



BIG
BOOK OF

**ALTERNATIVE
REVENUE**

TABLE OF CONTENTS

Click on the section title to link to that page.

Introduction	Page 2
Book Publishing	Page 4
Community Engagement	Page 7
Complementary Businesses	Page 10
Contests	Page 12
E-commerce	Page 17
Events	Page 18
Event Timeline	Page 23
Tips for Hosting a Successful Concert Event.	Page 24
Miscellaneous	Page 27
Newspapers In Education	Page 29
Partnerships	Page 31
Newspaper Travel Programs.	Page 36
Retail	Page 37
Specialty Publications	Page 39

INTRODUCTION

Recognizing that on-going financial success requires income streams beyond advertising and circulation sales, news media organizations in Pennsylvania are discovering creative ways to generate alternative revenue. Some are utilizing existing content and talent to produce books and specialty publications, while others are entering into strategic partnerships, hosting successful events, operating complementary businesses and exploring retail opportunities.

Several PNA members have shared their alternative revenue generating initiatives with us, and we are delighted to pass them along to you in this book. We hope they serve as inspiration for you to explore the possibility of launching something similar in your market.

Thank you to the following PNA members for sharing valuable ideas with us:

- *Altoona Mirror*
- *Beaver County Times*
- *Billy Penn* (Philadelphia)
- *Bucks County Herald* (Lahaska)
- *Butler Eagle*
- *Chester County Press* (Oxford)
- *Chestnut Hill Local* (Philadelphia)
- *The Citizens' Voice* (Wilkes-Barre)
- *Conshy Courier* (Conshohocken)
- *The Corry Journal*
- *Daily American* (Somerset)
- *The Daily Item* (Sunbury)
- *The Daily News* (Huntingdon)
- *The Daily Review* (Towanda)
- *The Express* (Lock Haven)
- *Herald-Standard* (Uniontown)
- *The Indiana Gazette*
- *The Latrobe Bulletin*
- *LNP* (Lancaster)
- *Observer-Reporter* (Washington)
- *The Philadelphia Inquirer/Philadelphia Daily News*
- *Pittsburgh Catholic*
- *Pittsburgh Post-Gazette*
- *Pocono Record* (Stroudsburg)
- *Press And Journal* (Middletown)
- *Press Enterprise* (Bloomsburg)
- *The Record-Argus* (Greenville)
- *The Record Herald* (Waynesboro)
- *The Republican-Herald* (Pottsville)
- *The Sentinel* (Carlisle)
- *The Sentinel* (Lewistown)
- *The Times News* (Lehighton)
- *The Times-Tribune* (Scranton)
- *The Tribune-Democrat* (Johnstown)
- *Tribune-Review* (Greensburg)
- *The Wayne Independent* (Honesdale)
- *Williamsport Sun-Gazette*
- *York Daily Record/Sunday News*

BOOK PUBLISHING

DAILY AMERICAN

Somerset

The Daily American (Somerset) has been involved in book publishing for several years. Their first partnership was with one of their correspondents who had expressed his desire to publish a book. After that first book was completed, many more have followed. The newspaper has become the local destination for those wanting to publish a book.

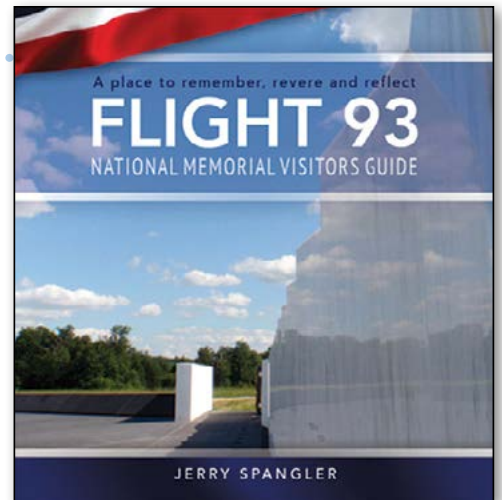
Some of the books that come to the Daily American are strictly print jobs, although editing and pagination services are available. The most successful books have been a partnership between the newspaper and the author. The pages are written by the author, and are edited, paginated and printed by the newspaper.

The editorial staff at the newspaper has also written books – one about the history of high school football in the county and another about county ghost stories. Other book topics have ranged from local history, Flight 93 National Memorial, children's books and autobiographies.

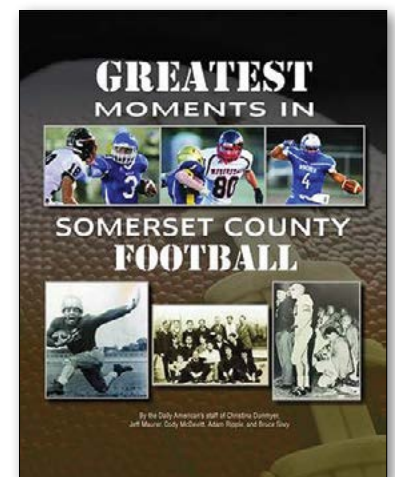
The Daily American also oversees the sale of these books through their local e-commerce store, madeinsomersetcounty.com and through local retail outlets. There are currently 38 books available for sale on the website.

If your newspaper is considering offering book publishing, Becky Flyte, General Manager of the Daily American, offers these tips:

- Find people who want to write their own book.
- Focus on what makes your area special and select book topics accordingly.
- Determine if you will offer support services such as editing and pagination.
- Establish how many copies of the book should be ordered.
 - Will there be interest from outside the market or from tourists?
 - There are usually printing discounts available on larger orders but keep numbers reasonable since you can always reorder.
- Identify how the book will be distributed.

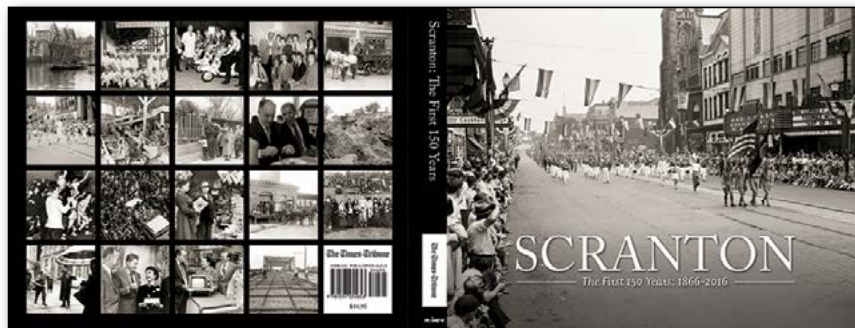


“A place to remember, revere and reflect Flight 93 National Memorial Visitors Guide.” This is a 52-page magazine dedicated to the Flight 93 National Memorial.



The Daily American has been there to record the highlights of each football season since 1929. Our reporters met with coaches, former players and school officials to find the most memorable moments in each school's history.

In the years leading up to 2016 when Scranton celebrated its incorporation as a borough, The Times-Tribune saw the opportunity for a special project. The newspaper partnered with Pediment Publishing (www.pediment.com) based in Battleground, Ore. which has a history of successful partnerships with media companies creating hardcover photo-oriented books.



The Times-Tribune has a rich photo archive and publishes historical stories each week. Knowing that its subscribers are attuned to and like local history, the goals of this project were to produce a stylish product readers would love that would bring in new revenue. Both goals were achieved.

Pediment has a convincing successful track record and methodology. Under their guidance, the newspaper partnered with the Lackawanna Historical Society. They provided Pediment images that were not part of The Times-Tribune archive. In turn, the Society received copies of the book they could sell for their own profit.

Pediment visited the Scranton area and held scanning events where people in the community could share their images for potential use in the book. The Times-Tribune advertised these events, and Pediment did all the scanning.

These two aspects were crucial - adding valuable content to the pool and adding likely customers to purchase the books.

Staff from The Times-Tribune wrote short chapters for each decade of the 150 years. Pediment did the page layout, and newspaper staff proofed the pages before printing.

The book was advertised online, in print and on social media. Pre-sale copies were sold at a discount.

Using Pediment's experience, the final number of copies printed was based on the number of pre-sale orders, and the newspaper made sure to have copies available before Thanksgiving.

Pediment provided fulfillment directly to the customer for pre-sale orders.

While The Times-Tribune shared its profits with Pediment, their experience helped bring about a winning effort, and their fulfillment reduced the work for the staff. Within a few months after the book launched, only about 20 copies remained, and those copies are sold sporadically at a premium.

The keys to successful book publishing can be easily summarized:

- Target an event people care about.
- Get readers to participate.
- Use the strength of publishing online and in print to generate creative engagement and interest.

Independent of the book project but during the same time period leading up to the 150th anniversary and publication of the book, The Times-Tribune published daily A1 brights about 150 influential people who were from Scranton or influenced the city, one a day. This created excitement and engaged readers.

COMMUNITY ENGAGEMENT

MILITARY RECOGNITION PROGRAM

The Citizens' Voice • Wilkes-Barre

Each year, a list of high school seniors who are entering the military are featured on an advertiser-sponsored page.



BUS TRIP TO AMISH COUNTRY

Daily American • Somerset

The Daily American sponsors day-long bus trips that include stops at three popular holiday destinations in Lancaster County. The tour ticket includes round-trip bus transportation, admission fees where applicable and a buffet dinner. The response to the trips has been so popular that a second bus has been added. The trips generate over \$10,000 of revenue with \$3,000 of profit.



TEACHER FEATURE/SALUTE TO FIREFIGHTERS/SCHUYLKILL HEROES

The Republican-Herald • Pottsville

In 2016, The Republican-Herald started a weekly series called “Schuylkill Heroes” featuring a brief interview and photo of someone in active military service. The marketing department created the feature and conducted the interview, and the advertising department sold the sponsorship.

After a year, in 2017, this feature changed to “Salute to Firefighters” which featured a brief interview and photo of someone serving as a volunteer firefighter. To help the various firehouses in Schuylkill County, a block within the ad promoting the upcoming fundraisers was included.

In 2018, the topic of this feature is “Teacher Feature.” It is more of a question and answer presentation spotlighting individual teachers throughout the county. All of these weekly features are handled as ads with paying sponsors, and all have been great reads and connections to the community.



ANNIVERSARY CELEBRATION

Williamsport Sun-Gazette

To celebrate the newspaper's 215th Anniversary, the Williamsport Sun-Gazette hosted the Williamsport/Lycoming County Chamber of Commerce PM Exchange. This special evening included food, drinks and music - along with celebrity guest impersonators including Abe Lincoln, Ben Franklin, and even Elvis Presley jumping out of a cake.

A limited-edition boxcar train by Lionel Trains was designed for the anniversary celebration, and a portion were sold to collectors.



STORYTELLERS PROJECT

York Daily Record/Sunday News

To increase reader and community engagement, the York Daily Record/Sunday News introduced its Storytellers Project series. Journalists and community members tell true, first-person stories on a selected theme in front of a live audience.



The first event was titled “Stories About Stories.” Seven local journalists shared fun or poignant stories about their reporting. More than 150 guests purchased a \$10 ticket to attend.

COMPLEMENTARY BUSINESSES

ALTOONATICKETS.COM

Altoona Mirror

The Altoona Mirror recently unveiled its newest business, AltoonaTickets.com. The local ticketing platform offers event marketers a simple, yet robust, solution to drive sales. The technology compares to the national vendors that many already are using, but AltoonaTickets.com also offers a slate of local promotion for events via the Mirror and its digital properties. The result is a win-win: ticketing fees remain in the local economy and more tickets are sold because of the additional promotion. There's no fee to have an event listed on the platform.



