafayette/Nicollet Ledger – ledger@paririepublishingmn.com

18. **Referrals** - Increasing Business? - Ask your best customers who they think you can help. Ask them if they'd give that business a call. Then when you cold call, they are expecting you. Ask for referrals. Bob Leukam – Star Publications – bob.l@star-pub.com

19. **Revamped Community Guide** – We revamped our community guide and our local visitors guide. However, with the community guide, we gave the city 7 pages to use for what they wanted in the community guide. Some were half pages and some were full pages, so it worked with our layout. Much the the copy the city wanted in the book was stuff we would have included anyway. In exchange for their 7 pages of the 32 page book, they paid for the printing. Therefore, resulting in a much better profit for us. - Tara Brandl, Tracy Area Headlight Herald, tara@headlightherald.com

20. **Heroes in COVID**– A double truck sponsored by the school showcasing the students in distance learning. We asked parents to submit photos of the their distant learners - Billie Jo Rassat – Clara City Herald – ccherald@hcinet.net