

INSIGHT

Marketing and Research Newsletter

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New Year, New Strategies 2017

As 2016 comes to a close, advertising directors and managers are planning for 2017. Planning for the new year involves reviewing budgets, examining this year's projects, looking at successes and areas that need improvement, and dozens of other steps to be completely ready for the new year. We spoke with some Pennsylvania ad directors and managers to see what steps they are taking to prepare for the new year.

MARK ALTAVILLA, *The Citizens' Voice* (Wilkes-Barre)

"We're going back to basics, losing the gimmicks and getting the fundamentals down. We're also reviewing this year's special sections to see what was good and what wasn't so good. If we decide to remove a special section, we always ask, 'What can we do to offset the cost of removing the section?'"

We don't just look at our end-of-the-year numbers, we go month-by-month too. Really, we're just going back to the basics and simplifying sales calls, getting people on the road selling as much as possible, and listening to what the clients are saying and hearing what they say."

MARY ANNE RIZZO, *The Tribune-Democrat* (Johnstown)



"One of the first things we do is make sure our calendars are updated. Updating the calendar entails reviewing our special sections and removing the ones that didn't work. We also plan for significant tabs that we work closely with the editorial department on, such as our inauguration tab and an opioid resource tab.

Something else we're planning to expand in 2017 is converting more of our special sections to a magazine. We did that with two of our special sections this year and people loved them. Our revenue grew substantially when we made the change and we doubled our sales effort and doubled our revenue."

BRAD BAILEY, *Pocono Record*

"Going into 2017, we're hoping to continue growing our digital sales. This was a great year in digital for us and we plan to be very aggressive in 2017 as well with goals of growing by 20% in 2017.

Every month we run one newspaper promotion; after 10 months we made \$200,000 from promos alone. We plan to grow our promos in 2017, too. Some of the ones we ran

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INSIDE THIS ISSUE:

Submit a photo of your pet to be published in the 1st Annual



THE SECTION WILL PUBLISH AUGUST 31ST
To Enter Your Pet Send Us Your

Name _____	Pet's Name _____
Address _____	
Phone _____	
Donation Amount _____	Mail or drop off your submission to _____
Make Payment Remittance No. _____	

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New Revenue-Generating Ideas from PNA Members

The much-anticipated Managers' Roundtable session at this year's annual PNA Advertising Conference included a lively interactive discussion, as well as the presentation of new product ideas, revenue-generation projects, and successful campaigns. Those in attendance left feeling energized with new initiatives to implement at their own news media organizations. Here are some examples.

NEW PRODUCTS

MAKE YOUR PET A STAR TOP 12 PET FINALISTS

Starting today, vote from the top 12 pets shown below until the 17th day after the Indiana Gazette's September 20th deadline. Proceeds benefit Four Pooded Friends & The Indiana County Humane Society.

To vote, call Brenda, 724-267-4545 ext. 224 or mail ballots of ballot by September 17th. \$25 per vote or \$1 for 5 votes.

1 Penny, 2 Cate, 3 Elio, 4 Coco, 5 Lizzo, 6 Minnie, 7 Coody, 8 Bailey, 9 Hero, 10 Lizzo, 11 Rosie, 12 Trevor.

VOTING BALLOTS

MAKE YOUR PET A STAR BALLOT
Both accepted 14 September 17 Winner picked September 20

OFFICIAL RULES

All About Pets Section – This special section includes articles about pets, as well as the “Make Your Pet a Star” contest. A \$5 donation is collected when readers submit a photo of their pet, and those interested pay 25 cents per vote to cast their ballot for their favorite. A portion of the money raised is donated to two pet-related organizations.

– The Indiana Gazette

FRIENDS & SELFIES

We have already begun receiving photos for “Friends & Selfies,” a new photo collage that will publish in the pages of the Gazette. Here are a few of the first selfies we have received. The Gazette wants to know *More About You*, and is offering several ways for you to share that with us: with “Poets Crossing,” “Friends & Neighbors Recipe Swap,” and three more photo fea-



Carson Greene taking a selfie with Carol Burnett.



So much fun! The kids were troopers. Jodi Carry snaps a family selfie while biking in Pittsburgh with son, Chase; daughter, Ava; and husband, Matt.



Michael and Paula Laverick of Harpers Ferry, WV

Reader Submitted Content

– Newspaper readers are invited to submit original content for publication including selfies, photos of friends and family, poetry, recipes, as well as vacation photos of someone holding a copy of the newspaper.

– The Indiana Gazette

Old School Vendor Tabs

– Every community has businesses that are celebrating a milestone, anniversary, or other momentous occasion.

Ad sales reps can work with the organization to provide meaningful content, and solicit

ads from related manufacturers, distributors, and other complementary organizations, to congratulate the business.

– The Republican Herald (Pottsville)

Distinction – A glossy magazine targeted to affluent households in the Pittsburgh market includes digital exposure.

– Pittsburgh Post-Gazette

Pittsburgh Post-Gazette

DISTINCTION SPRING 16

POP GOES PITTSBURGH NATIVE **GEORGE BENSON**

5 PLACES TO SEE JAZZ LIVE

LOCAL BEER SCENE FERVENTS

SUMMER IN PARIS

DIVINE INSPIRATION

NORTH SCHUYLKILL JR./SR. HIGH SCHOOL
Presents Guys and Dolls

WHERE
15 Academy Lane, Ashland

SHOW TIMES
April 1, 2016 • 7:30 p.m.
April 2, 2016 • 7:30 p.m.