HEADLINE MARKETING & COMMUNICATIONS

Altoona Mirror

While starting or hiring a digital agency is pretty much a must for media companies today, the Altoona Mirror also had great success in starting its own full-service ad agency.

Headline Marketing & Communications (www.headlinemc.com) is just about to turn 5-years-old and produces mid-six figures in revenue annually from a slate of about seven major and 25 total clients.



Headline Marketing & Communications was formed as the newspaper realized media budgets were fragmenting into 50 slices instead of three or four with the idea that helping clients navigate the increasingly complicated marketing mix could be more profitable than simply fighting for newspaper's piece of the overall pie. It operates publicly like a standalone agency (including separate offices in its newspaper building), but behind the scenes it leverages the newspaper's resources in accounting, HR, digital, events and elsewhere to operate more efficiently than a standalone could.

Like any good agency, it revolves around a talented and well-connected principal who handles big-picture planning, organization and sales. The business was launched using the newspaper's graphic staff for creative, but quickly had enough business to merit hiring a creative director for the agency, which has spurred even further growth. Over the years, staffing has fluctuated between one and two additional people, assuming some mix of sales and content creation duties.

The services advertised are media placement, branding and design, digital marketing, event planning, photography/video, podcasting, PR and reputation management, social media management, premiums and promotional items, turnkey publications and web site design and development. About 50 percent of agency revenue comes from traditional avenues, 40 percent from digital services (using both the in-house digital agency and contracted agencies to meet client needs) and 10 percent from premium sales.

Clients come primarily from the health care, senior citizen services, education and government sectors. The organization launched billing hourly for its services while having clients billed directly for ad placement to avoid any problems with third party advertising clauses. But after five years, Headline is now recognized and accepted by all media in the market as its own entity and they've begun traditional agency billing with new clients.

HARMONY OUTDOOR

Butler Eagle

In 2014, Eagle Printing Company (Butler Eagle) purchased a local billboard company with over ninety prime locations in Butler County.

Since that time, the newspaper has been using its existing sales staff to bundle outdoor advertising with traditional print and newly established digital advertising campaigns. The existing relationships with local advertisers and design capabilities at the newspaper have enabled them to sell this new revenue source at a high level with low operation costs.

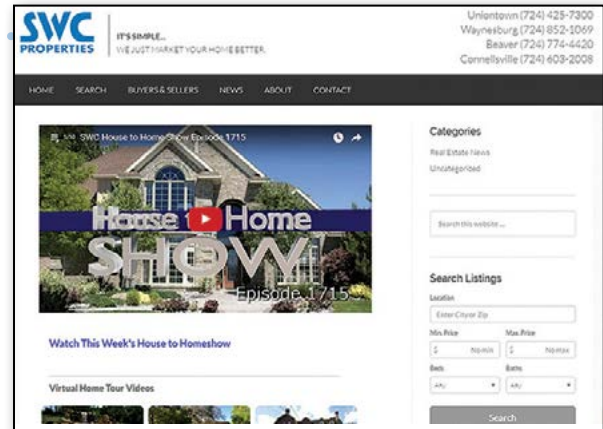


SWC REALTY

Herald-Standard • Uniontown

Faced with lackluster real estate classified advertising business, the Herald-Standard teamed up with a local independent real estate broker to form SWC Properties, a real estate company, to generate revenue, diversify income streams and reignite real estate advertising.

Utilizing the news media organization's portfolio of products, SWC distinguishes itself from the competition by providing homeowners with unprecedented marketing support that includes print, digital, social and television. An accompanying website, HousetoHomeShow.com, provides a virtual tour of every home.



At the end of SWC's first year, the real estate lineage in the Herald-Standard quadrupled, as competitors had to increase their advertising spending to contend with the new organization. In addition to its financial success, SWC provides a true testament to the power of newspaper advertising.

In July 2017, the Herald-Standard was purchased by Ogden Newspapers and the business was renamed SWC Realty. It has also expanded to other Ogden newspaper markets including Uniontown, Pa., Connellsville, Pa., Williamsport, Pa., Parkersburg, W.Va. and Marietta, Ohio.

CONTESTS

ULTIMATE CHEESESTEAK

Billy Penn • Philadelphia

Some like American cheese. Some prefer provolone. Some eat so much Whiz that it basically flows through their veins. In the end, it doesn't matter: A cheesesteak is a cheesesteak. But if you had to pick just one to represent Philadelphia, which would it be? Billy Penn asked readers to weigh-in on who makes the quintessential expression of this iconic sandwich. Starting with a field of 32 and letting voters narrow it down round by round until a final champion is named, that's what the Ultimate Philly Cheesesteak Bracket is determined to find out.



VALENTINE'S DAY EXTRAVAGANZA

Chester County Press • Oxford

To further engage its readers and drive traffic to its website, the Chester County Press sponsors a Valentine's Day Extravaganza contest inviting readers to go online and register to win one of three valuable prize packages. Category exclusive advertisers include a jewelry store, a restaurant, a winery, and a fine chocolatier, that supply the gifts as part of the overall advertising package.

The sweepstakes is promoted in print, online and through Facebook, and registrations are robust. Readers are required to opt-in to receive future correspondence and the email list is subsequently shared with participating advertisers.

Advertisers are pleased with the exposure they receive, along with the tangible evidence of success, as the results are measurable. Although this is a Valentine's Day promotion, a similar contest related to another upcoming gift-giving occasion, such as Mother's Day or Father's Day, would work equally well.




READERS' VOICE

The Citizens' Voice • Wilkes-Barre

After 25 years, The Citizens' Voice brought back a favorite - the Readers' Voice Awards Contest. Over a one-month period, readers can cast their votes for their favorite places to shop, people and services and dining and entertainment venues. As added incentive to participate, readers who submit a ballot from either the print or digital editions are entered into a drawing for three \$50 gas cards each week throughout the voting period.

The contest is promoted through house print and digital ads, as well as local billboard and radio ads. Additionally, The Citizens' Voice hosts a cocktail party at the F.M. Kirby Center for the Performing Arts to celebrate the winners. The newspaper also encourages local businesses to purchase a 1 column x 2 inch "Vote for me" ad that runs during the voting period. Contest winners may choose from one of three ad packages that appear in a corresponding special section.



FACES & PLACES

The Daily Item • Sunbury

This reader contest was designed to get foot traffic into local businesses by asking readers to match faces of local business owners with their business logo. Forty business owners participated in the game and one reader was chosen as a winner by correctly pairing faces to business names.

Advertisers for this contest included local businesses, and the contest resulted in \$2,000 in net revenue for the newspaper.



READERS' CHOICE BEST OF THE VALLEY

The Daily Item • Sunbury

In The Daily Item's Readers' Choice Best of the Valley contest, readers are asked to name what pleases them most using a special "ballot" on dailyitem.com. The nomination phase is the first of a two-part process to determine its readers' favorites. The second phase is the voting process from the top three nominated businesses.

Following the voting phase, a special section highlighting the winners is published. It showcases several of the businesses with editorial content and includes thank you ads from winning businesses.

The newspaper hosts a Best of the Valley red carpet affair for the winners where they receive their Best of the Valley Award and are given the opportunity to purchase a "winner" banner customized with their logo.

Best of the Valley reaches The Daily Item and The Danville News audience of more than 40,000 readers as well as an online audience averaging 28,000 readers.

Advertisers who participate in this contest include local and regional businesses, and only the award winners are featured in the winners' section. The contest yields more than \$27,000 in net revenue with over \$18,000 in net profit.



ELF ON THE SHELF

LNP • Lancaster

To engage readers and offer advertisers a unique opportunity to connect with consumers, LNP hosts two holiday-themed contests in December - The Elf on the Shelf Contest and the Window Decorating Contest.

To help Santa keep track of who is doing what during the holiday season, readers are invited to submit a photo showing how they creatively display their personal Elf, being naughty or nice, as part of the Elf on the Shelf contest. The pool of entries is narrowed down to 25, and readers vote for their favorite photo. The winner receives a \$100 gift card.

An exclusive contest sponsorship that includes print, desktop and mobile banner ads, along with social media promotion, is sold.



WINDOW DECORATING

LNP • Lancaster

LNP readers are encouraged to take in the sights of the beautifully decorated windows in downtown Lancaster and vote for their favorites as part of the Window Decorating Contest. Judging categories include Best of Show, Most Creative/Innovative, Best Use of Store Merchandise and Best at Night. One lucky winner receives a Downtown Lancaster prize package.

To showcase this contest, LNP runs a full-page ad on the Sundays before and after Thanksgiving that promotes the holiday events happening in downtown Lancaster and includes the details of the contest. The information about the contest is surrounded with discounted ads from businesses in the city done in collaboration with the Lancaster City Alliance and Lancaster Office of Promotions. Businesses are also offered other opportunities during the contest to advertise at discounted rates.



ROOM WITH A BREW

Observer-Reporter • Washington

The Observer-Reporter uses the Second Street platform to manage contests for many customers and has honed its skills at developing contests that generate revenue. Room with a Brew is a recent contest that was run for the Washington County Tourism Promotion Agency. The contest was linked to the publication's Corks & Kegs event, and featured some great prizes including \$200 in Tanger gift cards and overnight stays in Washington County.

The goal for the contest was to generate overnight stays, increase their social media following, add to their email database and create positive branding for tourism. There were more than 1,000 entries; the Agency collected 744 new email addresses and increased their Facebook following by 376 percent. The contest was a huge success with a cost per engagement of under \$5 for the customer.



WHAT'S YOUR PHILLY STORY

The Philadelphia Inquirer

To help drive subscription sales and revenue through their partnership with Newspapers.com, The Philadelphia Inquirer/Philadelphia Daily News/Philly.com runs a contest titled "What's Your Philly Story?" Readers are encouraged to go online to search the publications' archives through Philly.Newspapers.com to find a story, event, ad, etc., that pertains to either themselves or their family. When something has been found, the reader saves and uploads the item, and submits it along with a description that details their connection to it.

The grand prize winner of the contest receives a one-year subscription to Newspapers.com along with a custom framed reprint of the story of their choice (which helps to promote Philadelphia Media Network's reprint services), and two runners-up are awarded a six-month subscription.

Philadelphia Media Network's native team will further develop the readers' submissions to use for promotional purposes on Newspapers.com.

The contest is widely promoted through print and digital ads on the Philadelphia Media Network's properties, along with sponsored posts on Facebook, and email blasts.



HOME TOWN COOK'N RECIPES

Pocono Record • Stroudsburg

The Pocono Record, along with its sister GateHouse Media publications, runs a Home Town Cook'n Recipe Contest. Readers are invited to submit their own original Thanksgiving recipes in one of four categories - soups, vegetable dishes, cakes and cobblers, or non-turkey entrees.

The first round of judging is done by a team of GateHouse editors and food writers. During the second round, the finalists' recipes are prepared by the Culinary School and judged based on taste, visual appeal and creativity.

The winners from each of the four categories receive a \$500 American Express gift card, and the grand prize winner receives a culinary trip of their choice to New York City, New Orleans, or Napa Valley. All entrants receive a premium membership to Cook'n®, plus a free digital cookbook.

The contest is promoted through print and digital ads and Facebook posts.



