

BIG
BOOK OF

**GROWING
AUDIENCE**

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INTRODUCTION

Newspapers in Pennsylvania are growing their audiences across print and digital platforms and are developing a series of incentives, promotions and strategies to make that happen. The digital transformation is happening rapidly, and newspapers are working to create new relationships with their audience by offering packages that include access to content on multiple platforms.

A number of our members have shared their growing audience initiatives with us, and we are pleased to pass those along to you. We hope these ideas will serve as inspiration as you continue to implement plans to increase your newspaper's readership.

We would like to extend our gratitude to the following Pennsylvania newspapers for sharing their valuable experiences with us:

Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)

Central Penn Business Journal (Harrisburg)

Erie Times-News

Lancaster Newspapers, Inc.:

- *Intelligencer Journal/Lancaster New Era*

Lancaster Weeklies

- *Lancaster Farming (Ephrata)*
- *The Ephrata Review*
- *The Lititz Record Express*

Pittsburgh Tribune-Review/Trib Total Media, Inc.

Reading Eagle

The Carbondale News

The Daily Item (Sunbury)

The Daily News (Huntingdon)

The Republican-Herald (Pottsville)

The Times Leader (Wilkes-Barre)

The Times-Tribune (Scranton)

The Wayne Independent (Honesdale)

Town and Country (Pennsburg)

PRACTICAL TIPS TO HELP GROW AUDIENCE

Increasing business by capturing new revenue streams and maximizing efficiencies is necessary for the success of any company, including news media organizations. As newspaper reading preferences vary person to person, from the printed product and e-editions, to tablet and smartphone versions, news media personnel are tasked with developing strategies to attract new readers, and retain and expand business from current subscribers.

Promotions to increase subscriptions and single-copy sales, digital strategies including metered viewing, pay walls and “all access” packages, as well as the strategic use of big data are some of the tactics used by news media organizations to help grow audience.

INCREASE SUBSCRIPTIONS THROUGH PROMOTIONS

A special offer may be just what it takes to attract a new or lapsed subscriber. Reduced pricing and product giveaways are popular options. Some promotional ideas include:

- Black Friday sale – encourage gift subscriptions for the December holidays by offering a deeply discounted, limited-time offer.
- “Add a Friend” promotion – offer current subscribers a discounted price to gift a newspaper subscription to a friend.
- One-day sales – offer a special one-day-only price for new subscribers who sign-up on a unique day of the year like 12/13/14, or on the first day of summer, etc.
- Pizza party promotion – offer a value-added pizza party with a new subscription. Barter with current pizza shop advertisers to provide gift certificates for free pizza and soda, in exchange for ad space in your publication.

MAXIMIZE SINGLE-COPY OPPORTUNITIES

Home sellers often “stage” their homes by eliminating clutter, and adding a few key accessories to increase the overall appeal of the property. Newspapers can do something similar by combining the skills of the circulation, marketing and editorial departments, to make better use of the front page of each section. In particular, page A1 should include the placement of more local and differentiated news, which cannot be found elsewhere, to attract the eye of the consumer at the point-of-purchase.

Strategic marketing efforts and attractive merchandising displays at retail locations can also increase the success of single-copy sales. The following ideas can help to increase the visibility of your newspaper’s brand:

- Strive to secure at least three point-of-sale signage exposures
 - Sales counter
 - ♦ Purchase inexpensive penny trays/pen holders with your newspaper’s logo. Position at the point-of-purchase as another reminder to pick up a newspaper.
 - Door/window
 - ♦ Invest in double-sided static cling signs that can be affixed to glass, indicating that your newspaper is available for sale at the location.
 - ♦ Include your logo on the “store hours” sign.

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GROWING AUDIENCE WHITE PAPER (CONT.)

- ♦ Purchase “Push/Pull” decals with your newspaper’s name and logo at the bottom of each side, and attach to doors.
- ♦ Include your newspaper’s logo on the “Thank you – Please Come Again” sign.
- In-store posters
- Newspaper shelf labels
- Inexpensive wall clock with your newspaper’s logo
- Outdoor signs
 - ♦ Posters at the gas pumps
 - ♦ Staked, in-ground signs on the property that are weatherproof and UV resistant
- Your newspaper display should be visible along the traffic path. The front entrance location, or right next to the coffee, is preferred.
- Confirm that the current day’s paper is prominently displayed and facing forward.
- Use the newspaper display rack header to stand-up your newspaper, giving it better visibility – as opposed to having all of the papers lay flat on the display shelves. Avoid having tied and bundled stacks on the floor.
- Include a coupon or a sticky note on the front page of the newspaper, inviting readers to attend a special customer appreciation event.
- Use the back of the newspaper rack, facing out the window, as additional promotional space by including a rack card on the display.
- Attach poster brackets to newspaper racks and affix a promotional sign to increase advertising exposure. For example, if you sell Sunday newspapers on weekdays, include a sign that says, “Sunday News – For Sale on Weekdays (while supplies last).”
- Increase the number of sales racks at retail locations – particularly Sunday racks.
- Keep rack cards refreshed and current.