TICKET PRICE
All Tickets \$10

Director Gary D. Lucas
Assistant Director John M. Cuthie

Director's note
We chose *Guys and Dolls* this year because we have some very strong senior guys who are really interested in this show. *Guys and Dolls* is a classic Broadway musical that has been revived many times. It's a great story. The North Schuylkill Theatre Arts Program has a tradition of producing outstanding musicals each year and this year's production will continue that excitement tradition.

2015 MAJESTIC AWARDS WON
Outstanding Production
Outstanding Director

Make a difference in the life of a child... Become a Foster Parent
Training, Support & Compensation Provided.

www.fostercare.com • 570-271-0590 • 800-876-0590

High School Musical Section

– A Playbill-style section highlights all of the area's high school musicals, and lists the names of the students who participate. Sponsor ads appear across the bottom of the page, and on the back page of the section.

– The Republican Herald (Pottsville)

Rejs Transportation

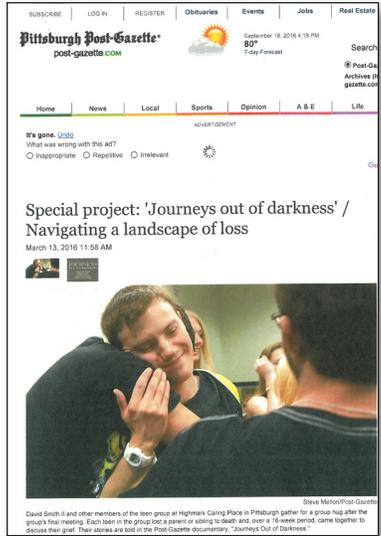
Celebrating OUR 35TH Anniversary

Charter • Tours • School Bus Service

Beaches • Broadway • Casinos • New York City • Concerts • Shopping • Festivals • Cruises • Sports • Wine Trails & Much More

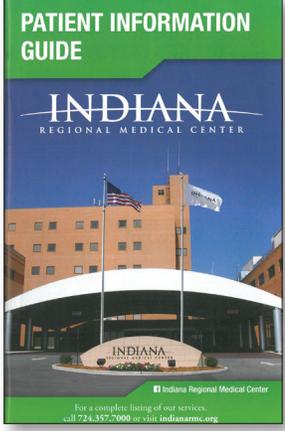
REPUBLICAN HERALD

NEW PRODUCTS



Journeys out of Darkness – A series of stories, pictures and videos devoted to grief after the loss of a loved one.
 – Pittsburgh Post-Gazette

Ticket Extra – A former Pennysaver publication was overhauled to include the addition of repurposed content that doesn't expire. The redesign has resulted in new entertainment industry advertising since the paper is delivered on Thursday.
 –Pittsburgh Tribune-Review



Patient Information Guide – In conjunction with a local hospital, a patient guide was designed to include local advertising that was sold by ad sales reps.
 – The Indiana Gazette

ADVERTISING MANAGEMENT

Design Recognition – Ad sales reps and graphic designers are incentivized with \$10 per entry to submit their best creative ideas for the PNA Foundation's Advertising Tearsheet Contest. If the ad wins an award, the person who submitted the ad receives \$50 for first place, and \$25 for second place. This strategy encourages reps and designers to maintain a folder of exceptional ad designs throughout the year.
 – Reading Eagle

Great Sales Behaviors – To continuously improve advertising sales performance, ad sales reps are asked to grade themselves each quarter to assess their strengths and weaknesses related to a number of key performance indicators. Based on specific criteria, the reps identify whether their behaviors would be classified as not acceptable, good, or great. An action plan is then developed to help the rep improve certain behaviors by one category. [View the chart.](#)
 – The Times News (Lehighnton)

DIGITAL IDEAS

High School Sports Sponsorships – Sponsorships were sold for a game of the week promotion, and a weekly scoreboard feature included an ROS campaign, Twitter exposure, and a guarantee of 500,000 impressions.
 – The Philadelphia Inquirer

Native Advertising – Strategic alignment of content and advertising is key to the success of native advertising. A Halloween **attraction** sponsored tips on how to apply zombie make-up like an expert. **Airbnb** offered tips on funding a vacation when Pope Francis came to Philadelphia. **SeaPak** shared shrimp recipes in celebration of national shrimp day. Using content networks such as **Content that Works** makes it easier to find appropriate editorial. Consider offering clients a discount on the cost of advertising if they provide their own content.
 – The Philadelphia Inquirer



Download PNA's Newest "Big Book" **The Big Book of Industry Promotion**

Pennsylvania news media organizations promote their products, services and brand messages through a variety of platforms including advertising, marketing partnerships, events, community engagement initiatives and more. From community improvement programs, to holiday fundraisers, concert sponsorships, and social media contests, learn more about how Pennsylvania newspapers are actively engaging with readers, advertisers and the general public.

[Click here to download.](#)

continued from Page 1

this year were a college hoops contest, coloring for adults, back to school contest, and an ugly grill contest.