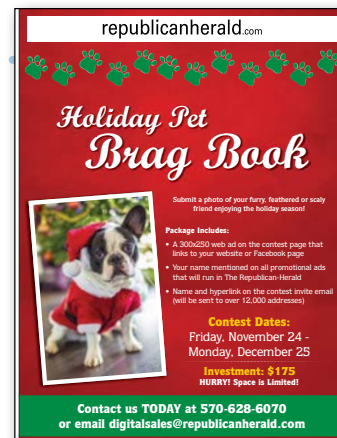
PET BRAG BOOK

The Republican-Herald • Pottsville

The Republican-Herald invites readers to submit a photo of their furry, feathered or scaly friend enjoying the holiday season, to be featured in their Pet Brag Book. Some lucky winners also receive a prize such as a gift card for dining, or certificate to use at a local pet-related retailer. The publication has done similar feel-good pieces/contests before, which have been very popular with its audience.

The goals of the contest are to promote and generate support for local businesses, engage the community and secure sponsors.

For a minimal investment, advertising sponsors receive a 300x250 web ad on the contest page that links to their website or Facebook page, mentions on all promotional ads that run in the newspaper, as well as their name and hyperlink included on the contest invite email.



READERS' CHOICE

The Republican-Herald • Pottsville

The Republican-Herald's Readers' Choice program has one aspect that makes it very different from most other newspaper's promotions – they include and charge for a banner with all winners' ad packages. The banners are heavy duty 3' x 6' vinyl with grommets, designed in the newspaper's marketing department, and have The Republican-Herald Readers' Choice logo with the year prominently displayed on about one-third of the banner face. Most winning businesses display the banner outside their storefront or business, giving great exposure to the newspaper and the Readers' Choice brand.



BECAUSE EVERY MOM IS BEAUTIFUL

The Times News • Lehighton

The Times News knows that every mother is beautiful. To showcase the special women in their local area, readers are invited to upload photos of the beautiful mothers in their lives, along with a description about them, as part of the newspaper's #1 Mom Mother's Day photo contest.

The first-place winner is awarded a \$350 gift certificate to a fine photography studio, and additional winners receive lovely prizes.

Connecting with readers by allowing them to share their photos, and tell their stories, is the goal of the contest. It is promoted in print, online and through social media. An email follows to remind readers to vote for their favorite mother, and a photo of the winner is published at the conclusion of the event.



TASTE OF NEPA

The Wayne Independent • Honesdale

To celebrate the best local establishments for food and spirits, The Wayne Independent hosts the Taste of NEPA contest. Readers are asked to nominate their preferred places to eat and drink from over 100 categories. Those who submit at least 25 business names are entered into a drawing to win \$100.

From the nominations received, the top five from each category are identified and listed on an online ballot. Readers can choose their favorites, and those who vote in at least 25 categories qualify for a chance to win \$100.

When the contest ends, the best of the best winners are listed in a tab that includes "thank you for voting for us ads." They also receive a certificate to hang at their location, along with much deserved bragging rights.



E-COMMERCE

MADE IN SOMERSET COUNTY

Daily American • Somerset

Originally conceived more than 10 years ago to be an actual retail location within the publication's office, www.madeinsomersetcounty.com is an e-commerce store that sells items made in Somerset County, along with the Daily American's branded items, including their published books. The store is something unique and exciting that the publication manages locally.

The Daily American stocks the items, handles all transactions and ships the orders. There are also display cases in the paper's lobby, and walk-in customers are welcome.

This is a non-traditional revenue stream, and a way to promote the media company and market area. Items sold on the site range from clothing and jewelry, to homemade candy, gourmet food and arts and crafts. The Daily American has a great team behind Made in Somerset County and they are always adding vendors and items for sale to keep the inventory fresh and appealing.



THE INQUIRER STORE

The Philadelphia Inquirer

The Philadelphia Inquirer relaunched its e-store earlier this year. Reprints of stories and photos, branded apparel and other items, are available on the site.

Working with multiple third-party vendors, items can be printed on demand, so there's no need to maintain a large inventory of products.

The e-store also supports the publication's Curious Philly initiative by providing corresponding merchandise.

Readers are invited to submit questions on topics of interest, and vote on those submitted by others. The newspaper's editorial staff investigates what the community says it wants to know most, and answers those questions so everyone can learn.



EVENTS

THE TIMES' HOME AND GARDEN SHOW

Beaver County Times • Beaver

The Beaver County Times annually hosts its largest and most popular event of the year - The Times' Home and Garden Show. Community members have the opportunity to visit with exhibitors, watch interesting demonstrations from local home and garden experts - including Penn State Master Gardeners, engage with local animal handlers, meet a well-known personality, make a children's craft, and perhaps most popular of all, win the chance to spend one minute in the exciting "money machine." The Easter Bunny also makes a special appearance at the event.

To give back to the community, the Times invites the local Humane Society to staff the concession stand with all profits going back to the organization. In addition, representatives from the Humane Society bring rescue dogs to the event in hopes of helping them get adopted.

Affordably-priced tickets for the event are sold at the Times' building, as well as at key sponsor locations. In past years, more than 1,200 people have attended the show. The Home Show is promoted on the Times' website, through a special section on the Sunday before the event, as well as through a fly sheet single-page insert in the newspaper on the Thursday before the show.

Revenue for the event is generated through exhibitor booths, sponsorships, ticket sales and advertising.



HIGH SCHOOL SPORTS BANQUET

The Citizens' Voice • Wilkes-Barre

A local high school Athlete of the Week is highlighted every Monday, and a first-class banquet is held for the winners and their families at the end of the year.



SOMETHING BORROWED PRE-OWNED WEDDING MARKET

The Citizens' Voice • Wilkes-Barre

The Citizens' Voice hosted a special event for both brides and grooms-to-be. The Something Borrowed pre-owned wedding market offered newlyweds, DIY vendors, wedding planners and others the opportunity to make some money from their gently used or handmade wedding-related items. Private party vendors pay just \$25 for a table to sell items such as chair covers, votive candle holders, centerpieces, cake stands, photo booth props, etc. Engaged couples benefit from having the opportunity to purchase the supplies they need for their dream wedding at an affordable price.

Retailers with a storefront or e-commerce business were also invited to participate in the event for a fee of \$125. A local bridal salon displayed and sold their sample wedding gowns and special occasion dresses. An image of each of the available dresses was posted online so those interested could preview the choices before arriving. A general admission ticket for the event was \$5 online or at the door, and a limited number of early bird tickets that allowed early entrance (and a better chance of snatching up the best items) were \$15.

There was no out-of-pocket expense to The Citizens' Voice for hosting the event. Vendors displayed their items on tables in an area of the newspaper building that was unoccupied. The event itself was advertised in/on Times Shamrock-owned media properties, and signage was printed in-house.



HOLIDAY SHOPPING EXPO

Conshy Courier • Conshohocken

The Conshy Courier hosts an annual holiday shopping expo on Small Business Saturday®. More than 75 vendors ranging from crafters and home businesses, to cooking lesson providers and home builders, display their goods and services at one location. A kickoff rally/ breakfast is held from 7 a.m. - 9 a.m., and the first 250 shoppers to arrive receive a goody bag that includes coupons, treats and more from local businesses.

Working in partnership with American Express, those who attend the event also receive a Shop Small® Passport that includes a list of businesses in Conshohocken that offer a special incentive, such as a discount, for those who visit that day. Each time a shopper stops by a participating location, they receive a stamp on their passport. At the end of the day, the passports are turned in and are entered into a raffle for prizes that include gift certificates.

The Conshy Courier runs print, digital and social media ads on its media properties, and posts signs around town to promote the event which draws close to 1,000 holiday shoppers.

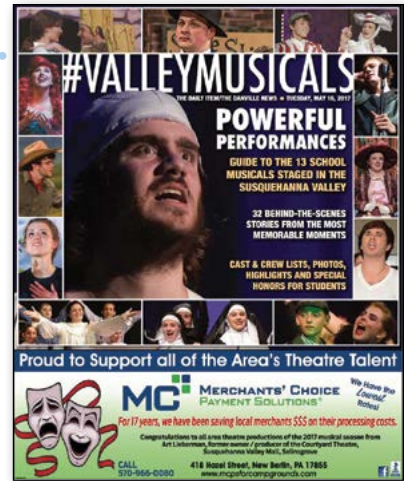


#VALLEY MUSICALS CELEBRATION

The Daily Item • Sunbury

A night of festivity awaits local high school thespians as The Daily Item presents #ValleyMusicals Celebration. Performers from thirteen area schools, who participated in the spring musical, along with their families, are invited to enjoy an evening of live stage performances, video clips from each musical and an appearance from a local graduate who is a hair and makeup designer on Broadway, at the art deco inspired Campus Theater in Lewisburg.

In preparation for the event, a reporter and photographer from the newspaper attend each high school's spring musical. A summary of the show, along with a large photo of a principal actor, and a list of the students who participated in the production, is published in a corresponding tab. Those who attend the event receive a preview copy of the special section, and all subscribers receive the supplement in the following day's newspaper.



ULTIMATE YARD SALE

The Daily Review • Towanda

To engage the community in an exciting local event, The Daily Review hosts its Ultimate Yard Sale in September. Vendors pay \$45 for a single space or \$65 for a double space to sell their items.

Approximately two months before the event, the newspaper runs print and digital ads soliciting vendors, and then runs additional ads inviting the public to attend. The day of the event, road signs are posted to direct traffic to the yard sale.

Face painting and other games are available for the children, so parents have more time to peruse the sale. A food vendor is also on-site for the event.

Those in attendance receive a free copy of the newspaper that includes a special subscription offer.



INDIANA'S COOKIN'

The Indiana Gazette

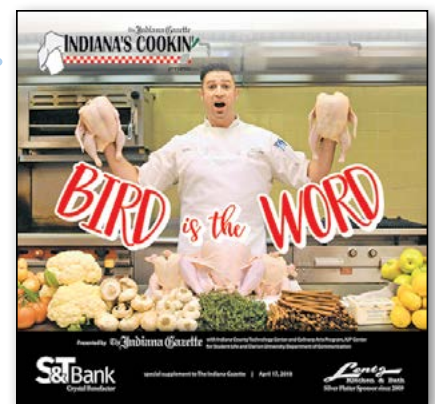
To benefit the Indiana County Community Action Program food bank, The Indiana Gazette hosts the Indiana's Cookin' show. All proceeds from ticket sales are donated to the food bank.

Students from the Indiana County Technology Center culinary arts program demonstrate a variety of recipes and cooking techniques to provide an entertaining evening.

Doors open at 3 p.m. for the first show and at 5:30 p.m. for the second show and a vendor fair, which showcases a variety of merchants and products.

The \$8 price per ticket includes reserved seating, entry for door and grand prizes, the vendor fair and free food samples. Everyone also gets to take home a cookbook and gift bag.

Revenue for the event is generated from advertising sales in the corresponding tab, booth sales at the vendor fair and a variety of corporate sponsorship opportunities.