Promotional or content-driven programs that bring consumers into the retailer, or get customers to purchase more, are strategic game changers. Running specials can help news media organizations gain and maintain prime display positioning at retail locations, thereby increasing the likelihood of additional single-copy sales. Some promotional ideas include:

- Partner with retailers’ frequent buyer programs to alert and engage high-value customers.
- Offer special discounted pricing on a lower readership day, like Monday.
- Launch a punch card promotion – buy 6 Sunday newspapers and receive the 7th for free. Have punch cards available at the register.
- Sponsor a seasonal or sports-related giveaway (tailgating package). Position rack of newspapers and registration box near promo item.
- Produce a high school or college sports schedule poster, and give it away, for free, with the purchase of a newspaper. Posters can be kept behind the counter, and be handed out by the cashier.
- Build a player poster promotion – produce 5 double-truck images, and include them in five consecutive newspapers. Readers can collect all five pages to build their own 5 ft. tall collectible player poster. Promote through house ads, in-store signage and social media.
- Design a garage sale locator map each week, and promote it through rack cards.
- Designate certain newspaper issues as “premium content” days, such as Thanksgiving, and up-charge for the issue. Include enhanced, relevant, local and differentiated content. Include a special section devoted to a local topic of interest (sports team, etc.).
- Offer an early Sunday edition, on Saturday, which includes Saturday’s news, with Sunday’s circulars – charge a 100% premium.

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GROWING AUDIENCE WHITE PAPER (CONT.)

In addition to instituting strategic marketing and merchandising initiatives, single-copy sales may also be enhanced by analyzing the strength and number of your current retail locations, as well as your delivery process.

- Use current statistics to optimize the locations of your retail outlets and box placement
 - Up to 20% of small – mid-size business open and close each year.
 - New residential and commercial development can change customer traffic patterns.
 - Local neighborhood consumption trends can help you pinpoint opportunities.
 - Consider the number of coins needed for an easy, single-copy box purchase.
- Identify and address potential delivery issues
 - What is the consistency of delivery to your retail locations, and boxes?
 - ♦ How many of your papers arrive at the wrong time, or not at all?
 - ♦ What real-time tracking do you have with your contractors?
 - ♦ What happens when a substitute runs the route?
 - ♦ What facts do you have to certify every delivery?
 - ♦ Use documentation to avoid unproductive disputes with your retailers.
 - How much of your revenue is lost to changes to the draw, or slippage by the driver?
 - ♦ NAA data shows that 17%-20% of locations go out-of-stock every day!
 - ♦ Newspapers are one of the only products in a supermarket with no automated method of reporting out-of-stocks – can you provide technology that would eliminate this from happening?
 - Do you have online/mobile technology that allows potential customers to find a location that sells your newspaper, or order extra copies? If so, do you promote it?
 - Is there a revenue opportunity for your newspaper to make the deliveries for all of the other national or local papers?
 - ♦ Retailers are more receptive to a category solution than a single product push.

ENGAGE READERS WITH DIGITAL CONTENT

There is a vast market for newspaper content delivered digitally, particularly specialized content targeted to a distinct audience. A study from Mather Economics LLC indicates that paying subscribers primarily read local news, sports, editorial and politics on newspaper websites, whereas non-subscribers read entertainment, travel and technology/business.

There is a growing audience for news products, available on multiple platforms, which creates an opportunity for a bundled content strategy. In response, an increasing number of news media organizations are offering readers an all-access package subscription program. Although content may vary by newspaper, many all-access members receive 7-day home delivery, full access to e-editions and the newspaper's website, mobile delivery on tablets and platforms, as well as discounted offers, or free entry, to local events, and exclusive coupons not available to the public.

When building digital subscription packages, develop products targeted to different customer segments including a low-entry price point with access to limited content, and a higher-priced option that allows access to all premium content.