We can't stress enough to our sales reps the power of planning, so it's something we'll continue to do this year. There are too many products to let the advertiser choose on their own. There's a product for every customer, but it's the rep's job to find the right one. An accurate needs analysis is crucial. We tell our reps to get it early to match the best product to the most pressing need."

MIKE JOYCE, *The Republican Herald* (Pottsville)

"To get ready for 2017, we've been reviewing every special section and if we remove one, we're asking, 'What can we replace it with?' Being part of the Times-Shamrock Company, we have the ability to use sections that might not have worked for our sister papers, but might work for us. The key is to make sure we maintain our revenues each year, which is why we also review the budget.



We look at things throughout the year too, so we're always planning ahead. We look at each sales territory and ask, 'How can we help the businesses continue to thrive in their communities?'

In 2017, we plan to incorporate digital even more. We'll try anything new and review what's existing too. We're going to sponsor contests and promotions for businesses. Something else we want to try is to bundle a digital component with special sections when it's applicable, but the key is to maintain the value of the digital product."

MATT MILLER, *Observer-Reporter* (Washington)

"There are two things we're focusing on in 2017 to help us improve and attack in different markets – technology and training.



The advertising market is incredibly competitive, so to succeed, we need to be better at our jobs. Our trainings focus on retaining customers, knowing what a customer wants and needs, and creating packages that reflect a customer's wants and needs. We gauge how we're doing by sending out surveys to advertisers after one month and ask them to tell us. We also are implementing new audience engagement solutions, which ties in with our tech goals.

We work with LEAP Media Solutions to learn more about our market data (who we reach and who we don't) to help identify look-alikes to prospect. Another element we're adding to our digital tool belt is marketing automation and a new digital media kit. By using a form, we can capture a data snapshot of who looks at or requests the media kit and a sales rep follows up. If someone looks at the Observer-Reporter but doesn't appear in the manifold, we send them a note providing additional information about us and encourage them to get involved.

Additionally, we did some research to find out where the ad money is going in the market other than us. Instead of trying to compete in the market, we're trying to make the Observer-Reporter a one-stop shop. A lot of companies are posting on dozens of job boards, but we're saying that if they go through us, we'll take care of getting the job posted on all of the different boards. We saw a need and we're trying to meet it."

Enhance Your Next Sales Call by Contacting PNA's Sales and Marketing Hotline

As you prepare for your next sales call, be sure to contact PNA's Sales and Marketing Hotline. Whether you're looking for information about a particular category of business, consumer media preferences, co-op related data, or just "something" that will give you the sales edge, we will provide you with materials and statistics that will make a positive impression with your clients.

Here is a sampling of the information that we can provide to you – all at no cost, as a benefit of membership with the PNA!

- Demographic information to help identify a target audience
- Media consumption reports
- Peak sales months by category of business
- Industry opportunities/challenges/trends
- Average sales information by category of business
- Suggestions for ad copy
- Customized marketing flyers

Make your next sales call your best sales call by contacting PNA's

Sales and Marketing Hotline at 717-703-3041.



NEWSPAPERS EFFECTIVELY REACH MARKET MAVENS

a.k.a. Women 25-54

Research has found that women ages 25-54, deemed as "Market Mavens," are **today's emerging newspaper readers.**

They read a print or digital edition most days of the week, and are responsible for making the majority of purchasing decisions for their household. Savvy retailers can reach this desirable audience by advertising regularly in their local newspaper.



81.1% of Pennsylvania women, ages 25-54, read a daily, Sunday, or non-daily, print or digital newspaper, or visit a newspaper website, each week¹ making them a perfect target for local advertisers.

WHO ARE MARKET MAVENS?²

- 25-54-year-old women who have children
- Homeowners in the suburbs
- Household income over \$150,000
- Confident and capable money managers
- Environmentally-conscious
- Addicted to digital devices
- Active on social media
- Tech-savvy
- Fashion leaders
- Writers of positive product reviews



WHY ARE MARKET MAVENS IMPORTANT?

64 percent of women made a local purchase in the past month as the result of seeing a newspaper ad.³

They are **early adopters** who try new products before her friends, and tells everyone about them.²

They make the **majority of purchasing decisions** for her household related to groceries and home items, healthcare, insurance, finance, and home buying.²

70 percent use coupons regularly.⁴

MARKET MAVENS ARE MORE LIKELY TO:²

- ▶ Follow trends in **health and fitness**.
- ▶ Be an **experienced traveler**.
- ▶ Buy **locally-grown food**.
- ▶ Purchase **environmentally-friendly** products.
- ▶ **Contribute** to political candidates.
- ▶ Prefer shopping at **local retailers** over national chains.
- ▶ **Share content** with their networks.

Sources: ¹2016 Release 1 Nielsen Scarborough Report. Copyright 2016 Scarborough Research. All rights reserved.; ²CivicScience; ³American Opinion Research; ⁴ NAA

[CLICK HERE TO DOWNLOAD THIS INFOGRAPHIC](#)

TIPS TO HELP YOU Sell Digital Advertising

By Matt Caylor

MANSI Media

Ask any media sales person and they will agree, the sales process has become increasingly complex and more difficult over the past 15-years, but the goal remains to sell more while maintaining valuable relationships.