BEST OF THE BEST

Observer-Reporter • Washington

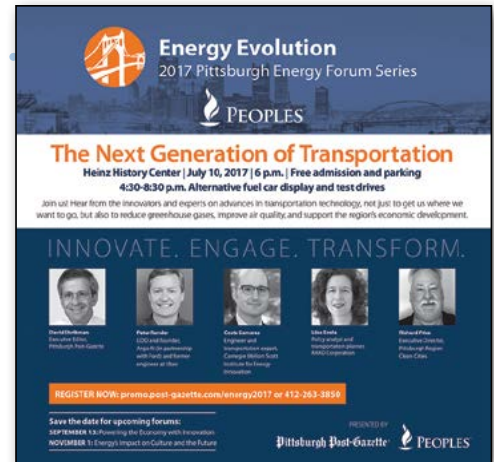
After some previous lackluster Best of the Best program attempts, the Observer-Reporter revised its approach. In its first year, the publication had more than 400,000 votes, 11,000 unique voters and surpassed \$200,000 in revenue. Six hundred fifty people attended the event with another 150 on the waiting list. Most importantly, the clients and readers loved it. Review the publication [here](#).



PITTSBURGH ENERGY FORUM SERIES

Pittsburgh Post-Gazette

The Pittsburgh Post-Gazette partnered with Peoples Gas to host a series of four consumer-friendly thought leadership events focused on energy, the environment, and economics that explore how energy is transforming the region, and how Pittsburgh fits into the national landscape and the future of energy. The topics of the events included, A Climate Conversation: Perspectives on Climate Change and Clean Energy, The Next Generation of Transportation, Powering the Economy with Innovation and Energy's Impact on Culture and the Future. Guest speakers featured innovators, scientists, engineers and climate experts from Uber, RAND, Shell, Penn State, Carnegie Mellon University and startups like Argo AI, who received a \$1 billion investment from Ford to build self-driving cars in Pittsburgh. Post-Gazette executive editor, David Shribman, served as moderator of the events.



The series provided brand association with the Post-Gazette, and enhancements included video on [post-gazette.com](#)'s PowerSource energy news page. Peoples Gas received exclusive sponsorship recognition in all event marketing and advertising.

GREATER PHILLY GLUTEN-FREE EXPO

The Sentinel • Lewistown

The Sentinel has taken a non-traditional approach to expanding its events division. At the suggestion of a staff member whose family is impacted by a gluten-free diet, the newspaper hosted its first Central PA Gluten-Free Expo in 2013 in State College. Due to the success of this niche event, the newspaper searched for another market in which to replicate the Expo and found an opportunity in Philadelphia.



The Greater Philly Gluten-Free Expo includes a series of informational sessions presented by experts in the field, along with more than 85 vendors who answer questions, offer samples and provide gluten-free products. The goal of the event is to provide people with celiac disease, gluten sensitivities or those who feel better eating gluten-free, with access to information, companies and products that can make their life better.

Revenue is generated through tickets sales, sponsorships and vendor participation. To host a successful niche event like this, involve someone from your staff who has a deep understanding of, and passion for the topic, in order to make the right connections and secure exhibitors. Build the event as something that you would like to attend yourself.

ACTIVE AGING EXPO

The Tribune-Democrat • Johnstown

This new event, held at a continuing care community, is geared toward 50+ adults who are active, but are exploring retirement. More than 25 businesses, including financial advisors, hospitals, pharmacies, hearing aid stores, realtors and health insurance providers, have purchased booth space.



BRIDAL SHOWCASE

The Tribune-Democrat • Johnstown

The Tribune-Democrat hosts its annual Johnstown Bridal Showcase at the Frank J. Pasquerilla Conference Center. The event is always held on the Sunday before the Super Bowl - just in case the Pittsburgh Steelers make it to the final game! More than 400 attendees, including brides-to-be and their guests, have the opportunity to visit with numerous vendors, ranging from bridal shops, bakeries and florists, to limousine services and a magician, and also enjoy a fashion show. Each guest receives a swag bag that includes a copy of Johnstown Magazine with a dedicated bridal special section, along with information from vendors and businesses that weren't able to participate in the event. Tickets for the Showcase are sold for a discounted price in advance through PayPal on the event's website and are also available at the door.

Promotion of the event, which includes a dedicated website, print, digital, radio and television ads, social media posts and direct mail, begins in late summer, and continues up until the day before the Showcase. At the conclusion of the event, a survey is sent to all vendors, and those who complete it are eligible to win a quarter-page, full color ad in the newspaper.



OPERATION SANTA CLAUS

Tribune-Review • Greensburg

For more than 30 years, the Tribune-Review has provided holiday meals and children's books to needy families in the Pittsburgh area through their Operation Santa Claus program.

In partnership with SHOP 'n SAVE grocery store and the Salvation Army, groceries are purchased at cost, and volunteers from the community pack and distribute bags of nonperishable items to over 5,000 families who would otherwise go hungry during the holiday season.

To raise money for this worthy cause, the Tribune-Review runs a series of ads and coupons asking readers for donations, hosts a summer golf outing and sponsors the very popular Soup for a Claus event. Participating restaurants in the Greensburg area each partner with a local retailer to distribute their soup at the retailer's location on the first Saturday in November - a festive way to kick-off the holiday season. The Tribune-Review provides all the supplies necessary to heat and serve the soup. More than 500 partakers in the soup crawl purchase a \$10 ticket, which allows them to sample recipes from approximately 17 different restaurants. The fundraising initiatives, in total, generated more than \$90,000 to purchase groceries.



WILLIAMSPINT BEER FESTIVAL

Williamsport Sun-Gazette

The Williamsport Sun-Gazette is hosting the first annual “Williamsport Beer Festival” at the Lycoming County Fairgrounds in Hughesville, Pa. on Saturday, October 20. This inaugural event will feature regional craft beer from 30+ vendors, live music from Central City Orchestra, The Extra Miles and Kimberly Adair, along with a variety of food options. A portion of the proceeds will be donated to the non-profit organization, The Lycoming County Brotherhood Alliance, which will earmark the donation to fund student visits to the Holocaust Memorial Museum and the National Museum of African American History and Culture in Washington, D.C.

General admission tickets include unlimited beer samples and a souvenir tasting glass. A limited number of VIP tickets also include a specialty VIP beer tasting hour and festival t-shirt. Designated driver tickets are available.



PLANNING AN EVENT? USE THIS TIMELINE AS A GUIDE

8 weeks prior:

- Develop a schedule for event promotions and announcements.
- Design visual elements to support your event across all media channels. Your graphic should be eye-catching and include relevant information about the event like name, location, date, time, hashtag and a registration link.
- Create event pages on Facebook and LinkedIn and an event-themed Pinterest board.
- Assign a reporter, photographer and blogger to capture the event.

6 weeks prior:

- Promote event through house print and digital ads and social media up until the time of the event - 2-3/week.
- Set up a hashtag for your event on Twitter.
- Build Twitter lists to include speakers, sponsors and people who are already mentioning your event. Tweet and retweet this audience with your agenda.
- Engage in influencer outreach. Identify people who are known to be influential or experts about a topic that's relevant to your special event (such as a local wedding blogger if you are hosting a bridal expo) and send them a personal invitation to the event.
- Pre-arrange short video interviews with keynote speakers or other influential guests that can be posted to your website and social media accounts.

4 weeks prior:

- Schedule a series of Tweets about your event and encourage sponsors to promote the event as well.
- Post the event on your Facebook page and refresh the copy every week leading up to the event. Be sure to include visual content, not just text.
- Promote your event on your LinkedIn profile and to any relevant LinkedIn groups to get some additional exposure. Encourage your employees to do the same.
- Pin event-related images to Pinterest board every week.
- Post promotional rack cards on your newspaper's boxes throughout your community.

3 weeks prior:

- Send email invitation to your subscriber list.

1 - 2 weeks prior:

- Send email welcome and reminder to those who have registered.

At the event:

- Have someone monitor your Twitter account to engage with attendees and reply to any questions or comments.
- If you have a blogger on staff, ask them to do a live blog so you can engage your readers with details of the event.
- Interview attendees, speakers, sponsors and influencers to create blog and social media content.

TIPS FOR HOSTING A SUCCESSFUL CONCERT EVENT

By Ray Eckenrode

General Manager of the Altoona Mirror

Concert promotion is a growing part of the Altoona Mirror's event marketing strategy, producing six figures in revenue each of the past few years with profit margins similar to the rest of our operation. Stage shows (national concerts, tribute acts, local showcases and local theater) have been so successful, we've created a separate brand (Altitude Entertainment – www.altitudeent.com) for them.

Whether concert promotion will work in your market likely depends on two main factors: How many venues you have available and how many other active promoters are already putting on shows. More venues and fewer promoters equal better the opportunity.

Concert promotion is a complicated, exhilarating mish-mash of number crunching, negotiating and planning, but media companies have one huge advantage that others in the concert business do not. We bring promotional power into the equation. Most concerts that fail to make money, do so because they had a tiny promotional budget. That budget is often controlled by the artist and their agent who reason the national marketing they've done promoting the artist's name and music will be enough to draw fans to concerts. That's why you likely have a hard time getting ad buys from your local promoters. The artist-approved budget they're working with might only be a few thousand dollars. But media companies working as promoters can stretch those tiny budgets by including additional "no charge" advertising that drives ticket sales and eventually revenue back to the media company as promoter.

For instance, we promoted a show by a popular national comedian in 2017 and outsold every other northeast market on the tour, including many metro venues. Booking agents were wowed. How did they do that in tiny Altoona, Pa.? It was simple. The power of the Mirror's additional marketing stretched the promotional budget and drove ticket sales.

Here's a rundown of some of the basics of concert promotion:

RISK: Concert promotion can be a risky venture, perhaps more risky than newspapers are used to, but there are several things that you can do to mitigate risk. First and foremost, you can subscribe to any number of national services (we use Pollstar) that provide in-depth information about tickets sales and prices for nearly every concert and every artist. This allows you to gauge up front how many tickets an artist sells on average, what prices fans pay for them and the total gross revenues for their shows, all of which can help you make an informed decision about whether an act is a good fit for your budget and your market.



Ornament, a Trans-Siberian Orchestra tribute band, sells out in Altoona and many other northeast cities every holiday season.

HOSTING CONCERT EVENTS (CONT.)



Music legend Kenny Rogers sold every one of the 3,104 seats at Altoona's Jaffa Shrine Center for a December 2017 appearance sponsored by Altitude Entertainment, the Altoona Mirror's concert promotion brand.

When getting your feet wet in the concert business, it's also beneficial to find an experienced "middle man" who can help you find acts and work on logistics (like sound, lighting and hospitality) for a fee (negotiable, but usually in the \$2-5k range). The people who run the venues in your market likely can point you in the direction of middle men. While concert promotion might seem complicated, it's really no more complicated than the business you're already in. Hire a good middle man to walk you through one or two concerts and the business will make a lot more sense to you.

BUDGET: The revenue here is simple. It's almost always entirely from ticket sales. Be aware that VIP ticket revenue goes to the artist and/or a VIP company that manages the experience. You'll still get your basic ticket rate on VIP sales, but everything above that goes to the VIP company. If you're paying an act a flat guarantee, sponsorships are also an option for revenue. However, if your deal involves a revenue split and/or if you're dealing with a national act, you'll want to discuss up front whether sponsors are possible. Many large acts have their own sponsorship deals in place that might prohibit selling local sponsors. The expenses in concert promotion are more tricky and you'll want to make sure you have all your bases covered. Common expenses are the artist's fee (likely split into two payments with one being to the booking agency), local production (sound and lights), marketing, catering and hospitality, opening act (usually termed "support" in the budget), local travel, insurance, venue rental, security and stagehands. Depending on how your venue's box office operates, credit card and box office fees might also be included. Keep in mind, you may not have all these expenses for every show.