It is helpful to establish a cross-departmental team that can identify, and address, the key factors that will ensure the successful launch of your digital products. These may include:

1. Develop strategies for meter settings, pricing and benefits
 - a. Set meter at "x" number of free stories per month for non-members.
 - i. Consider offering free access to digital content for the first 24 hours, but charge for it once it is archived.

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- b. Everything is metered except home pages, section fronts and classified verticals.
 - c. Design welcome and stop “light boxes.”
 - d. Consider low-cost introductory offers, such as \$0.99 for 4 weeks.
 - e. Create incentives for subscribers to select bundles that yield incremental print subscriptions from digital customers.
 - f. Include member-only discounts at local and online retailers, and special member events in the package. Examples include:
 - i. Evening at the aquarium/museum
 - ii. Tickets to an upcoming concert
 - iii. Tickets to a movie screening
 - iv. Free admission to food truck or carnival event
2. Research and select a provider to host the digital content, if necessary
 3. Educate employees on new products
 - a. Prepare reference book that contains frequently asked questions, and pricing grid.
 - b. Require attendance at training session.
 - c. Establish internal “hotline” number for employees to call with questions.
 4. Actively market digital subscriptions by educating consumers on the benefits of your digital suite at every point of contact including print, online, email, social, television, radio and out-of-home – including rack cards
 - a. After the initial launch, shift the customer acquisition messaging to include testimonials from satisfied consumers and advertisers.
 - b. Send ongoing email reminders to digital subscribers who have not activated the benefits of membership.
 - c. Send daily morning email to tout morning content, tease upcoming content, and display top videos from the week.
 - d. Send weekly email to members that includes exclusive coupons, contest entries or special offers for “all-access” subscribers.
 - e. Run sponsored contests on your website, such as a cutest pet or cutest baby photo contest, and solicit sponsors to donate prizes. This helps to build, and maintain, interest in your digital products.
 - f. Run giveaway contests as an incentive to activate digital subscription (and retain customers).
 - g. Sell digital subscriptions on college campuses to educate students, and keep parents informed about the local community.

UTILIZE BIG DATA TO INCREASE SUBSCRIPTIONS

To maximize the efficiency of their customer acquisition efforts, news media organizations can benefit from the use of big data. Vendors offer products that include intelligence about household demographics, home value, credit card and bank usage, and more. This information allows you to identify specific lifestyle groups, along with their habits and preferences, so you can craft, and deliver, an appropriate marketing message.

By ranking similar behaviors between subscribers and non-subscribers, you will be able to determine the best prospects for targeted sales in key areas, as well as identify which form of communication is preferred by the group.

The digital information, or big data, combined with an analysis of sales channel preference, ultimately yields the most cost effective approach to reaching potential subscribers.

This level of targeting also opens up a new potential revenue stream of being able to direct ads to these niche audiences.

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GROWING AUDIENCE WHITE PAPER (CONT.)

Big data helps with telemarketing efforts. Through the use of digital intelligence, a list of prospects may be populated each week, based on the lifestyle group being targeted. A script can be written based on the interests and composition of the group, with special emphasis placed on factors such as price sensitivity, interest in sports or the arts, or digital usage. One or more of your news media products can then be recommended, based on the group's profile. For example, lower income groups may be presented with a Sunday-only option, whereas those who are financial investors may be directed to products that are packed with business-related content.

GROW BUSINESS BY THINKING CREATIVELY

Building business through promotions, single-copy sales, digital strategies and the utilization of big data are all important considerations when developing a plan to grow audience. It is also helpful to enlist the support of others within your news media organization to identify other non-traditional approaches.

- **Does it make sense for your publication to collaborate with local high schools** to include articles, written by students, in your publication, perhaps in lieu of the school producing an in-house student newspaper? Could you then sell subscriptions to those schools at a discounted price, and grow audience?
- **Would you be able to use some images**, taken by your staff photographers, and turn them into cover art for social media pages? When you post them to your website for download, you will increase your digital audience!
- **Did you ever consider placing an ad for your products on Craigslist?** Look for clever new ways to promote your news media subscriptions.
- **Do you have an easily-identifiable "subscribe" button** on all of your website pages?
- **Is your website address on every page** of your printed products?
- **Could you increase traffic to your Facebook page by running a contest** for a concert ticket giveaway? Include a "concert" link on your Facebook homepage, and require the entrant to "like" your Facebook page in order to access the concert ticket registration page. Continue to incentivize the "like" with other discounts and promotions.
- **How aggressively are you pursuing former subscribers?** Be sure to send a personalized letter, and/or email, to past customers, and invite them to re-subscribe. Provide details about all of the options that are available to them, and include a special incentive to win back their business.
- **Have you implemented an E-Z pay program** as a way to retain readers?
- **Does your newspaper participate in community events?** If so, set up a table, or booth, and sell subscriptions on-site.
- **Do you have any current advertisers, like a realtor, who will sponsor** the delivery of newspapers to hotel rooms – particularly in transient communities?
- **Are you actively engaging in self-promotion?** Be sure to include a single-sheet insert, offering a subscription promotion, in single-copy issues.