As the sales process has evolved beyond our traditional products, our front line sales representatives are now tasked with selling a wider variety of solutions than ever before. An average sales person's products range from our bread and butter products (ROP, Inserts, etc.) to niche print publications (special sections, community magazines, etc.) to the newest digital products (desktop/mobile display, search, email, etc.).

Beyond the rapid expansion of the product portfolio, sales teams are also impacted by the continued fragmentation of the media and the disruption caused by the inclusion of digital into a consumer's daily life. With less time being spent with traditional media outlets, an inclusion of additional elements must be utilized to reach the same saturation levels as were achieved in the past. For example, a half-page ROP ad does not capture the same share of the consumer's attention as in the past and needs to be supplemented with additional elements (online display on the local news media property is a great option).

In the current environment, with increased pressures on sales and a more diverse portfolio, it is important for sales people to look at ways to keep their entire product portfolio relevant to the sales process.

PRE-CALL PLANNING

Before the first interaction with the client it is important to have an understanding of their current situation. As with all sales, this research helps to build trust with the client and to provide valuable insight to the sales person.

With the inclusion of digital, the sales person will need to include a few additional elements into their process.

- Does the advertiser currently have a website?
 - ▶ What is the quality of that website?
 - ▶ What is the objective of that website? (Informative or Direct Sales)
 - ▶ Is the site optimized for mobile? (Test your own site with Google)
- Are there online reviews of the advertiser? Are they good or bad?
- Does the advertiser have a social presence? Are they updating frequently?
- Where does the advertiser appear in a search?

Each of these elements can be accomplished quickly, but

Average Time Spent per Day with Major Media by US Adults, 2012-2018
hrs:mins

	2012	2013	2014	2015	2016	2017	2018
Digital	4:10	4:48	5:09	5:28	5:43	5:53	6:01
— Mobile (nonvoice)	1:28	2:15	2:37	2:53	3:06	3:15	3:23
—Radio	0:26	0:32	0:39	0:44	0:47	0:50	0:52
—Social networks	0:09	0:18	0:23	0:26	0:29	0:32	0:34
—Video	0:09	0:17	0:22	0:26	0:29	0:31	0:34
—Other	0:44	1:08	1:14	1:16	1:20	1:22	1:24
— Desktop/laptop*	2:24	2:16	2:14	2:12	2:11	2:10	2:08
—Video	0:20	0:22	0:23	0:24	0:25	0:25	0:24
—Social networks	0:22	0:17	0:16	0:15	0:14	0:13	0:13
—Radio	0:07	0:06	0:06	0:06	0:06	0:06	0:05
—Other	1:35	1:31	1:28	1:27	1:26	1:26	1:26
— Other connected devices	0:18	0:17	0:19	0:23	0:26	0:28	0:30
TV**	4:38	4:31	4:22	4:11	4:05	4:00	3:55
Radio**	1:32	1:30	1:28	1:27	1:27	1:26	1:25
Print**	0:40	0:35	0:32	0:30	0:28	0:27	0:26
—Newspapers	0:24	0:20	0:18	0:17	0:16	0:15	0:15
—Magazines	0:17	0:15	0:13	0:13	0:12	0:11	0:11
Other**	0:38	0:31	0:26	0:24	0:22	0:21	0:20
Total	11:39	11:55	11:57	12:00	12:05	12:07	12:08

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *includes all internet activities on desktop and laptop computers; **excludes digital
Source: eMarketer, April 2016

207855

www.eMarketer.com

each of the elements provides valuable information before a sales person's first interaction.

For example, the availability of a website and its quality will dictate where to direct a digital advertising campaign. If the property is of poor quality, then alternative (e.g. linking to their social media presence) options need to be sought. Also, if the site is not mobile-friendly, then mobile advertising elements should not be proposed as part of the campaign.

At first, a sales person might believe this information will be difficult to uncover, but a simple search through a search engine (Google, Yahoo, Bing) will uncover the above information within five-minutes, time well spent to uncover important information about a client and to reveal potential pain points.

DISCOVERY

With pre-call planning complete, the next step is the discovery process. This portion of the sales cycle is where a sales person is looking to investigate the advertiser's current situation and uncover potential for advertising solutions. With the inclusion of digital into the process, we are presented with some additional questions to uncover opportunities or threats.

In the current environment, with increased pressures on sales and a more diverse portfolio, it is important for sales people to look at ways to keep their entire product portfolio relevant to the sales process.



For example, the following three questions can help uncover advertising needs:

If the client has poor reviews online.

"I noticed you have a number of negative reviews online. Do you think those could negatively impact your business?"

This type of question provides a springboard in the pitch process to propose local digital tools to counter those negative reviews.

If the client has an active social media presence.

"You are sharing a lot of information through social media. What are you looking to accomplish through your time spent sharing?"

This type of question positions the sales person to speak to the restricted reach through social media that brands have, only reaching a small percentage of their audience with each post, and how they can provide a paid outlet that can better meet the goals they would like to achieve through social sharing.

If the client is looking to push sales through their website.

"I saw on your website that people can purchase (items, services, etc.) right through your website. Are you meeting your goals for online sales?"

This type of question can reveal either a positive or negative, but with either response an opportunity for sales. If online sales are below the goal, then new digital advertising can solve that issue. If online sales are already above goal, the advertiser can capitalize on that success to drive more sales with advertising through their local news media property.