DEALS: There are two main types of concert deals: Straight guarantees and back-end splits. The first is exactly what it sounds like, the artist agrees to perform for a flat amount (some kind of travel stipend and day of show hospitality might also be requested, but remember everything is negotiable). Straight guarantees work for most small and many mid-size acts and tribute bands. A straight guarantee simplifies your budgeting process and allows you to focus on marketing your show.

However, the bigger the name, the more likely their management will be looking for a back-end split deal. In this kind of deal, there's usually still some kind of guaranteed amount to the artist plus a percentage of profit after all revenue and expenses are accounted for. The bigger the name, the bigger percentage of profit they'll be looking to take, with the biggest names getting 85 percent of profit. There are literally dozens of ways to negotiate split deals and this is one place an experienced middle man can be a real help early in your concert promotion adventures. Once you understand the back-end split process, there are many things you can negotiate to improve your financial outcome. A deal that is 85-15 on paper upfront can usually be massaged to turn out more like 70-30 in reality.

VENUE: Concerts come in all shapes and sizes. There are touring acts to fit literally any size venue, from a tiny bar to a football stadium. Of course, the risk and reward involved usually matches the venue's size. In Altoona, we have used a 750-seat opera house, a 3,000-seat arena and a 7,500-seat baseball stadium. Most venues are available for rental to any promoter. Some welcome new promoters and you might be able to strike a great deal on rent or even negotiate some kind of partnership. Other larger venues might have their own promotional team and their own lineup of shows you might be competing with. As you get more comfortable with the concert business, creativity comes into play because literally any space can be turned into a

HOSTING CONCERT EVENTS (CONT.)

venue. Johnstown's symphony orchestra did a sold out concert last year in an abandoned steel mill. At Bethlehem's Musikfest each August, they turn a parking lot into a huge outdoor amphitheater. Woodstock was held in a... well, you get the picture.

TALENT: For smaller shows and tribute acts, you may be able to work directly with a band and/or its agent. Band websites usually provide the information you'll need on how to book them. Most medium and large acts are booked through agencies, like William Morris Entertainment. Booking agents can be very leery of a first-time promoter, but if you can win their trust by putting on a great show that makes money for everyone, you'll quickly gain their favor. (Another advantage media companies have in concert promotion is bringing a "trust" factor to a niche that has a sometimes shady reputation.) Ultimately, agents are looking for as many legitimate venues and promoters as they can find to create competition and help the routing of tours.

TICKETING/PRICING: Most venues have their own ticketing system in place that will be used for your event. After you set the ticket prices for your show, with input from the artist's management, the venue will add a handling fee on top that it will charge buyers. You'll get the face value of your ticket and the venue uses the fee to pay its vendor and credit card companies before likely taking a small profit. As you're probably aware, ticket fees are big business with Ticketmaster charging \$10+ fees for huge shows while smaller vendors usually assess fees in the \$2-\$4 per ticket range. There are several vendors out there now trying to help media companies get into the ticketing fee business, profiting from the tickets their advertising is helping to sell. If you get into the concert promotion business with any amount of success, you'll quickly see the potential benefits of getting into the ticketing business, as well.

INSURANCE: Depending on how many events you do at your organization, this might be a very simple or slightly complicated part of concert promotion. Most acts and venues both require promoters provide proof general liability coverage, usually for at least \$1,000,000. If liquor is being sold, acts might ask to be named as an additional insured party on that liability coverage. If it's the venue that is selling the liquor (and not you, the promoter), you will also want to ask to be added to the coverage.



The Bee Gees Gold tribute sold out two nights at Altoona's 750-seat Mishler Theatre and had fans dancing in the aisles.



Blue collar comedian Ron White's Altoona show in February 2017 topped 2,000 tickets sold, making it the highest-grossing night on the northeast leg of his tour.

MISCELLANEOUS

ENDOWED INTERNSHIPS

Chestnut Hill Local • Philadelphia

Each spring, the Chestnut Hill Local offers paid summer internships to high school and college students. Students work alongside Local staff members and on their own; pitching story ideas, interviewing news subject, writing stories and creating social media, email and web pages for the Local, chestnuthilllocal.com and Welcome magazine.

chestnut hill local

These internships are made possible by the Anna Fisher Clark Memorial Fund which is administered by the Chestnut Hill Community Fund. The Fund has provided stipends for Local interns each year since the initial agreement was made.

Consider consulting an attorney to see if your newspaper may benefit from working with a foundation or partnering with another entity, that would allow your publication to receive and use money from an endowment, for a specific purpose. For example, could you partner with the historical society to archive newspapers, or work with the League of Women Voters on an election-related initiative, or partner with a university to publish their research? The options are nearly endless.

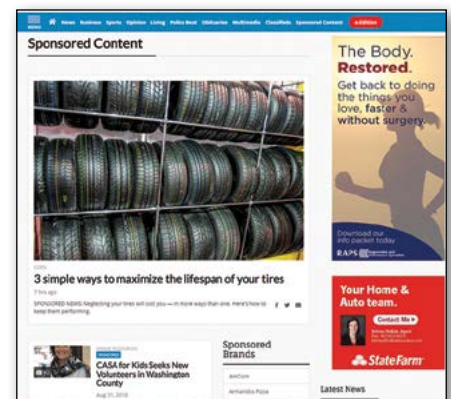
NATIVE ADVERTISING

Observer-Reporter • Washington

The Observer-Reporter's native advertising program has been extremely successful. The newspaper includes professionally written and edited content designed to engage the audience and cohesively integrate with the customer's brand.

The publication's native advertising package includes a half-page ad in print, a one-day takeover of the third story position on its homepage, a one-day takeover of the 300x250 homepage ad position, 20,000 impressions on its website, a spot on the sponsored content page of its website, integrated ad positions on its native page and Facebook promoted posts on the marketing page of its newspaper. In the past 12-months, the publication has sold more than \$60,000 in native revenue.

For more information, visit <https://observer-reporter.com/sponsored>.



EXTRAORDINARY PEOPLE

Observer-Reporter • Washington

The truth is newspapers cover horrible things in its pages. It's part of the publication's job responsibility to the community. However, ordinary people do extraordinary things every day. The Observer-Reporter launched a new feature to recognize unsung heroes in its own community and seeks nominations from readers for the monthly feature, "Extraordinary People."

Every month, a panel of community and philanthropic leaders select one winner from the nominations, and the newspaper shares the story with its readers. Acknowledging that altruists don't seek the spotlight or attention for the charitable works they do, the Observer-Reporter came up with a perk with co-sponsor Range Resources that helps them change their minds: A \$500 donation underwritten by Range Resources is made in their name to the charity of their choice. Now what could be more selfless than that?

The sponsorship with Range Resources is for \$25,000 annually. The newspaper includes a front-page banner on the day the story runs, a photo of the winner with an O-R employee and a Range employee, a framed certificate and a giant check. This has been a very popular feature with readers and the sponsor.

Visit this website to learn more - <https://observer-reporter.com/living/extraordinarypeople>.



SPONSORED CONTENT

The Republican-Herald • Pottsville

The Republican-Herald created a new revenue stream by selling sponsorships to "non-news" content that is already published. Some of this content is purchased and processed by prepress - like the daily weather map, some by editorial - like the weekly Pet of the Week feature, and some by the marketing department - like the weekly kid's page.

Also, when it was decided that the newspaper would serve its readers better by publishing all honor rolls together, the marketing department took over the responsibility and the advertising department sold a sponsorship. All of these features benefit readers and now generate revenue as well.

Pet of the Week

ANDY MATSKO / STAFF PHOTOGRAPHER

Pinky, a 2-year-old spayed pit bull, has all of her shots but has a food allergy. She can be adopted at the Ruth M. Steinert Memorial SPCA, Pine Grove. For more information, call the shelter at 570-345-3540, visit the shelter on Wertz Drive or log on to www.rmspcpa.org.

THIS WEEK'S ADORABLE PET SPONSORED BY

CACL FINANCIAL

1800 W Market St.
Pottsville, Pa 17901
(570) 628-2400
CACLFCU.org

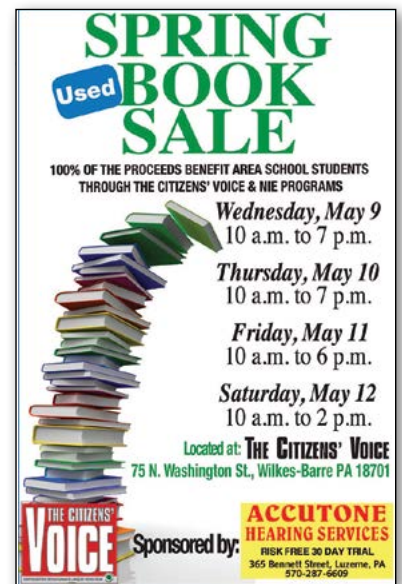
READER'S CHOICE

NEWSPAPERS IN EDUCATION

BOOK SALE

The Citizens' Voice • Wilkes-Barre

The Citizens' Voice has an annual book sale in which the newspaper collects used books from readers, and then holds a three-day sale in its building with all proceeds going to NIE.



Used BOOK SALE

100% OF THE PROCEEDS BENEFIT AREA SCHOOL STUDENTS THROUGH THE CITIZENS' VOICE & NIE PROGRAMS

Wednesday, May 9
10 a.m. to 7 p.m.

Thursday, May 10
10 a.m. to 7 p.m.

Friday, May 11
10 a.m. to 6 p.m.

Saturday, May 12
10 a.m. to 2 p.m.

Located at: **THE CITIZENS' VOICE**
75 N. Washington St., Wilkes-Barre PA 18701

ACCUTONE HEARING SERVICES
RISK FREE 30 DAY TRIAL
365 Bennett Street, Luzerne, PA
570-287-6609

NIE SUPPLEMENT

The Indiana Gazette

The Indiana Gazette hosts a variety of contests that allow students to better connect and engage with the newspaper.

Each year, the publication asks local businesses to sponsor a classroom, and in return, the students in fourth through sixth grades design ads for that business. The business owner then selects their favorite ad and pays to have it published in the newspaper's NIE supplement. The sponsor also receives all the student-designed ads to display at their location.

A writing contest is available for older students, and representatives from Indiana University of Pennsylvania's journalism department choose the winners.

Children in first through third grade can participate in a comic strip drawing contest, and senior high students can submit a cover design for the supplement.

The winning students are given a tour of the Gazette building so they can learn more about how a newspaper operates.

The NIE Supplement generates approximately \$15,000 in advertising revenue.



The Indiana Gazette
in print daily | online always

The Indiana Gazette NIE Supplement
Tuesday, March 27, 2018

- Classic Comic Contest
- 3rd Grade Writing Contest
- Design An Ad Contest
- Write an Opinion Column/
- Write a Feature Contest
- Photography Contest

Celebrating
33 YEARS of
NEWSPAPER IN
EDUCATION MONTH

DIGGY

NEWSPAPER IN EDUCATION

The Daily News • Huntingdon

The NIE program at The Daily News is beginning its fourth year. More than 100 teachers in grades K-12 participate. Each classroom may request up to 25 copies of the newspaper, and over 1,000 papers are delivered by a dedicated driver each day to 23 school buildings in five local districts - with local carriers supplementing the delivery when necessary.



To fund the NIE program, TDN solicits sponsorships from local retailers. Sixty "Partners in Education" contribute between \$200 - \$1,200 per year for either a bronze, silver, gold, platinum or diamond level sponsorship. In exchange for their financial participation, businesses receive free banner ads and a feature profile on The Daily News' website along with mentions and ads in four special sections dedicated to education throughout the year.

