

Non Traditional Advertising Ideas




NonTraditional Revenue Opportunities:

RedPlum Online Coupon Program




ONLINE DEAL AND SAVINGS BEHAVIOR

- Coupon search and collection is a regular routine with dedicated time allotted
 - **52% spend between 1 hour and 10 hours each week searching for coupons and deals**
- Online deal and savings research is focused
 - **88% seek online deals**
 - **71% visit savings/deals websites daily/weekly**
 - **Across ALL Categories: grocery, dining, clothing etc.**
- Active use of Internet Print at Home Coupons
 - **91% print coupons from websites**
 - **88% redeem printed coupons**



Groceries, meals and clothing are the most frequently searched categories for deals and coupons (89%, 70% & 51%).

Source: Internal Site Member Survey Data – October 2008.



Non Traditional Advertising Ideas

NEWSPAPER SITES ATTRACT LARGE, ENGAGED AUDIENCE

- Over 40% of all Internet users visit newspaper websites
- Newspaper websites:
 - rank highest for “trust in advertising”
 - are most likely to generate action
- Users of newspaper websites:
 - are more likely to shop (91%) and purchase (89%) online
 - Are much more likely to download coupons (43%)
 - are younger (39 years), more affluent (\$74,000 HHI), and better educated (52% college degree) than the average Internet user



Source: POWER USERS 2006, Mori Research; Online Publisher's Association 2008, Jupiter Research.

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COUPON PROGRAMS ARE BACK!

- In today's economic environment, coupons have enjoyed a new resurgence in popularity.
- A combination of print and online coupons and the right promotion will drive consumers to clip or print coupons from your newspaper and web site.
- A new partnership with LocalPoint Media and Valassis allows you to download national grocery coupons to your Web site on a weekly basis.
- LPM/RedPlum Partnership sees value in this partnership for four main reasons:
 - Grocery and consumer goods coupons will drive traffic to community Web sites
 - There is an incredible opportunity to monetize on the local side via banners, local coupons and email marketing (covered in later slides)
 - There is an immediate revenue share available
 - For those papers that do not get the printed FSI's, this is a terrific way to offer these coupons to your readers. For those that do, this is a great way to extend your reach to non-subscribers.
- Nearly 700 URL's have signed up for the program.

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Non Traditional Advertising Ideas

BENEFITS: DRIVING REVENUE AND ENHANCING VALUE

- Integrated fully into newspaper site
- Consumer never leaves your site
- Revenue generating
- Average consumer prints 8-10 coupons per visit
- Coupons from recognizable, national brands
- Little or no integration costs
- Complete reporting
- 3 cents per print
- Create Local Opportunities



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LOCAL REVENUE OPPTY'S - BANNER ADS

<http://www.thebag.com/live/content/index.html>



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Non Traditional Advertising Ideas

PROMOTING THE SITE

Develop a Coupon Strategy

- Cross promote with house ads and online banners
- Promote both in-paper and online coupons
- Promote both national and local



Click, Print & Save BIG

Now get money-saving coupons with the click of a mouse!



- National, high-value coupons on your favorite items updated each week
- Just click and print
- Sign up for our weekly email alert when new coupons appear on our site



(Newspaper Logo and Web Site URL)

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LOCAL POINT

PROMOTING THE SITE

Positioning of coupon information

- Promote visibly on top of Web site
- Create jump page that allows user to click on national or local coupons



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LOCAL POINT

Non Traditional Advertising Ideas

PROMOTING THE SITE

Use Editorial Content to Drive Traffic - A special Offer from Content That Works

The Coupon Queen

Jill Cataldo, "Coupon Queen" and mother of three, saves \$40 to \$60 per week on groceries – and is dedicated to helping her readers reap the same rewards. A Super-Couponer for almost three years, she has saved thousands of dollars on groceries by applying her techniques. She enjoys great deals, getting things for free and getting stores to "pay her" to shop.



Description: Weekly step-by-step lessons on using coupons to save money.

- 500-600 words
- Author Image
- License includes print and online usage
- Word and text documents
- XML, HTML, RSS formats for online

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PROMOTING THE SITE

Use Editorial Content to Drive Traffic - A special Offer from Content That Works

Benefits:

- Proven revenue generator in print and online
- Attracts new advertisers
- Proven traffic builder
- Helps cross-promote print product and drive traffic to Web
- Helps consumers save money (at a time when they desperately need to!)
- New lesson weekly to keep site visitors coming back for more
- Archive rights included for site visitors' reference anytime

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Non Traditional Advertising Ideas

PROMOTING THE SITE

For a limited time, CTW is offering all LPM coupon program participants a 20% discount off their regular price for this timely editorial content.

