

Growing Revenue Through Successful Partnerships

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Growing Revenue

■ Core Competencies---

What do you do well!

- Delivery
 - Address Specific
 - Saturation
- In-bound and Out-bound Call Centers

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Growing Revenue

■ Assets

- Trucks
- Warehouses

Growing Revenue

■ Delivery

- Reconsider Infrastructure
 - AM Model
 - PM Model

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■ Lists---Databases

- Address Specific Delivery
 - Other Publications
 - Content Specific
- Demographic Specific Delivery
 - Hispanic Publications
- Lifestyle Specific Delivery
 - Apartment Life
 - Entertainment

Growing Revenue

■ Out-bound call center

- Other newspapers
- Other companies

■ In-bound call center

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Growing Revenue

- Assets
 - Trucks
 - Courier Service
 - Hauling Service
 - Warehouses
 - Storage
 - Staging Area

Growing Revenue

- Other Revenue Opportunities
 - Saturation Targets (selling content programs)
 - Door Hanger Delivery
 - Billing

Future Of Circulation

- No longer the traditional circulation department
- We will focus on:
 - Distribution experts (P/L responsibility)
 - Audience development group

Questions?