The sponsors are also offered the opportunity to come into the classroom to talk about their business. A representative of ACCO Brands, the manufacturer of Mead® notebooks, works with the students to make notebooks. Someone from Valley Rural Electric Co-op teaches students about electrical safety in their homes and neighborhoods. A journalist from The Daily News educates students about what a reporter does and how they build a story.

The newspaper provides posters that can be hung in the classroom to recognize the Partner in Education who is sponsoring that particular teacher's NIE program, along with a letter to parents that discusses the goals of the NIE program and thanks the classroom sponsor. Teachers are also encouraged to send thank you notes to sponsors since without them, it would be difficult to maintain such a robust program.

The feedback from the participating teachers is nothing short of phenomenal. They credit the newspapers with helping to increase the students' learning and their interest in reading, along with helping them better connect with and appreciate their community. They also mention that when students have a 15-minute free reading period during the day, most opt for the newspaper.

The Daily News also allows the students to have free access to their website during the school day that includes a variety of helpful resources. Interestingly, 85% of the teachers prefer using the printed newspaper.

As a bonus, since the various school districts have press clubs for students, the newspaper runs their stories in their Friday publication. Students reach for the newspaper to see not only their own articles, but those written by their peers. TDN hosts a luncheon banquet at the end of the school year to award the top press club, top reporter and top photographer.

If you are considering launching or relaunching a successful NIE program with sponsor support in your market, it is crucial that you take the time to sell the program to local businesses in person. They must understand the importance of the program, and that can't be done through an email or flyer.

Learn more about The Daily News' NIE program at <http://www.huntingdondailynews.com/nie>.

BARK MADNESS

The Tribune-Democrat • Johnstown

The Tribune-Democrat's Bark Madness promotion is spearheaded by its circulation department and is used as a fundraiser for its NIE program.

Readers submit photos of their pets, and readers choose the top 64 dogs and the top 64 cats. There are 6 rounds, and voting is 10 cents a vote.

The newspaper also partners with local grocery stores and the Humane Society to support this promotion. Newspaper readers can buy from participating grocery stores, and donations are given to the Humane Society. It is a win-win for NIE, grocery stores and the Humane Society.



PARTNERSHIPS

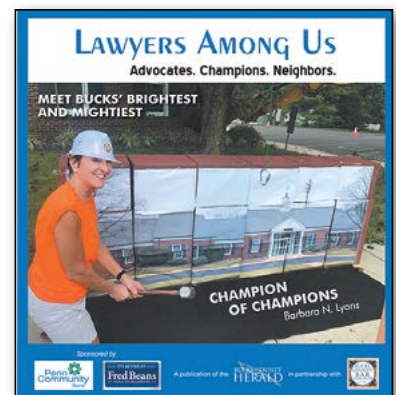
LAWYERS AMONG US - ADVOCATES. CHAMPIONS. NEIGHBORS.

Bucks County Herald • Lahaska

In partnership with the Bucks County Bar Association, the Bucks County Herald developed a publication titled 'Lawyers Among Us - Advocates. Champions. Neighbors.' that promotes the many good works, projects and programs offered by the Association and its members.

Readers of the Herald were asked to nominate outstanding lawyers who give back to the community for 12 category awards. A panel consisting of Herald staff and distinguished members of the legal community judged the more than 60 entries received based on the comments provided by Herald readers. The nominees who exemplified the highest standards of commitment and contribution were then recognized in the publication and honored at a corresponding event that featured Michael Smerconish. More than 100 people were in attendance.

In addition to the revenue generated from the two local businesses who sponsored the evening event, law firms, financial organizations and other local merchants purchased advertising space in the publication.



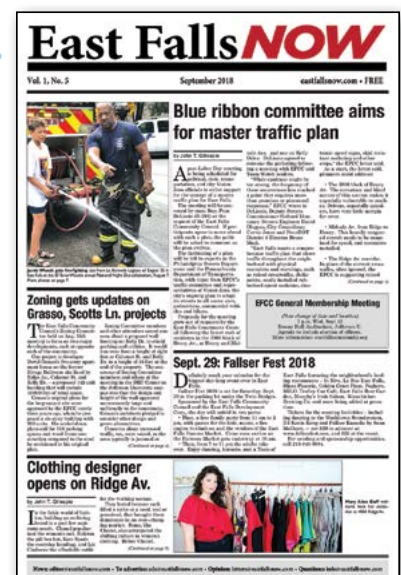
EAST FALLS NOW

Chestnut Hill Local • Philadelphia

The Chestnut Hill Local partnered with a local community association to produce a newspaper, East Falls NOW. When the local mom and pop monthly newspaper closed, representatives from the CHL approached the local stakeholders about working together. The community association was anxious to re-establish a monthly newspaper.

Working with this group, CHL handles the light editing, layout, design, production, printing and delivery. Many of these functions are done during downtime, and CHL is hopeful that they can also partner on content and advertising including distributing special sections with them.

This effort was successful from the beginning since the community association has a talented and hard-working volunteer staff and they have quickly exceeded the old newspaper in advertising, content and design and were immediately profitable.



LEASE OF OFFICE SPACE

Daily American • Somerset

The Daily American had some unoccupied space available in their building, so they leased it to the Salvation Army. If your newspaper has some unused space, consider doing the same. Here are some tips:

- An ideal leased space will have its own entrance.
- Think about what else you can provide to make the lease attractive - internet service, receptionist, access to office equipment, office furniture, free/discounted advertising, general cleaning – and consider including some of these with the lease.
- Find a lessee - not-for-profits and small service providers are good targets.
- Businesses such as finance, insurance and legal are good candidates since they generally have a small staff and can benefit from the additional amenities.
- Use your existing relationships to identify lessee options.
- Always compose a lease agreement to eliminate the possibility of any misunderstandings.



PUNCH CARD PROMOTION/REWARDS CARD

Daily American • Somerset

Locally-owned newspaper dealers (mom-and-pops) are invited to take part in a punch card program. Those interested pay \$25 for each two weeks they participate. The Daily American provides punch cards to give out to readers, offering buy five papers, get one free. The dealer covers the cost of the free paper. Some also offer a free coffee or soft drink in addition to the sixth paper.

The fee and the free paper are what the dealer offers in exchange for being part of the marketing of this promotion. Ads run in the daily newspaper and shopper with participating dealer logos listed in those publications. It is a value for them since many are not frequent advertisers.

This program likely won't result in a big increase in single copy sales, however, the dealers put up signs, provided by the Daily American, on their doors, windows and newsstands promoting the program. It is great PR for the newspaper.

The initiative is marketed on social media as well. Dealers like being a part of the program because they feel they are rewarding their loyal newspaper customers. There will be some new customers who come on board, too.

The Daily American also offers rewards cards that are given to loyal readers as an incentive to buy a subscription. The newspaper has partnered with local businesses to offer free ice cream cones, car washes and baked goods as incentives for buying a subscription, and the featured businesses do not pay to participate in the program. Businesses are willing to give free coupons in exchange for being part of the ads. A Diner's Club Rewards Card, featuring only restaurants, is underway for next year.



BE LOCAL NETWORK

Herald-Standard • Uniontown

In an effort to educate residents and visitors about the importance of thinking, buying, investing and visiting locally-owned, independent businesses to help strengthen the local economy, the Herald-Standard introduced the Be Local Network Community Discount Card. Three levels of participation ranging from \$150/year to \$3,500/year are available to businesses in Fayette, Greene, Beaver, Washington and Westmoreland counties and the newspaper is looking to expand the program across Pennsylvania.

- Think
- Buy
- Invest
- Visit



Along with providing a promotional offer to Be Local card holders, participating retailers also receive inclusion in newspaper and website ads, radio mentions, a daily deal highlight, window decal and more.

The cards are available for \$20 at the newspaper office, online and at participating retailers. Approximately 2,000 cards are sold each year - a large percentage purchased by the local hospital to share with employees during the holiday season to encourage support of local businesses.

IT'S A WONDERFUL LIFE FESTIVAL

The Indiana Gazette

Downtown Indiana is even more festive and beautiful during the Christmas season thanks to the generosity of the Lucy Donnelly Memorial Fund. Established in 1994 to honor Lucy Donnelly, former publisher of The Indiana Gazette and longtime advocate for downtown Indiana, the monies raised by the Foundation are used to beautify the downtown area by outlining the buildings on Philadelphia Street in white lights.

For 20 years, Indiana has celebrated the start to the holiday season with the Lucy Donnelly Holiday Parade and It's a Wonderful Life Festival kickoff on the Friday evening before Thanksgiving. Each year, the crowd increases in size for this holiday tradition, and the parade gets a little larger. Family-friendly activities, including roasting marshmallows, free hot chocolate, free crafts for the kids, music, free hayrides, a performance by the Indiana Junior High School Spirit Band - followed by a parade and tree lighting, round out the evening. To close the evening events, the movie, "It's A Wonderful Life," is also shown at the local theater. The Festival brings about 5,000 people to downtown Indiana.

The celebration is appropriately named as Indiana is the birthplace of Jimmy Stewart, Hollywood's Christmas classic film star of "It's a Wonderful Life," and also has the honor of being the Christmas Tree Capital of the World.



GOOGLE TOURS

Observer-Reporter • Washington

The Observer-Reporter recently partnered with a Google Certified Photographer to become a reseller of Google Tours in the market. With a Google Tour, 360 degree photos of the inside of a business are provided for Google users to view in search. These tours are a great way for customers to experience the ambiance and decor of the business and entice them to come visit in person. The great things about Google Tours is that, while most digital products have a longer sales cycle, they can be sold the first time a sales rep walks through the door. In the first year selling these tours, O-R did 20 tours and earned nearly \$30,000 in revenue. Learn more [here](#).



PILGRIMAGE TRIPS

Pittsburgh Catholic

In partnership with a travel agency - A Pilgrim's Journey, Pittsburgh Catholic offers readers the opportunity to travel on a pilgrimage to a variety of worldwide locations and local destinations. Recent trips include a Civil War pilgrimage in which participants enjoyed various Catholic sites in Gettysburg, Emmitsburg, Md., and an exciting pilgrimage to Ireland. Future pilgrimages include a journey to Chimbote and Lima, Peru, the Marian Shrines and the highly-anticipated Oberammergau Passion Play that is only performed every 10 years.



Be sure to read the accompanying article from Belinda Held of A Pilgrim's Journey that discusses the benefits of newspapers sponsoring trips for their readers. It is published on page 36.

SMALL BUSINESS SATURDAY

The Sentinel • Carlisle

To highlight local businesses during the busy Thanksgiving weekend holiday shopping kick-off, The Sentinel has partnered with the Downtown Carlisle Association to promote Small Business Saturday®- an annual shopping tradition dedicated to supporting small businesses and celebrating communities across the country. Founded by American Express in 2010, Small Business Saturday® is celebrated every year on the Saturday after Thanksgiving.

Local merchants are invited to showcase their business in a special advertising publication that is inserted on Thanksgiving Day, and on Small Business Saturday®. The 12-page broadsheet, which includes ads from more than 50 businesses, is used as a jacket around the numerous Thanksgiving Day inserts. The publication also contains holiday song lyrics and is re-purposed and distributed by the DCA during their annual Christmas Parade and Light up the Night celebration.