The inclusion of digital does not change the function of this step, but it does provide additional opportunities to deliver a positive solution to the client.

PITCH

After determining the advertisers needs, the next step is to present them with solutions. In the pitch phase, the sales person is utilizing what they learned through pre-call planning and the discovery process to present a solution.

The inclusion of digital does not change this process, but there are three points that should be considered while building the pitch.

1) The long legacy of print has left many SMB advertisers comfortable with the newspaper as an option, but less so with digital. It is important to remember that is highly likely that the local advertiser is less knowledgeable about digital advertising and will require additional education.

2) With less knowledge of digital, SMB's may doubt its value or be afraid to invest their dollars in an untested product. A sales person should remember to share examples or testimonials during the process to help alleviate this fear.

3) Small- and medium-sized businesses are contacted regularly by digital advertising providers. It is important for a local sales person to highlight the positive differences between their offering (local presence, ability to provide a multi-media campaign, etc.) over those reaching the SMB through phone or email outreach.

With the sale finalized (ideally ending with a strong close) the process continues to the next step.

FOLLOW-UP

After the sale, the process is not yet complete. With digital, the advertiser does not receive a tangible product as a result (i.e. tear sheet or physical copy). This lack of tangibility can lead to doubt of the product's effectiveness. To alleviate these doubts and drive repeat sales, the sales person should be prepared to provide two items:

- 1) A screenshot showcasing the copy delivered
- 2) A traffic report that tells the story of success

The final traffic report should adapt to the knowledge level of the client. While more sophisticated clients will be satisfied with a straight forward reporting of impressions and clicks, the average SMB needs to have the report explained. The sales person should be prepared to explain impressions in terminology the client will understand as well as explaining the benefit of the campaign beyond the click (driving engagement in the same way traditional advertising does).

At first glance, the addition of digital may appear to be difficult to accomplish, but with a small amount of practice and short investment of time per client it can be accomplished with beneficial results. Bringing digital to a client helps to cement the sales person as a valuable marketing source and raises a barrier to entry from other advertisers looking to capture a portion of the advertiser's dollars.



Spring Ahead with Advertising Sales

The recent Media and Advertising Use in Pennsylvania study conducted by American Opinion Research found that advertising in Pennsylvania newspapers is ranked as the most valuable and useful – significantly ahead of radio, television, magazines, social media, and the Internet. Six in 10 Pennsylvania consumers make a purchase at least monthly as a result of newspaper advertising. [Share this customizable marketing flyer](#) with your advertising clients to help add a little “spring” to their 2017 sales!

'Why Newspapers' Provides Valuable Resources

Whether you're looking for research statistics that demonstrate the strength of newspaper readership in Pennsylvania, information that highlights that newspapers are the preferred medium of choice for valuable consumers, new special section ideas, strategies to grow circulation, or are just curious, in general, to see how you can better market your news media organization, the “Why Newspapers” section of the PNA website may have just what you need.

This section is devoted to providing members with marketing tools designed to assist in sales, marketing, readership, and more. Be sure to visit <http://panewsmedia.org/why-newspapers> today!

Click [here](#)* to read the brochure that highlights the contents of the “Why Newspapers” section of our website.



ADVERTISING 201: Sales Strategy in a Multimedia World



Generate more revenue! Learn how to better manage sales calls, handle objections and improve negotiation skills while also building multimedia proposals that give advertisers a reason to act.

Enhance your multimedia sales strategies through this three-hour, interactive session. Ideal for sales reps looking to brush up on the basics while also enhancing skills and those just getting their feet wet! Workshop is held regularly in Harrisburg with customized onsite sessions also available upon request.

Featuring Renee Tacka, former major accounts sales manager and director for The Patriot-News, Harrisburg, as well as MediaOnePA in York. Renee is an adjunct professor of marketing at York College's Graham School of Business.

Workshop will be offered in 2017!
Check for updates: www.panewsmedia.org.



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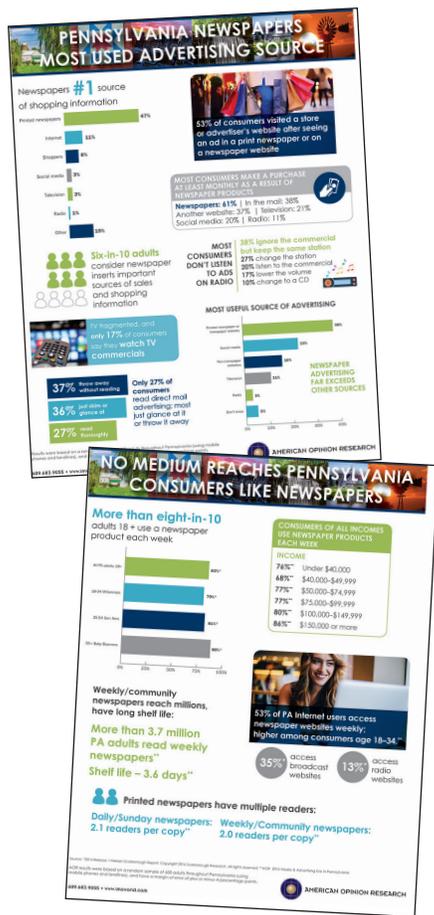
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Infographics Highlight Newspaper Readership and Advertising Effectiveness

The results of the 2016 Media & Advertising Use in Pennsylvania study conducted by American Opinion Research found newspapers are the most valuable and useful source of local shopping information - and ads in newspapers result in sales for retailers.