Introducing Jill Cataldo:



The Coupon Queen

88% of all coupons are distributed via daily and weekly papers:
learn how to build circulation & make more money today

Introductory Weekly Rate Card by Market Rank						
<250	201 to 250	151 to 200	101 to 150	51 to 100	26 to 50	1 to 26
\$14	\$21	\$29	\$37	\$45	\$53	\$58

Weekly Rate Card by Circulation						
<10,000	10,000-20,000	20,001-30,000	30,001-50,000	50,001-100,000	100,001-250,000	250,000+
\$14	\$21	\$29	\$37	\$45	\$53	\$58

*Rates represent a 20% discount off Content That Works regular prices and are in effect until July 31, 2009

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LOCAL POINT

PROMOTING THE SITE

An Online Example of Coupon Queen



The screenshot shows a newspaper website with a search bar and navigation links. The main article is titled "Coupon Queen" and features a photo of a man. The article text includes: "COUPON QUEEN: Super-Couponers' Secret Weapon", "I've got a secret. If you were to walk through my kitchen, nothing would seem out of the ordinary. My refrigerator is well stocked with food, as are my kitchen cabinets. It looks very much like I'd imagine your own kitchen looks. But take a look at...", "Double the savings, double the fun", "COUPON QUEEN: E-coupons and Confused Cashiers", and "Use coupons and get paid to shop".

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LOCAL POINT

Non Traditional Advertising Ideas

PROMOTING THE SITE

A Print Example of Coupon Queen



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PROMOTING THE SITE

Positioning of coupon Information

- Consider multiple promotion positions on your site
- Design a number of ads to appear throughout the site



RedPlum ROS 300x250

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Non Traditional Advertising Ideas

PROMOTING THE SITE

Use Strong “Value” Language

- Promote total value of coupons on Web site and in-paper
- Highlight special value coupons



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EMAIL MARKETING

According to Borrell, last year e-mail advertising moved to the No.1 online ad category spot, surpassing all other forms of interactive advertising.

E-mail addresses are normally collected through site registration, promotions and special offers.

In fact, one of the best ways to increase the number of email addresses in your market is through online contests and/or by offering valuable content to your readers.

The RedPlum coupons in combination with local discount offers, and a reader contest is the perfect email collection vehicle.

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EMAIL MARKETING

According to Borrell and Associates latest report on direct mail and email marketing, one of the largest growth categories on their radar screen in the promotions field is online couponing.

Coupon redemption has risen since 2006, most likely due to the recession.

While Internet-based distribution of coupons has risen several points in the past two years, only about 8 percent of adults who redeem coupons list the Internet as a source of coupons; however, that figure could easily triple in the next two years with the rush to offer coupons via text messaging, the Web and e-mail.

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EMAIL MARKETING

Example of Opt In Email Coupon Program

Grocery Coupons
Get Hundreds of Free Grocery Coupons from ShopAtHome.com

Always free!


Email:

ShopAtHome.com respects your [privacy](#).

Start Saving!

Update me on free coupons and savings

By joining, you agree to the [Terms and Conditions](#) and software [EULA](#) of ShopAtHome.com.

A stack of various grocery coupons, including "FREE 50¢ OFF", "50¢ OFF", and "FREE 2.00 OFF", with a pair of scissors cutting through them.

<http://discounts.shopathome.com/GroceryCoupon-Portal.aspx>

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Non Traditional Advertising Ideas

“PUSH” EMAIL MARKETING

Offer an opt-in email coupon alert program

- Register visitors and send them a weekly link to the newest coupons
- Send email reminders of upcoming coupon expiration
- Promote other “money saving” programs you may have

Advertising Opportunity

- Offer local advertisers a sponsorship of the email alert and direct link to their coupons
- Provide advertisers email ads at a set price for those that “opt in” to receiving other offers

Subscriber Opportunity

- Merge local address information against current subscription database
- Offer subscription to your newspaper with current Valassis coupons

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LOCAL POINT

“PUSH” EMAIL MARKETING – WITH SPONSORSHIP

<http://www.coolsavings.com/home.aspx?SessionID=3f08c739-968a-4c2b-8577-55a1130102ad-2>

The screenshot shows the CoolSavings website interface. At the top, there's a navigation bar with links like Home, Free Stuff, Printable Coupons, Online Coupons, Recipes, Compare Prices, Community, and Coupon Categories. Below this is a registration form titled "To see all the offers at CoolSavings, join today. It's FREE and Fast!". The form includes fields for First Name, Last Name, Gender (with a dropdown menu), Zip, E-mail Address, and Birthday (with dropdowns for Month, Day, and Year). There's a checkbox for "Daily e-mail offers from CoolSavings" and a "JOIN NOW!" button. To the left of the form is a "join now!" graphic with a red arrow. Below the form is a section titled "Free Coupons & Samples" with a sub-header "It's incredible how much you can save with grocery coupons—and online printable grocery coupons are the best way to go! It's free to join CoolSavings for coupons, free stuff, and much more. Check the Printable Coupons for grocery coupons. There are usually about 60 or more coupons! Save on everything from snacks and drinks to pet food and diapers! Plus, visit the Online Coupons page to get insider discounts from major online retailers, department stores, and more." Below this is a "Father's Day is June 21! Get great ideas, compare prices, and save with this Get Guide for Dads and Grads. And be sure to use these Father's Day coupon codes when shopping online. Plus, celebrate Independence Day with these great July recipes!" To the right of the registration form is an advertisement for Genuardi's with the text "NOW at Genuardi's" and "Get your exclusive online coupons". Below the advertisement is a "TOP GROCERY COUPONS" section featuring a coupon for "SAVE \$4 on ALL Non-Drowsy Claritin® 15 count or larger". At the bottom left, there's a "TODAY'S TOP PICKS" section. The CoolSavings logo is in the top left corner, and the Local Point logo is in the bottom right corner.