TIMES TRAVELER TOURS

The Times-Tribune • Scranton

To expand the brand of The Times-Tribune's "Times Traveler" pages - a feature that publishes photos of readers in vacation spots holding a copy of the newspaper - The Times-Tribune created Times Traveler Tours. The group's first tour was to Tuscany, Italy and because of its success, several additional sold-out trips have been offered.

Working in partnership with TravelWorld, a current advertising client, Times Traveler Tours is an opportunity to generate new nontraditional revenue as the newspaper receives a percentage of each tour sold in exchange for the promotion.



If your newspaper is considering offering travel tours, Don Farley, Chief Operating Officer, Print & Digital at Times-Shamrock Communications, offers the following tips:

- Negotiate a good split with the partnering travel agency.
- Work with a partner who is established and understands the types of trips that sell best.
- Focus on larger trips to generate more profit.
- Promote the trips in the newspaper.

HOLIDAY SWEEPSTAKES

Williamsport Sun-Gazette

The Williamsport Sun-Gazette hosts a holiday sweepstakes promotion that offers local retailers a unique opportunity to connect with consumers. Depending on the advertising package selected, merchants supply a prize that readers register to win, and in return, they receive a variety of print and digital ads, along with email and Facebook marketing opportunities, to highlight their business during November and December.



Ads promoting the sweepstakes in/on the Sun-Gazette's print, digital, email and Facebook page. The goal is to drive consumers to a central website to register to win the different items, including the grand prize of \$1,000 plus a trip. Each participating retailer receives a minisite that includes information about the prize they have provided. The sweepstakes generates more than \$12,000 in revenue.

NEWSPAPER TRAVEL PROGRAMS

Can they be a new source of revenue for your paper?
Yes – and so much more!

PNA recently interviewed Belinda Held, owner of A Pilgrim's Journey (www.aPilgrimsJourney.com), about her experience coordinating travel programs for newspapers.

Belinda has unique expertise in the field of group travel, garnered from decades in the travel industry. She works almost exclusively with newspapers to develop and maintain their travel programs. The programs are a welcome source of revenue for the newspaper and offer joyful opportunities to their readership, promoting loyalty, increased exposure and circulation.

Belinda suggests that although some travel companies may advertise in your publication—which, without a doubt, is a good source of revenue for many papers – the paper can up the ante! It can take the initiative by creating newspaper-sponsored customized travel opportunities for their readers!

"You can take the reins and, in this way, strengthen your bond with your readers as they come to rely on YOU for their next adventure"

The repeat traveler rate on A Pilgrim's Journey organized travel opportunities is truly astonishing. Belinda strives to create a "travel club" for the paper. She points out that the paper must provide a quality and well-organized experience for their readers. Since their reputation is on the line with every trip, if not managed correctly, a travel program can end up being a liability, especially with the very visible prevalence of feedback on social media. But Belinda adds that with the right amount of care and attention to detail, she has yet to experience anything remotely negative on any of the newspaper-sponsored trips she has organized. In fact, quite the contrary- the feedback is positive to a T.

"It has become apparent that people with common interests and values love to travel to distant and not-so distant locations together. A newspaper can be at the hub for travel experiences in their local community - they can customize a travel experience that appeals to their readers and subsequently creates a lot of excitement within their readership. The trip can provide an incredible experience for a group of

travelers- enabling them to meet new friends with common interests, plus they often return slightly fitter for the experience!" In fact, Belinda will be attending a wedding in the fall of two travelers that met on one of her trips to Italy.

People have many different reasons for wanting to travel in a group. The Pittsburgh Catholic has been working with www.aPilgrimsJourney.com for close to eight years and has had great success with their program. A Pilgrim's Journey helps newspapers from all over the country to develop and maintain their travel programs, from a few days in Philadelphia to see Pope Francis to a 10-day pilgrimage to Israel plus destinations in Europe & South America, and the results have been impressive.

Belinda travels with a lot of the groups she organizes – especially if the paper has filled two buses – which is not unusual, or if she thinks it is necessary. Her main goal is to make sure the group is content, and nothing goes amiss – people expect and deserve to enjoy themselves and the reputation of the newspaper is always at stake. She is very sensitive to this issue – and wants to make sure the travelers get their money's worth!

The proof is in the pudding for the newspaper! The monetary reward for the paper is almost quadruple the straight advertising rate.

So, what constitutes a travel program? Belinda suggests starting with one departure a year – and giving yourself a year to promote it. The trip itself can be a spiritual or a historical journey – or a combination. The types of travel opportunities that are the most popular include pilgrimages to locations of religious significance but also historical and cultural experiences. A recent trip to Gettysburg customized for the paper by A Pilgrim's Journey sold out after two issues of the paper highlighting the experience. Often a writer travels with the group and blogs about the experience, so those readers unable to travel can still vicariously enjoy the trip. The blogging also provides some wonderful content for the paper.

Call Belinda if you want to discuss starting your own travel program and she will guide you through the process – 724-679-7450.

"I really believe in the value of newspapers. Print media is a valid resource for a community and can bring a plethora of opportunities to their doorstep."

**BRENDA
HELD**

RETAIL

PIZZA DEAL CARDS

Altoona Mirror

The Altoona Mirror sells a “Pizza Deal Card” that entitles the purchaser to receive a large two-topping pizza from each of the eight restaurants that participate in the promotion. A total of 250 cards are available for purchase at a cost of \$39.95 per card.



The pizza shops that take part do not have any out-of-pocket cash outlay. They simply provide one pizza to each cardholder who visits their restaurant. The card is intended to drive store traffic and help participants gain some new customers.

Each participant’s logo and location information is included in the Mirror’s print and digital ads that promote the card - an advertising campaign valued at over \$10,000. In addition, each restaurant receives a \$2,500 advertising package to use as they’d like within six months. All the pizza deal cards were sold bringing in \$10,000 in revenue.

CARD DECKS

The Corry Journal

Each year, The Corry Journal produces a new deck of cards. Retailers pay a fee to have their logo attached to a card in the deck. Each of the four aces are sold for \$450, face cards and 10s are sold for \$400, 32 numbered cards are sold for \$250-\$300 each and the four jokers are sold for \$250 each.

This program generates about \$18,000 in revenue minus production costs to make the decks. The newspaper either inserts the decks, for free, into a little bag when the papers are delivered, or the decks are given to groups like the Boys Scouts, wrestling boosters and the YMCA, and then they sell them for \$5 each and keep the proceeds.



SPECIALTY PUBLICATIONS

AREA GUIDE BOOK

Bucks County Herald • Lahaska

The Bucks County Herald publishes a regular feature titled "Destination" that focuses on the history and makeup of one of the fifty towns that comprises its distribution area. Due to the popularity of these stories, the Herald relaunched its Area Guide Book as a twice-a-year compilation of these pieces. Corresponding QR codes allow readers to conveniently dive more deeply into information about each community, including a detailed map.

The revenue stream for this product is two-fold - including proceeds from both advertising sales and distribution sales. The book retails for \$5.00 and is available to retail outlets at the wholesale price of \$2.50.



THE LOCAL PROPHET

Chestnut Hill Local • Philadelphia

If you've ever wondered what Butterbeer really tastes like or want to watch someone catch the Golden Snitch in a high stakes Quidditch match, the annual Wands & Wizards event (formerly the Harry Potter Festival) in Chestnut Hill is the place to go. While you're there, be sure to pick up a copy of The Local Prophet, a free newspaper produced by Chestnut Hill Local, that contains interesting information about the festival, local advertising, and for some extra magic - special effects.

The Chestnut Hill Local has been involved with the festival since day one. For the first event, the newspaper developed a four-page publication called The Local Prophet (a nod to the newspaper in the Harry Potter books called The Daily Prophet) to hand out to those in attendance. Since that time, it has grown to 20-pages, and is strongly supported by local advertisers.

With the help of an augmented reality app, readers can scan photos in the publication with their smartphone to have images move around on the page and allow music and video to begin to play. More than 10,000 copies of the newspaper are published, which includes many that are distributed throughout Philadelphia as a promotional piece for the event.

Due to the popularity of the Festival, and the local advertisers' support of the event, The Local Prophet has been a non-traditional revenue generator for the Chestnut Hill Local. Wands up to that!



GET THE JOB

The Daily Item • Sunbury

Get the Job was published as a resource for people actively searching for jobs or looking to make a career change. The newspaper also offered an online/ social media package through its partnership with monster.com. This package included a 14-day posting on Monster, Career Ad Network and Twitter.

Get the Job reached *The Daily Item* and *The Danville News* audience of more than 40,000 readers as well as an online audience averaging 28,000 readers.

Additional copies of this section were distributed to employment agencies.

Advertisers included local businesses looking for a new recruitment outlet, and the net revenue from this publication was \$2,300.



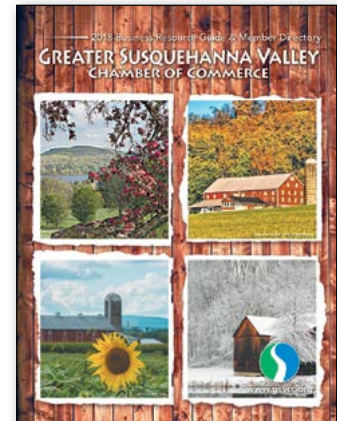
GSVCC BUSINESS RESOURCE GUIDE & MEMBER DIRECTORY

The Daily Item • Sunbury

Working together, *The Daily Item* and the Greater Susquehanna Valley Chamber of Commerce published a Business Resource and Directory of the Greater Susquehanna Valley. The Directory had several advertisements from Chamber members, and stories from a few members about their businesses that were chosen by the GSVCC Staff.

The cover photos represent the four seasons in the Susquehanna Valley.

The Business Resource and Directory was published and distributed to the GSVCC office, and *The Daily Item* staff delivered copies to the advertisers that participated. The Directory is available to all GSVCC members and is given to new businesses upon opening in the Greater Susquehanna Valley. This is a great resource for business to business marketing.



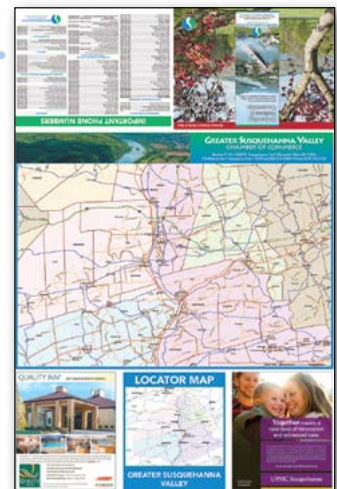
GSVCC MAP

The Daily Item • Sunbury

In partnership, *The Daily Item* and the Greater Susquehanna Valley Chamber of Commerce published a map of the Greater Susquehanna Valley. The map includes several advertisements from Chamber members, a map key and the cover has a well-recognized photo of the Valley.

The map was published and distributed to the GSVCC office and *The Daily Item* staff delivered copies to the advertisers that were included on the map. The maps are also available to all GSVCC members upon request and *The Daily Item* hands them out to new businesses opening in the Great Susquehanna Valley.

Map advertisers included GSVCC members, and the project yielded net revenue of nearly \$21,000 and a profit of more than \$15,000.