Newspapers are also widely read by adults of all ages and incomes.

Download the [advertising](#) and [readership](#) infographics to share with your advertising clients. The full AOR study can be found [here](#).

Celebrating 20 years of TV Magazine Ad Sales!



Call 910-323-0349 today to discuss boosting your annual advertising revenue with a new or existing TV listings section!

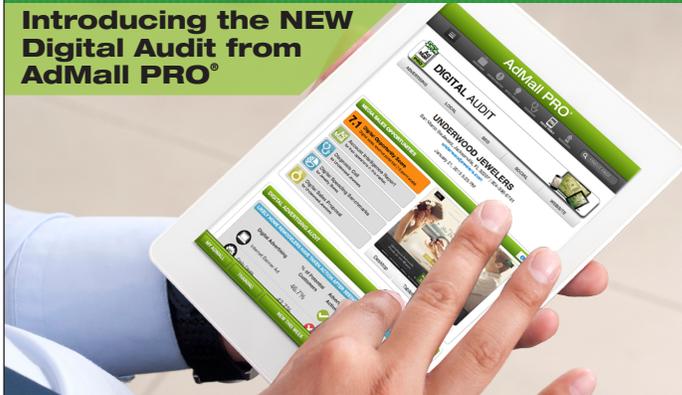
ADVANTAGE

NEWSPAPER CONSULTANTS

www.newspaperconsultants.com

Turn Big Data into Big Digital Revenue

Introducing the NEW Digital Audit from AdMall PRO®



- Real-time analysis of the advertiser's digital activity and findability in less than a minute
- Provides a Digital Opportunity Score directing you to accounts with the most revenue potential
- Compares the advertiser's use of digital to their ideal customers – and their competitors



Schedule a free demo today!
614-794-0500 | AdMall.com

sales opportunities

second quarter

april

Community Banking Month

Community banks are relationship lenders who want their customers to understand their finances so they can be smart consumers who are in control of their financial well-being.

Newspaper readers are more likely, than the average person, to:

- Have Certificates of Deposit (CDs).*
- Invest in stocks and bonds.*
- Hold a home equity or home improvement loan.*
- Own a checking and savings account.*
- Possess an auto loan.*

Top Advertising Prospects:

Auto dealers • Colleges/Universities • Community banks • Credit unions
Financial planners • Home builders • Realtors • SMBs • Senior living facilities



More than 8 in 10 adults in Pennsylvania who use a bank, read a newspaper each week.

[Click here to download](#), and customize, marketing flyers related to automotive, banking, and financial planners, in your market area.

Income Tax Filing Deadline - April 15, 2017

Local advertisers can create a sale where they offer a discount equal to the state sales tax for selected purchases incorporating the theme, "Ax the Tax Sale," or "You've Paid Enough Taxes Sale."

Accounting/Tax service clients are more likely, than the average person, to:

- Read a newspaper 6-7 days a week.**
- Enjoy the business/money/finance section of the newspaper.**
- Take action as a result of a newspaper ad.**
- Donate at least \$100 to a charity in the next year.**
- Be pro-active about planning for retirement in the next year.**
- Purchase life insurance in the next year.**

Top Advertising Prospects:

Accountants • Attorneys • Bars/Nightclubs • Charitable organizations • Computer/Software stores • Financial planners • Grocery stores • Insurance providers • Pizza delivery services • Restaurants • SMBs • Tax preparation services



Nearly 9 in 10 adults in Pennsylvania who use a tax preparation service read a newspaper each week..*

[Click here to download](#), and customize, marketing flyers related to attorneys, bars/nightclubs, financial, grocery, men's clothing, restaurants, and women's clothing, in your market area.

Easter – April 16, 2017

There are a lot of promotional opportunities surrounding Easter for a variety of advertisers. Grocery stores can highlight their eggs, candy, and dinner items. Restaurants may focus on dinner specials. Children's apparel retailers can feature suits, shoes and accessories. Dry cleaners can advertise cleanings of their customer's Sunday bests. Book stores can push religious books and other related-items.

Church/Religious group members are more likely than the average person to:

- Take action after seeing a newspaper ad.**
- Shop at locally-owned businesses.**
- Make an effort to buy American whenever possible.**
- Pay more for higher quality items.**
- Shop where salespeople are friendly and helpful.**

Top Advertising Prospects:

Bakeries • Banquet/Party centers • Bookstores • Candy shops • Card/Gift shops • Casual clothing stores • Catering/ Chef services • Children's and Infants' clothing stores • Churches/Religious organizations • Convenience stores • Department stores • Dry cleaners • Fish/Seafood markets • Florists • Grocery stores • Malls/Shopping centers • Party supply stores • Photographers • Religious book stores • Restaurants • Specialty food stores • Wineries

[Click here to download](#), and customize, marketing flyers related to bookstores, card/gift shops, children's clothing stores, dry cleaners, florists, grocery stores, malls/shopping centers, and restaurants, in your market area.