Although newspaper readership rates in Pennsylvania are higher than the national average, there is always an opportunity to capture new subscribers. Through a combination of initiatives, including promotions, digital strategies and big data, Pennsylvania's news media organizations are positioned to continually grow audience by offering a range of products, and delivery options, designed to meet the varied, and changing, needs of its readers.

SAMPLE ADS

ALL-ACCESS AD

All-Access MEMBERSHIP

print • digital • mobile

print

HOME DELIVERY

All-Access membership includes one of four home delivery options of The Daily News: 7-day, week-day only, Sunday only, or weekend.

SPECIALTY PUBLICATIONS

Each month, members will receive additional magazines and publications highlighting the people, places, business, and entertainment in the tri-county area.



digital

THE DAILY NEWS.COM

All-Access membership includes unlimited access to thedailynews.com website. Non-members can access five stories per month.

ARCHIVES

In addition to unlimited access to recent publications, All-Access members can also search the entire Daily News archives. All Daily News publications have recently been digitized for full access to the past 50 years.

E-EDITION

Flip through a digital version of The Daily News print publication.

EMAIL NEWSLETTERS

Every day, The Daily News staff will keep you current on the topics you want to stay connected to. You choose the topics and issues; we send the updates straight to your inbox.



mobile

MOBILE APPS

Keep up to date with all the news with our specialized mobile apps. Download apps for any of our publications. NEW for this year: SCORE!, a mobile app exclusive to The Daily News that keeps you up to date with your favorite local high school and college sports teams.

MOBILE WEB

Access The Daily News on the go with our mobile version of thedailynews.com.

TEXT ALERTS

Stay up to date with the news through our text alerts. The Daily News will send notifications for breaking news, local sports scores, weather alerts, and special offers.

To learn more about **All-Access MEMBERSHIP**, or ask a question, please contact our friendly customer service department at

717-703-3000.

THE DAILY NEWS

DIGITAL ACTIVATION CONTEST INCENTIVE

ENTER TO WIN!

an ipad or \$500 cash!

Activate your **All-Access MEMBERSHIP** and you are automatically entered to win!



Enter again each time you visit thedailynews.com online or through your mobile device!

THE DAILY NEWS



SAMPLE ADS

WELCOME MESSAGE



THE DAILY NEWS

Welcome to our website!

We hope that you are enjoying the content on thedailynews.com.

Please choose from one of the options below:

- Click **NEXT** if you are a Daily News print subscriber and would like to activate your digital account at no additional cost. When prompted, select “Complimentary Digital Access for Print Subscribers” on the next screen.
- Click **NEXT** if you’re enjoying the Daily News so much, that you’d like to subscribe. When prompted, choose the subscription option that’s right for you on the next screen.
- Click **NO THANKS** if you’re not quite ready to select a subscription option, but would like to read five more complimentary stories.

To learn more about a Daily News subscription, or ask a question, please contact our friendly customer service department at 717-703-3000.

NEXT **NO THANKS**

STOP MESSAGE



THE DAILY NEWS

Don’t Miss Out on Reading Your Favorite Stories!

We hope that you are enjoying the content on thedailynews.com. You have reached the limit of the number of stories that we offer on a complimentary basis. To continuing reading content, please choose from one of the options below:

- Click **NEXT** if you are a Daily News print subscriber and would like to activate your digital account at no additional cost. When prompted, select “Complimentary Digital Access for Print Subscribers” on the next screen.
- Click **NEXT** if you’re enjoying the Daily News so much, that you’d like to subscribe. When prompted, choose the subscription option that’s right for you on the next screen.
- Click **NO THANKS** if you’re not quite ready to select a subscription option, but would like to return to the [Daily News homepage](#).

To learn more about a Daily News subscription, or ask a question, please contact our friendly customer service department at 717-703-3000.

