

Three Industry Associations  
**ONE MEGA-CONFERENCE**  
MULTIMEDIA Key Executives Conference  
Feb. 21-23, 2011 • Vinoy Renaissance Hotel • St. Petersburg, Fla.

Inland Press Association      snpa      SNA

BEST OF  
**MelTaylorMedia.com**  
Hyper-Local Competition  
& Strategies to Succeed

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## What in Common?



going after your  
**Local Ad  
Dollars**

# Life Blood of Newspaper

Local Advertiser Dollars



**RUN ONLINE  
LIKE PRINT  
SAME RULES**

## Run Web like Newspaper

Think like Publisher / Owner

1. **profit**
2. **operations**
3. **editorial**

**in this order**



## 3 Steps for Success



- **Understand Competition**
- **Run Web like Business**
- **Leverage Digital**
  - Operational Efficiency
  - Increase Revenue Share
  - Increase Audience Share



## Cannibalize Print ?

# Skepticism

**Online deals = small**

**Print sales = big**

- Online is small %, but fastest growing
- Advertisers moving larger % to web
- Outsiders talking to clients. They're buying

## solving fear of cannibalization

if we don't  
offer digital...

**someone else will**

## **SIMPLE** First Steps



- Who's in charge
- Comp adjustment
- Know client ad spend
- Pitch current clients
- Simplify sales process

# Who Runs Site

Financially motivated or....

- make it impressive
- drive page-views
- win awards
- sell more print



# Print

## News Hole

**Are you in pain?**  
Get the relief you deserve without drugs or surgery.

**EXPANSION SALE NEW PIANOS SAVE UP TO 40%**  
Quality and Low Cost. Call Now. 1-800-333-3333. [www.piano.com](http://www.piano.com)

**CAT SHOW AT THE CHOOC CHOOC**  
OCTOBER 9-10  
Saturday 11 am - 4 pm  
Sunday 9 am - 3 pm  
Adult \$3.00  
Child 5-11 \$4.00  
Child 2 & under Free  
Sponsor: **\$1.00 OFF ADMISSION**

Where do you think Santa got suited up?

30-40% Off



**RMK**  
SNOWSPORTS

703.556.9020 4877 W. GREENBORO DRIVE, MCKEAN, VA 24120-2828 [snowsports.org](http://snowsports.org)

The image shows a screenshot of a website interface. On the left, a purple vertical bar contains the word "Online" in large white text. Below it, a yellow box contains the text "Ad hole". The main content area is a grid of various sections: "LOGO" and "promo" at the top; "sections" below; "NCAA: Second-round breakdowns" with a photo; "Weather" for "McLean, VA" showing 67°F, 75°F, and 60°F; "Markets" with S&P 500 at 10,741.98 and NASDAQ at 2,374.41; "Sports" with a headline "LeBron James becomes youngest to 18,000 points"; "Life" with a headline "Humber fails to capture laughs, or anything else"; "Reader poll" with the question "Where does your pet sleep at night?"; and "Spokane" with a headline "Humber fails to capture laughs, or anything else". A sidebar on the left lists various services like "News Opinions Information Multimedia Tools" and "Web Search Customer Service".

## Overhaul Comp

- Revenue per rep & manager
- New business per rep (per month)
- Grow % of current clients
- High commission: new clients
- Low commission: transactional
- Bonus & **PENALTY**

## Reps Operating Blind

Fully aware  
of how clients  
are spending budgets?



## Smart Practice

*weekly* instead of *monthly* rates

sounds  
expensive



\$ 400. per month

sounds  
reasonable



\$ 95. per week

REMOVE ALL  
**Geek Speak**



- cpm
- pageviews
- uniques
- click-thru rate
- leaderboards
- pixels
- impressions

## Total Readership

Newspaper: xxx,000  
Online: xx,000  
Total Reach: xxx,000

<b>Total Online</b>	Website:	xx,000	Unique / readers
	Mobile:	xx,000	Apps, alerts
	Social:	xx,000	Facebook, Twitter
	Email:	xx,000	Opt-ins
	YouTube:	xx,000	Subscribers

## How Local Biz Decides to buy your site

- ~~Reads your newspaper~~
- ~~Pageviews, CPM, Price~~
- ~~Design~~
- ~~Awards~~
- ~~Twitter & Facebook~~

# Ad Mix

do they see  
**local business**  
looking great ?