*Eighty-five percent of Pennsylvania adults who donate money to religious organizations read a newspaper each week.**

Earth Day – April 22, 2017

Earth Day promotes a healthy environment and a peaceful, just, sustainable world. Retailers who sell environmentally-friendly products or services, or items that come in environmentally safe packaging, can have an Earth Day Sale, and donate a portion of sales to local recycling efforts.

Newspaper readers are more likely, than the average person, to:

- Support politicians based on environmental positions.*
- Use rechargeable batteries.*
- Recycle electronics.*
- Buy eco-friendly household cleaning products.*
- Donate money or time to environmental causes.*
- Use cloth/reusable shopping bags.*
- Pay more for eco-friendly products and services.*
- Buy locally grown food.*
- Have energy efficient windows.*
- Use energy-efficient light bulbs.*

Top Advertising Prospects:

Alternative energy solutions providers • Auto dealers • Camping/Outdoors stores • Coffee/Tea shops • Consignment shops • Garden Centers/Nurseries • Grocery stores • Farm supply stores • Hardware stores • Health/Natural food stores • Outdoor power equipment dealers • Restaurants • Smoothie/Juice shops • Window suppliers

[Click here to download](#), and customize, marketing flyers related to automotive, grocery stores, home improvement supplies, and restaurants, in your market area.



*More than 8 in 10 Pennsylvania adults, who engage in eco-friendly activities, read a newspaper each week.**

may

Cinco de Mayo – May 5, 2017

Create sales opportunities for your advertisers involving a Mexican theme, or the number five. Mexican restaurants can offer specials on meals and drinks.

Latin music lovers, are more likely than the average person, to:

- Take action after reading a newspaper ad.**
- Shop at locally-owned retailers.**
- Rent party supplies in the next year.**
- Use catering services in the next year.**
- Shop at stores that support a local cause/charity.**
- Pay more for healthy/organic food products.**

Top Advertising Prospects:

Banquet/Party centers • Bars/Nightclubs • Caterers • Grocery stores • Party rental stores • Restaurants • Wineries



*Nearly 9 in 10 Pennsylvania adults, who ate at a Mexican restaurant in the past month, read a newspaper each week.**

[Click here to download](#), and customize, marketing flyers related to bars/nightclubs, grocery stores, and restaurants, in your market area.

Mother's Day – May 14, 2017

Retailers can help to make mom's day special by promoting all of her favorite things.

People who dine out on Mother's Day are more likely to:

- Take action as a result of seeing a newspaper ad.**
- Buy from small family-owned, or independently-owned businesses.**
- Pay more for higher quality products.**
- Shop at a store to support an important cause/charity.**
- Spend at least \$500 on shoes in the next year.**
- Take a cruise in the next year.**
- Purchase family portraits in the next year.**

Top Advertising Prospects:

Bakeries • Bookstores • Candy shops • Card/Gift shops • Coffee/Tea shops • Cosmetics/Skin care shops • Day spas • Department stores • Florists • Home accessories stores • Jewelry stores • Malls/Shopping centers • Photographers • Restaurants • Shoe stores • Travel agencies • Women's clothing stores



*More than 8 in 10 women in Pennsylvania read a newspaper each week.**

[Click here to download](#), and customize, marketing flyers related to bookstores, card/gift shops, day spas, florists, home accessories, restaurants, and women's clothing, in your market area.

Indianapolis 500 – May 28, 2017

The Indianapolis 500 is a natural tie-in for auto-related accounts. They can have an in-store drawing for tickets to a local raceway or racing event, or offer a \$500 discount on an auto purchase. The term Indianapolis 500 is a registered trademark, so it cannot be used in advertising materials.

Adults who watch the Indianapolis 500, are more likely than the average person, to:

- Read the sports section of a newspaper.*
- Take action after seeing a newspaper ad.**
- Spend \$35,000 or more on a new vehicle purchase in the next year.*
- Enjoy fishing and camping.**
- Play golf.**
- Participate in wood working.**
- Tailgate before sporting events.**



*Nearly 9 in 10 Pennsylvania adults, who watch the Indianapolis 500, read a newspaper each week.**

Top Advertising Prospects:

Athletic clothing stores • Auto parts stores • Auto service centers • Auto dealerships • Bars/Nightclubs • Beer distributors • Golf courses • Golf equipment stores • Insurance agents • Lumber supply stores • Outdoors stores • Pizza shops • Restaurants • Sporting goods stores • Restaurants • Tire stores

[Click here to download](#), and customize, marketing flyers for athletic clothing/shoes, automotive, bars/nightclubs, and restaurants, in your market area.

Memorial Day – May 29, 2017

Advertisers can run tie-in sales for Memorial Day by using patriotic-themed ads, and offering a discount on red, white, or blue items. Florists can also run specials on appropriate arrangements.