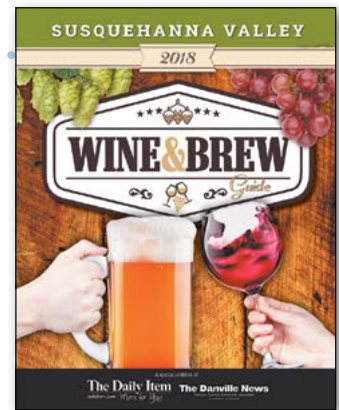
SUSQUEHANNA VALLEY WINE & BREW GUIDE

The Daily Item • Sunbury

The Daily Item published the area's premiere Winery & Brewpub edition. Using one of four layouts, advertisers were able to showcase your business in a full color, magazine-style guide.

The Winery & Brewpub Guide reached The Daily Item and The Danville News audience of more than 40,000 readers as well as an online audience averaging 28,000 readers.

The Guide was also placed at six local wine and brewfest events. Revenue from this publication was more than \$9,000 with \$6,600 in profit.

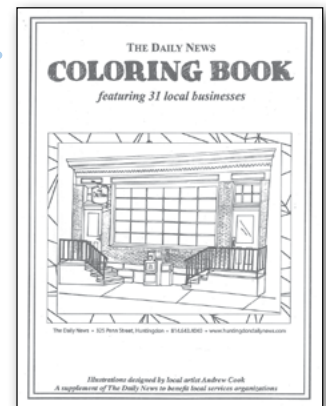


ADULT COLORING BOOKS

The Daily News • Huntingdon

Due to the popularity of adult coloring books, The Daily News produced two of its own. The first book included illustrations of area buildings, and local businesses paid to sponsor the pages.

The second book, released in time for Easter, featured illustrations of area churches. Newspaper subscribers received the coloring books for free, and others could purchase them for \$10.



AREA EATS

The Indiana Gazette

Local restaurants have a unique opportunity to promote their businesses in The Indiana Gazette's magazine – Area Eats. Approximately 25 restaurants purchased either a half-page, full-page and double-truck ad space. They are also encouraged to include a coupon offer.

Area Eats is distributed to approximately 80% of households in Indiana County through both the daily newspaper and the corresponding TMC product.



BANANA SPLIT FESTIVAL TAB

The Latrobe Bulletin

The Latrobe Bulletin produces the official tab for the Greater Latrobe-Laurel Valley Regional Chamber of Commerce's annual Banana Split Festival – which attracts more than 20,000 people each year.

The tab, which includes maps and a list of the shows at the festival, is inserted into the newspaper, and overrun copies are available at the Chamber's festival booth. The Chamber cross-promotes the tab, and ten percent of the proceeds are given back to the Chamber.



HOTEL WRAP

The Latrobe Bulletin

From Memorial Day through Labor Day, The Latrobe Bulletin produces a four-page cover wrap, with ads, that is included with the newspapers that are dropped off at four local hotels. Travelers are exposed to information about area businesses.



BRIDAL GUIDE

Observer-Reporter • Washington

The Observer-Reporter's Bridal Guide was completely redesigned to feature 100 percent local content. The cover was chosen through a photo contest that generated \$11,000 in revenue in 2018.

Inside the book, a number of area weddings are featured, and a comprehensive reception venue guide that breaks down price, capacity, when to book, etc., and more, is included. The publication generated nearly \$25,150 in revenue.

An interesting twist is that the O-R doesn't use its newspaper to deliver this product. It is direct mailed to brides-to-be and women aged 28-35 making more than \$100,000 in the Pittsburgh DMA. With revenue diversification top of mind for many in our industry, the O-R sees this product as the first step in building a standalone niche publication division.

Link to e-edition on issuu.com: https://issuu.com/kgreenalm/docs/20180418_bridalguid



TV WEEKLY

Observer-Reporter • Washington

It had been more than 10 years since the Observer-Reporter included a television book in their newspaper. After receiving many reader requests to reconsider this decision, the publication relaunched TV Weekly, and it's been a win-win for everyone.

Working in conjunction with PNA affiliate member Advantage Newspaper Consultants to sell advertising space in the publication, approximately 40 local advertisers committed to a 52-week contract yielding the Observer-Reporter more than \$200,000 in advertising revenue. Circulation revenue also increased by more than \$450,000 as the cost of all subscriptions was increased by \$.50 to compensate for the addition of this premium product.

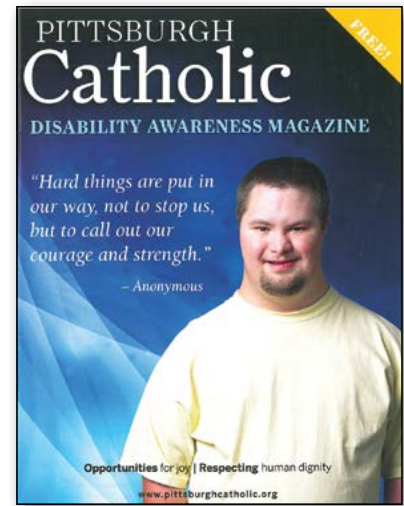
The Observer-Reporter receives the television listing pages from Gracenote which include spaces to place the local ads.



PITTSBURGH CATHOLIC MAGAZINE

Pittsburgh Catholic

Like most newspapers, looking at ways to give our readers more and increase revenue is always at the forefront of our minds. Therefore, in the summer of 2009, Pittsburgh Catholic introduced Pittsburgh Catholic Magazine. The newspaper saw a need and filled it. This high-quality, glossy publication focuses on specific content of interest to readers, such as the family, senior citizens, education and disability awareness. The content is generally local, and people jump at the chance to submit stories at no cost, particularly those involved in the non-profit sector; the publication is very frugal when procuring content. The magazine is a niche publication that gives writers a chance to submit copy, provides valuable information to readers and offers an opportunity for advertisers, who prefer a glossy publication to newsprint, to reach its readership.

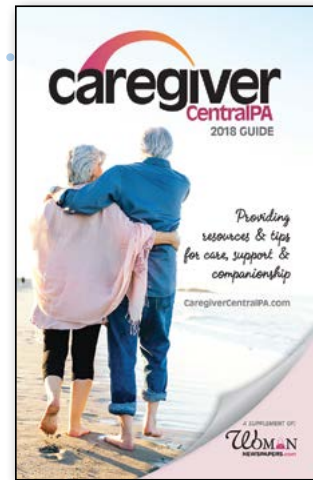


CAREGIVER CENTRAL PA GUIDE

Press And Journal • Middletown

Caring for an aging friend or relative has many rewards, as well as many challenges. Having been down this path themselves, the owners of the Press And Journal wanted to create a guide that would be a useful tool for caregivers. As a result, the Caregiver Central PA Guide was created. The publication includes a local resource directory for services such as cleaning, medical devices and legal issues, a list of help lines, a summary of national support services, plus some interesting senior-related articles.

The annual directory is inserted into the Press And Journal's sister publication, Woman, because of the demographic audience it reaches. Research indicates that the typical caregiver is an employed woman, age 49, who is caring for her 69-year old mother - a perfect match for Woman's readership.



PSU GUIDE

Press And Journal • Middletown

For the past several years, the Press And Journal has been producing its PSU Guide as a way to introduce Penn State University students, as well as faculty and staff, to businesses in the greater Middletown and Central Pennsylvania areas.

The publication allows area advertisers the opportunity to reach a demographic to which they may not normally connect.

Copies of the publication are distributed to incoming freshman students during orientation, and are also placed in every apartment on campus, as well as in all off-campus housing. Several hundred copies of the Guide are also handed out during an annual community event held the first week of classes.

The Guide's content is generated by Press And Journal staff and features local information of all kinds - recreation, shopping, entertainment and services. The goal is to provide new and returning students with a valuable resource guide that covers everything from health information and car repair/servicing, to the best walking and hiking trails in Central PA, that they can use throughout the year.

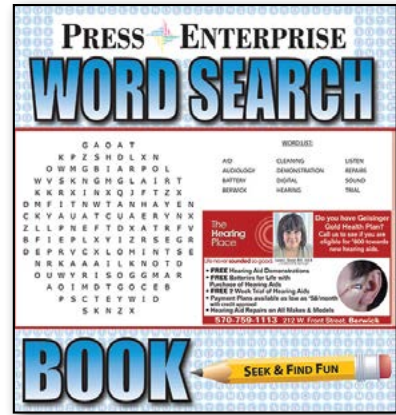


WORD SEARCH BOOK

Press Enterprise • Bloomsburg

The Press Enterprise created an advertiser-sponsored Word Search Book. Due to the popularity of the various puzzles that are published each day, the newspaper wanted to offer puzzle enthusiasts a standalone piece that had shelf life.

Recognizing that puzzles are especially popular with the adult 50+ population, advertisers offering products and services targeted to this audience were asked to sponsor a word search that contained hidden terms related to the nature of their business. The newspaper's staff searched each potential advertiser's website, identified key words related to their business, and designed a prototype puzzle, which was then presented. Being proactive reduced the work required of the advertiser and made it easier for them to agree to participate. A corresponding ad from each sponsor was published next to their puzzle.

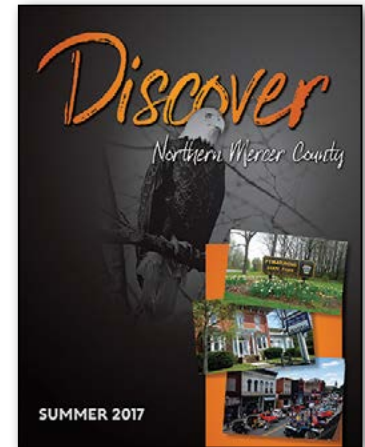


DISCOVER NORTHERN MERCER COUNTY

The Record-Argus • Greenville

To help attract visitors to its small community and educate local residents about the area's history and upcoming events, The Record-Argus produces an annual publication titled Discover Northern Mercer County. A recent edition focuses on interesting facts and urban legends related to Mercer County, including torpedo testing on Pymatuning Lake during WWII, the Underground Railroad that ran through the area, and locally produced TNT. Did you know that Mercer County is the birthplace of the parachute? It also features unique things to do that many people may not be aware of.

The publication is popular with local advertisers who want to help promote the area in addition to highlighting their business. It is inserted into the newspaper, and is also distributed at 50 area locations, including the Chamber of Commerce, campgrounds, convenience stores, restaurants, hotels, the local hospital, library, and real estate offices.

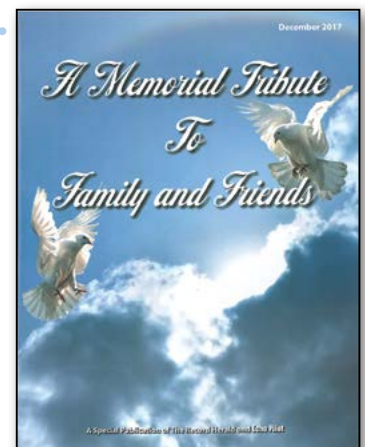


MEMORIAL BOOK

The Record Herald • Waynesboro

Working with the local funeral directors in the area, The Record Herald offers grieving families the opportunity to include the name and photo of their deceased loved one in the newspaper's annual Memorial Book. For an additional \$25 added to the cost of an obituary, the deceased is featured in a year-end commemorative book that recognizes those who have passed away, organized by month, during the calendar year.

The book is printed and available in time for the holiday season. Many readers purchase multiple copies to send to out-of-state relatives. This initiative has generated more than \$20,000 in revenue.





Pennsylvania NewsMedia Association
3899 North Front St., Harrisburg, PA 17110
phone: 717.703.3000 • fax: 717.703.3001

www.panewsmedia.org