

Non-traditional Advertising Ideas

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Three Initiatives

- SemoEvents
- \$25,000 Cash Giveaway
- Mobile Coupon Packages

Non Traditional Advertising Ideas

Big Announcement -- Wednesday, July 15th
SemoEvents as part of Rust Communications becomes the one-stop place for information on things to do both on-line and in print

- Supported throughout the region by the newspapers and websites of
 - Southeast Missourian (Cape)
 - Standard Democrat (Sikeston)
 - Daily Statesman (Dexter)
 - Daily Dunklin Democrat (Kennett)

Sponsorship includes:

Permanent Sponsor Tile on all pages of semoevents.com on websites listed above

- 20,000 impressions per month, delivered via leaderboard position on semoevents.com
- Sponsorship identification on all widget' or mini-calendar promo on websites listed above
- Rectangle ads delivered on semissourian.com headline email blasts, 10 times per month
- Sponsorship identification on calendar in Southeast Missourian every day
- 2x3 full color advertisement on calendar page every day
- 2x3 advertisement in Standard Democrat, Daily Statesman, and Daily Dunklin Democrat one time per week
- Expanded semoMarketplace webpage, designed by Southeast Missourian
- 10,000 on-line video ad impressions per month, on records page of semissourian.com

\$25,000 Cash Giveaway Auto Dealer Promotion

- Outsert wraps (Kraft wrap paper) on the daily newspaper - home delivery - insert on single-copy editions
- Teaser ads leading up to the promotion
- Paid and TMC products
- Re-plating to print winning number on one copy of the product
- More than \$17,000 in new revenue from a car dealer whose spending has not exceeded \$5,000 in the past six months

Hot Deals Mobile Coupons

- Packaging as an enhancement with Marketplace restaurants and other businesses
- Timely specials for happy hours and dining specials
- More than 500 subscribers looking for deals via their cell phones
- Escars Meat Market - special deals on meat products - 10 text coupons over a 10 day period before July 4 for \$100

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