In the next year, members of Veterans clubs are more likely to:

- Purchase a boat or watercraft.**
- Buy a lawn tractor.**
- Shop for eldercare/nursing home services.**
- Buy guns/ammunition.**
- Visit a ski resort.**
- Buy golf clubs.**
- Refinance a mortgage.**



*Nearly 9 in 10 Pennsylvania adults, who contribute money to a military/veterans organization, read a newspaper each week.**

Top Advertising Prospects:

Armed Forces Recruiters • Auto dealers • Bars /nightclubs • Beer distributors • Billiard halls • Boat dealers • Bowling centers • Camping/Outdoor stores • Financial planners • Florists • Golf courses • Gun shops • Grocery stores • Nonprofit civic/Social organizations • Outdoor power equipment dealers • Restaurants • Technical and trade schools

[Click here to download](#), and customize, marketing flyers for automotive, bars/nightclubs, financial, florists, grocery, and restaurants, in your market area.

june

Weddings season begins

Adults planning to marry in the next year are more likely, than the average person, to:

- Take action after seeing a newspaper ad.**
- Buy bedroom furniture in the next year.**
- Purchase a new house in the next year.**
- Have cosmetic surgery in the next year.**
- Visit a ski resort in the next year.**
- Spend more on higher quality products.**

Top Advertising Prospects:

Bakeries • Banquet/Party Centers • Bars/Nightclubs • Bridal shops • Camera and photographic supply stores • Candy shops • Card/Gift shops • Catering/Chef services Churches • Cosmetics/Skin care shops • Department stores • Diet/Weight loss centers • Disc jockeys • Employment agencies • Florists • Furniture stores • Gift shops • Home accessories stores • Hotels and motels Jewelers • Kitchen supply/Cookware/Gourmet stores • Limousine companies Linen/Housewares stores • Lingerie stores • Malls/Shopping Centers • Men's clothing stores Party/Event Planners • Party supply stores • Photography studios • Realtors • Restaurants Tanning salons • Travel agents • Women's clothing stores



*Nine in 10 Pennsylvania adults, who visited a bridal shop in the past year, read a newspaper each week.**

[Click here to download](#), and customize, marketing flyers for bars/nightclubs, bridal, card/gifts, florists, furniture, home accessories, hotels, jewelry, malls/shopping centers, men's clothing, real estate, restaurants, and women's clothing, in your market area.

Father's Day – June 18, 2017

Celebrating dad is easy when retailers advertise his favorite things.

Men are more likely, than the average person, to:

- Play golf.**
- Go boating, or buy a boat in the next year.**
- Read the sports section of the newspaper.**
- Enjoy fishing.**
- Purchase a pool, hot tub, or spa, in the next year.**
- Buy beer.**
- Purchase a motorcycle, or ATV, in the next year.**



*More than 8 in 10 men in Pennsylvania read a newspaper each week.**

Top Advertising Prospects:

Auto dealerships • Beer distributors • Boat dealers • Bookstores • Delis/Sandwich shops • Department stores • Electronics retailers • Golf courses • Hardware stores • Home improvement stores • Liquor stores • Men's clothing stores • Motorcycle retailers • Outdoor power equipment retailers • Pizza shops • Restaurants • Sporting goods stores • Swimming pool retailers

[Click here to download](#), and customize, marketing flyers for athletic clothing/shoes, automotive, bookstores, home improvement supplies, malls/shopping centers, men's clothing, and restaurants, in your market area.

Summer – June 21, 2017

Just about any local business can use a summer sales theme to promote warm weather items. Suggest the use of a bright spot color, like yellow or orange, in your client's newspaper ad for added impact.

Newspaper readers are more likely, than the average person, to

- Buy a personal watercraft, or a boat, in the next year.**
- Eat at a seafood restaurant.**
- Purchase a pool, hot tub or spa, in the next year.**
- Participate in golf.**
- Eat at an ice cream or frozen yogurt shop.**
- Visit a theme park.**
- Vacation at the beach.**
- Participate in gardening and lawn care.**



*More than 8 in 10 Pennsylvania adults, read a newspaper each week.**

Top Advertising Prospects:

Amusement parks • Bed-and-Breakfast Inns • Boat dealers • Camps • Clothing stores • Golf courses • Heating and air conditioning dealers • Hotels/Motels • Ice cream/Frozen yogurt shops • Landscaping/Lawn services • Restaurants • RV/Camper retailers • Swimming pool retailers • Tanning salons • Travel agents

[Click here to download](#), and customize, marketing flyers for children's clothing, footwear, heating and cooling, hotels, malls/shopping centers, men's clothing, restaurants, and women's clothing, in your market area.

Graduation season

High school and college graduations are a prime opportunity for a variety of retailers to promote their goods and services to a younger demographic who is moving out on their own for the first time.

Millennials are more likely, than the average person, to do the following in the next year:

- Buy a primary home.**
- Shop for new cell/wireless service.**
- Purchase furniture.**
- Get married.**
- Pay \$25,000-\$29,999 for a new car.**
- Eat at a sit-down restaurant five or more times a month.**
- Look for a new job.**
- Buy a computer.**



*Nearly 8 in 10 Millennials in Pennsylvania read a newspaper each week.**

Top Advertising Prospects:

Automotive dealers • Bars/Nightclubs • Bridal shops • Bicycle shops • Bookstores • Casinos • Cell phone/Wireless service providers • Comedy clubs • Concert venues • Electronics stores • Employment agencies/recruiters • Furniture stores • Malls/Shopping centers • Men's clothing stores • Museums • Realtors • Restaurants • Sporting goods stores • Women's clothing stores

[Click here to download](#), and customize, marketing flyers for athletic clothing/shoes, automotive, banking, bars/nightclubs, bridal, bookstores, cell phones, fitness centers, furniture, home accessories, jewelry, malls/shopping centers, men's clothing stores, real estate, restaurants, and women's apparel stores, in your market area.