# SNA Webinar: Lessons Learned from the 2011 MultiMedia Key Executives Conference

**EXCELLENT AD POSITION**  
in reader view

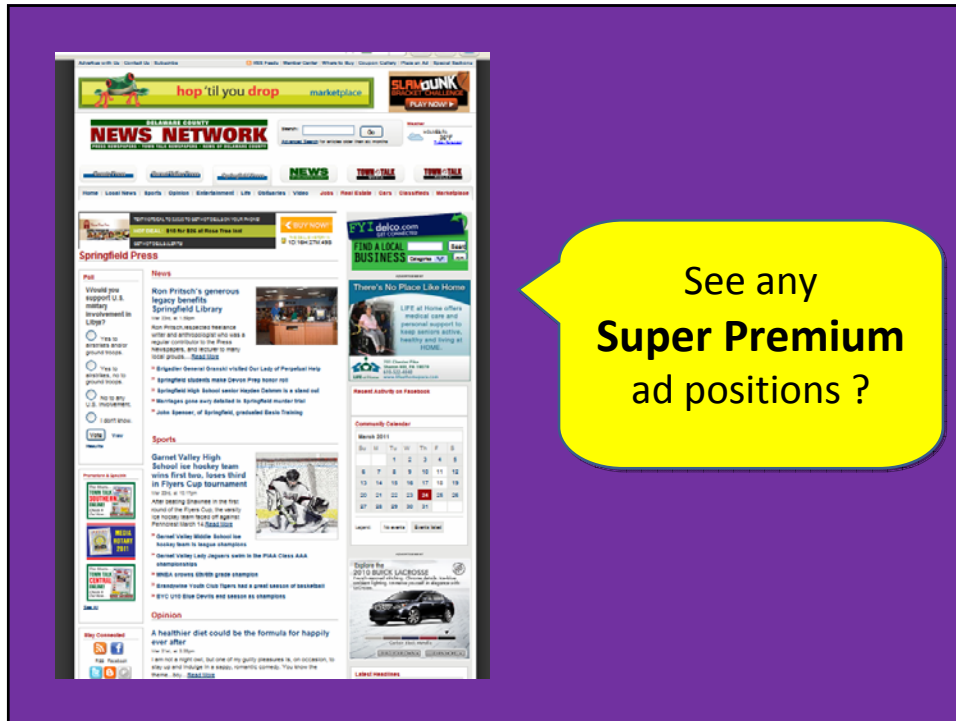
Simple Design

- > Branding
- > Message Awareness
- > Call to action

**WEAK AD POSITION**

outside of reader view

visually bland



The screenshot shows a news website home page with a purple background. At the top, there are navigation links and a search bar. Below that, there are several news stories and advertisements. A yellow callout bubble on the right side of the page contains the text: "See any Super Premium ad positions?".



The screenshot shows a news website home page with a purple background. The text "Home Page Premium Unit 300 x 600" is overlaid on the left side of the page in yellow and white. The screenshot shows a news website home page with a purple background. At the top, there are navigation links and a search bar. Below that, there are several news stories and advertisements. A yellow callout bubble on the right side of the page contains the text: "See any Super Premium ad positions?".

cause of cancellation

# BAD

## Banner Design



Click here for...

- Gift Cards
- Menus
- NYE Reservations



Well designed...

- Branding
- Message Awareness
- Direct Response



**Newspaper USP**  
unique selling proposition

What can **Newspaper** offer...  
that **PATCH & OTHERS** can't ?

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