

PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

Fly Eagles Fly!



Champions bring out the creative in all of us. This is *our time*, PA, to not only rally around the Philadelphia Eagles, but to also grab new revenue streams. Don't forget to offer these must-have rev generators to your advertisers and readers!

- Commemorative front pages
- Power Pages - full-page commemorative images
- Shirts printed with commemorative images
- Wall plaques
- Daily player posters
- Trivia games with sponsors
- Ticket giveaways
- Discount on the color green (for advertisers)
- Cheer cards
- Coffee table Championship Book
- Reader story submissions and fun videos
- Championship/Super Bowl coverage widget on home page - stats, player profiles, archived content, countdown clock
- Playing cards with player profiles
- Super Bowl Box Pool

What is your news media organization doing to prepare for the big game? Please email your Super Bowl-related initiatives to [Jane Hungarter](#).