NEXT **NO THANKS**

LETTER TO FORMER SUBSCRIBERS

THE DAILY NEWS

Dear Mr/Mrs/Ms xxxxxxxx,

As the director of circulation at The Daily News, I'm writing to you today to thank you for being a customer. I noticed that you have discontinued your subscription, and I'm curious to find out why. Was your decision based on something that we did, or didn't do? I am committed to providing outstanding customer service to our readers, both current and former. Therefore, if I can offer a resolution to whatever the issue may be, I'm more than happy to assist.

The Daily News is dedicated to providing local, in-depth reporting about topics of interest, and importance, to our community. We offer a printed product as well as a digital edition. There are several subscription plans available that include different combinations of products. Perhaps one is right for you.

I invite you to take advantage of one of the special offers listed below.

- Restart your Daily News print subscription for only \$.99/week for the first month
- Read The Daily News online for only \$5.00 a month for the first three months
- Subscribe to our All-Access package that includes print and digital access, along with other special coupons and offers, for the reduced price of \$10/month for the first three months

You are welcome to contact me directly at circulationdirector@dailynews.org or 717-703-3000 if there is anything that you would like to discuss.

Thank you for your time and consideration, and I look forward to having you back as a Daily News subscriber.

Sincerely,

John Doe
Director of Circulation

123 Main St., Anytown, Anystate 12345 • 000-123-4567 • www.thedailynews.com

INCENTIVES

By nature, incentives are used to encourage or motivate someone to do something. News media organizations offer various incentives to entice and retain subscribers such as discounted pricing for a combination print and digital subscription, or a loyalty reward card to be used at retail locations. Here are some examples of incentives being offered by newspapers in Pennsylvania.

99¢ One Month Trial Offer

The Wayne Independent (Honesdale)

All-Access Reader Rewards

The Times-Tribune (Scranton)

April Fools Incentive

The Carbondale News

Baseball/Concert Ticket Giveaway

Central Penn Business Journal (Harrisburg)

Car Wash Incentive

The Daily Item (Sunbury)

Coupon Book Giveaway

The Times Leader (Wilkes-Barre)

Discounted Print and Digital Combination Subscription

Erie Times-News

E-Z Pay Discount with Gift Card Premium

Bucks County Courier Times (Levittown)/

The Intelligencer (Doylestown)

Former Subscriber Special Rate

The Wayne Independent (Honesdale)

Free Cookbook with Subscription

Lancaster Newspapers, Inc./Lancaster Weeklies

Free Pizza with Weekly Subscription

Lancaster Newspapers, Inc./Lancaster Weeklies

Full-Year Subscription with Event Ticket Purchase

Central Penn Business Journal (Harrisburg)

Gift Card Giveaway

The Times Leader (Wilkes-Barre)

Gift Card Incentive

The Daily Item (Sunbury)

Grocery Gift Card Giveaway

The Daily News (Huntingdon)

Holiday Specials

The Wayne Independent (Honesdale)

Local Coupon Book Giveaway

Lancaster Newspapers, Inc., Inc./Lancaster Weeklies

Multiple Subscriptions Discount

Central Penn Business Journal (Harrisburg)

Print Upgrade

The Daily News (Huntingdon)

Rewards Membership Program

Erie Times-News

Super Bowl Special

The Daily Item (Sunbury)

Unlimited Access

The Republican-Herald (Pottsville)

99¢ ONE MONTH TRIAL OFFER

The Wayne Independent (Honesdale)

Digital access is offered to new subscribers, along with the newspaper's e-edition, at the one month trial rate of 99¢.

Results: Significant increase in new subscribers

ALL-ACCESS READER REWARDS

The Times-Tribune (Scranton)

The World's Largest Swimming Lesson™
Tuesday, June 18

MONTAGE MOUNTAIN

The global record attempt for The World's Largest Simultaneous Swim Lesson, will take place at 11 am ET. Montage Mountain Water Park will be serving as an official meet location for the WGLSL 2013 event.

Admission is FREE for Swim Lessons from 11-11:30am

WGLSL Registration begins at 10am and the 30 minute swim lesson begins promptly at 11 am.

The Times-Tribune

Plus as a Special Member BONUS - The Times-Tribune is Giving Away...

100 FREE PASSES

To some of our All-Access members for more fun activities at Montage Mountain on Tuesday, June 18

- 100 FREE chair lift rides
- 100 FREE Swim & Slides
- 100 FREE Zip rides

Register at: THETIMES-TRIBUNE.COM/MEMBERS by June 17 at noon for Your Chance to WIN!

As a print subscriber, you can become an All-Access Member. Read the News Whenever & Wherever you Want & SHARE 24/7 Access to *TheTimes-Tribune.com* & our SMART edition with YOUR Entire Family!