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LOCAL POINT

Non Traditional Advertising Ideas

LIVE COMMUNITY NEWSPAPER SITES

<http://www.semissourian.com/coupons/>

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LIVE COMMUNITY NEWSPAPER SITES

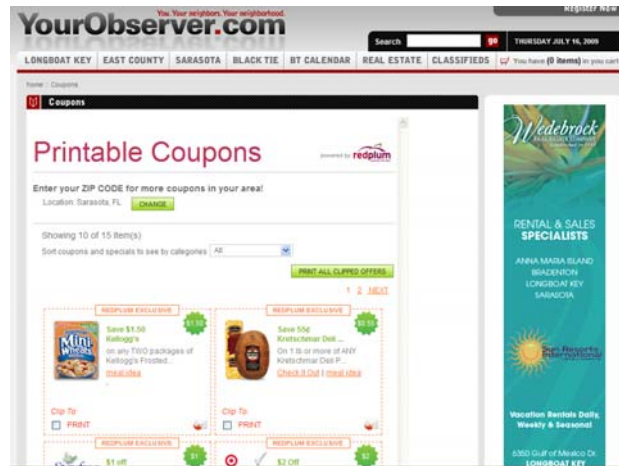
<http://www.the-review.com/>

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Non Traditional Advertising Ideas

LIVE COMMUNITY NEWSPAPER SITES

<http://www.yourobserver.com/content/Coupons-26.html>



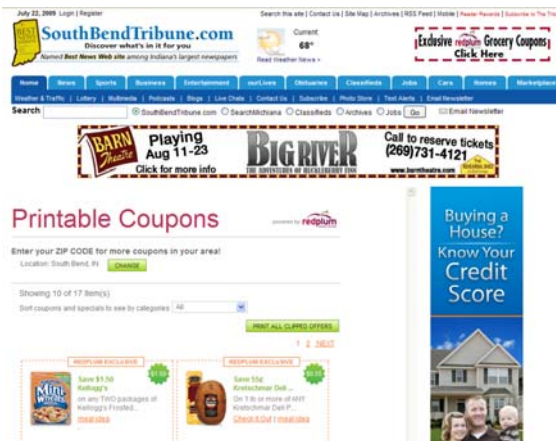
The screenshot shows the 'Printable Coupons' section of the YourObserver.com website. The page is titled 'Printable Coupons' and includes a search bar for ZIP codes. Below the search bar, there are two featured coupons: one for Kellogg's cereal (Save \$1.50) and another for Kroger's cereal (Save \$1.00). The page also features a sidebar with a 'Wedbrook' advertisement for rental and sales specialists. The website header includes navigation links for 'LONGBOAT KEY', 'EAST COUNTY', 'SARASOTA', and 'BLACK TIE', along with a search bar and a date indicator for 'THURSDAY JULY 16, 2009'.

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LIVE COMMUNITY NEWSPAPER SITES

<http://www.southbendtribune.com/apps/pbcs.dll/section?category=coupons>



The screenshot shows the 'Printable Coupons' section of the SouthBendTribune.com website. The page is titled 'Printable Coupons' and includes a search bar for ZIP codes. Below the search bar, there are two featured coupons: one for Kellogg's cereal (Save \$1.50) and another for Kroger's cereal (Save \$1.00). The page also features a sidebar with a 'Buying a House? Know Your Credit Score' advertisement. The website header includes navigation links for 'Home', 'News', 'Sports', 'Business', 'Entertainment', 'Real Estate', 'Classifieds', 'Jobs', 'Cars', 'Homes', and 'Marketplace'. The website header also includes a search bar and a date indicator for 'July 22, 2009'.

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Non Traditional Advertising Ideas

LEARN MORE ABOUT THE PARTNERSHIP

Join the next informational webinars:

Thursday, August 13, 10:00 a.m. EST

Or

Thursday, August 27, 2:00 p.m. EST

Contact SNA Headquarters at sna@suburban-news.org to register

Can't make these times? Contact Tanya Henderson at tanya.henderson@suburban-news.org for more information and for the audio and presentations from our last webinar that can be emailed for you to review with your staff at your leisure.

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Local Papers. Local Websites.
One Order. One Bill.

Thank You.

