

## **Retail Alliance Great Ideas Call**

*November 14, 2008*

### **Vote for your favorite!**

1. **The Big Cookie Book**

*Rhonda Glickman, Richner Communications, Inc. / rglickman@liherald.com*

We were looking for something to stimulate the staff. The promo ads in the newspaper are for readers to send in favorite cookie recipes. The newspaper is then selling ads into the cookie book. Already sold nearly \$15,000 in ads with more than a week to go. Offers great shelf life to the advertiser. It will be mailed with all 82,000 heralds week of 12/11. It's a half tab, newspaper print with a heavier white stock. Charging \$1,499 full page, \$979 half, \$629 ¼ page, \$399 1/8 page. In December, there will be a sponsor welcoming all participants with their cookies for a taste testing for prizes.

2. **Tri-Fold Glossy Brochures + ROP**

*Joanie Nichols, Bureau County Republican / jnichols@bcnews.com*

*Agriculture Resource Guide – Winter Farm Program*

11 x 17 tri-fold glossy brochure. 3 month winter program. 7200 printed. Cost \$500 to print. Those brochures went out to subscribers in November. In December and January, printed a full page in the paper that just listed the ag resource people. We billed them over the course of the 3 months. Brought in \$9000 revenue. Total cost - \$550.

*Shops Around the Corner*

Then took the same program made smaller for the small retailers. Tri-fold brochure, only a 1 month program (November). Focused on unique shops destinations in your own backyard. Ads were 1x2 in size. Cost \$500 to print, produced \$3000 revenue. For this year, adding another portion to the package. Placing a page in the paper with sig ads and quotes from the advertisers addressing why one should shop local. Charging an additional \$25 each.

Have used the tri-fold glossy often throughout the year with success – Keeping healthy program, cost \$500 brought in \$6000; a winery program, cost \$900, brought in \$5400.

3. **Veterans Book**

*Stephanie Diiorio, Main Line Times / sdiiorio@mainlinetimes.com*

The newspaper does a "Salute Our Veterans" page every week. Right around Veterans Day we do a small glossy magazine. Ads placed on one page and the other page salutes the veterans that have run in the paper. \$18,000 revenue on a 30 page magazine. It's not inserted in the paper. It goes to rack and stack, museums, libraries, government buildings. 8000 copies printed.

4. **"Coast" – A Lifestyle Product**

*Scott Moon, Galveston County Daily News / scott.moon@galvnews.com*

High end boutique advertisers were the target, those who don't normally advertise in the newspaper. We developed a lifestyle product ("Coast") that was broadsheet in size but printed on 60lb gloss. The idea behind "Coast" was to have editorial content geared toward the lifestyle of living on the Texas/Gulf coast and Galveston Island. Product was written by the editorial department. Content was a huge hit. First three issues sold about \$27,000 each issue of the magazine. Plan was to do 10

issues a year. Advertisers got fantastic results. 90% of the revenue was extra revenue.

5. **Spadia Alternative**

*Jeannie Parent, Observer & Eccentric Newspapers / jparent@dnps.com*

Had a large local retailer who liked to use spadia wraps, however, the newspaper did not use them. Thus came up with an alternative. Created a broadsheet page for this retailer and folded it so that it became a "wrap" on the A section of the newspaper. It does not wrap all the way around; it's folded in half and then out horizontally above the fold. Very successful. Offered advertisers a way to get on the front page of the paper in an inexpensive way. Sold by the thousand and newspaper can zone it as low as 5000 pieces.

6. **Medical and Healthcare Directory**

*David Dear/Suzanne Gallagher, The Danbury News-Times / sgallagher@newstimes.com*

Twice a year in spring and fall. Used to be a booklet that we had printed outside. Distributed to about 28,000 homes during the week and do an overrun that's distributed into some of the local pharmacies. Have recently changed the layout. It's now a tabloid with a glossy cover. Successful with Doctors office who don't normal advertise with newspaper. In the past, \$29000 in revenue, now with the new format, \$39,000 revenue. Also online component.

7. **Today's New Homes Section**

*Rita Walker, Sun-Times News Group, Chicago / rwalker@mwp1.com*

Many local papers in the area have been lumping new construction in with resale. We came up with a section for just new construction residential advertisers only. We're printing one section but zoning it four ways. We're offering them one insertion order to multiple publications in which they can penetrate a given geographic area. The section content is really good. Builders wanted good news. Content is written in the newspaper's niche departments, which is part of the advertising department. Different topic each week. Also fill with client supplied press releases.

8. **Sports Poster Program**

*Joanie Nichols, Bureau County Republican / jnichols@bcrnews.com*

Spirit posters for 4 of the local high schools for multiple sports. 11x18 hard glossy sport poster with team photo and team schedule with sponsors on back. Cost \$1500; brings in about \$6,000 per school. Donate the posters to the school booster club.

9. **Cooking Contest**

*Karen Mauermann, Conroe Courier/Courier Plus/Lake Conroe Plus-HCN / kmauermann@hcnonline.com*

We're on our 20<sup>th</sup> year of the cooking contest. There are 7 categories. We advertise for a month asking our advertisers to send us recipes in the difference categories. The staff narrows down all the entries to three per category. Those chosen are invited to come and present their recipe at a local restaurant. We give the participants aprons. The front of the apron is the design that's on the front of the cookbook. Cookbook is magazine size, newsprint, comes out in the newspaper.

10. **Yourseason.com – Online Offering**

*Rita Walker, Sun-Times News Group, Chicago / rwalker@mwp1.com*

Yourseason.com - a group of microsites with a different site for each area high school. Content is basically news regarding high school sports that are written in the print publication, as well as all the photos taken during sporting events. Marketing to high schoolers to put the link on their facebook pages. Handing out promotional items at sport events. Also advertising on scoreboards. A great way for our advertisers to reach teenagers and parents/grandparents. Selling banner ads on the sites

according to the sports season (fall/winter season or spring season).

**11. Community Events**

*Joanie Nichols*, Bureau County Republican / [jnichols@bcnews.com](mailto:jnichols@bcnews.com)

2009 community events tied into advertising packages. We're doing a bridal show; Mommy and Me children's health and product fair; and a senior living health fair and product. In planning process now so no results yet. Existing staff handling it – the advertising and organizing the fairs.

**12. Thin to Win - Editorial Program**

*Joanie Nichols*, Bureau County Republican / [jnichols@bcnews.com](mailto:jnichols@bcnews.com)

Currently a three month editorial program. A take-off of TV's Biggest Loser. This year, the advertising department is joining in with advertising packages and gift certificates from advertisers. We're turning it into a pretty big promotion. It's popular from the participant standpoint and now want to get the advertisers on board.