[@THETIMES-TRIBUNE.COM/ACTIVATE](http://THETIMES-TRIBUNE.COM/ACTIVATE)

WIN A FREE COAL MINE TOUR ON MONDAY, JULY 1ST

COALMINE TOUR

The Times-Tribune

All Access Member Rewards
The Times-Tribune is Giving Away

100 FREE PASSES

To the Lackawanna Coal Mine Tour on MONDAY, JULY 1ST

Register by June 27 at 4PM for your chance to Win! go to: THETIMES-TRIBUNE.COM/MEMBERS

Winners will be chosen randomly from the All-Access Members who've registered.

Your All-Access Membership is available at NO EXTRA COST to ALL Times-Tribune & Sunday Times Print Subscribers. ACTIVATE your Account Today and Take Full Advantage of Your Print Subscription. Read the News Whenever & Wherever You Want. Share 24/7 Access to *TheTimes-Tribune.com* & our SMART edition with YOUR Entire Family AND WIN some Fantastic Prizes all Summer Long!

[@THETIMES-TRIBUNE.COM/ACTIVATE](http://THETIMES-TRIBUNE.COM/ACTIVATE)

Another Awesome All-Access Member Rewards Contest
WIN FREE TICKETS TO SEE
RailRiders & Fireworks on July 4th!!

Courtesy of
The Times-Tribune

The Times-Tribune is Giving Away

100 FREE TICKETS

To see CWB RailRiders Vs. Buffalo Bisons ON Thursday, July 4th at 7:05 PM followed by The Biggest Fireworks Display in NEPA!

Register by July 1st at 4 PM for your chance to Win! go to: THETIMES-TRIBUNE.COM/MEMBERS

Winners will be chosen randomly from the All-Access Members who've registered.

Winners will be notified by email by 5 PM on July 1 and tickets can be picked up at the Times building between 9:30 AM & 5 PM on July 2 & 3.

All-Access Membership is available at NO EXTRA COST to ALL Times-Tribune & Sunday Times Print Subscribers. ACTIVATE your Account Today and Take Full Advantage of Your Print Subscription. Read the News Whenever & Wherever You Want. Share 24/7 Access to *TheTimes-Tribune.com* & our SMART edition with YOUR Entire Family AND WIN some Fantastic Prizes all Summer Long!

[@THETIMES-TRIBUNE.COM/ACTIVATE](http://THETIMES-TRIBUNE.COM/ACTIVATE)

Full digital access (Web, SMART, Mobile) is now included with all subscription options.

Date: March

Planning: 6 months

Cost to launch: More than \$2,500

Staffing: More than 25 newspaper employees

Promotion: House print and website ads, radio, billboards, face-to-face visits, internal and external training, partners' websites, mobile, Facebook, Twitter and guerilla marketing

Net profit: More than \$2,500

Acquisition cost per subscriber: Under \$1

Results: Digital subscriptions increased by more than 20%, and the initiative helped with reader retention.

Comments: Daily incentives and rewards from local businesses, including baseball, hockey, skiing and snow tubing tickets, as well as car wash coupons, are promoted in the newspaper to encourage subscribers to sign up for full digital access.

APRIL FOOLS INCENTIVE

The Carbondale News

Readers are invited to subscribe/re-subscribe before the end of March to avoid a price increase.

Date: March

Results: Significant increase in new subscribers



BASEBALL/CONCERT TICKET GIVEAWAY

Central Penn Business Journal (Harrisburg)

New subscribers receive tickets to a local symphony concert or Minor League Baseball game.

Date: March

Planning: 6 months

Partners: Local Minor League Baseball team and local symphony orchestra

Partnership details: Business partners trade tickets for advertising space in the publication.

Staffing: 1 – 5 newspaper employees

Promotion: Telemarketing, house print and website ads, online, direct mail, Facebook and Twitter

New subscribers: 101 - 200

Results: Very successful promotion yielding a print subscription increase of 1% - 5%



CAR WASH INCENTIVE

The Daily Item (Sunbury)

New subscribers receive four car washes, a \$30 value.

Date: January

Planning: 1 month or less

Partner: Local car wash

Partnership details: Partner provided free car washes in exchange for logo on sales pieces.

Cost to launch: \$501 - \$750

Covered by partner: 100%

Staffing: 1 – 5 newspaper employees

Promotion: Telemarketing, direct mail and Facebook

New subscribers: 51 – 75

Net profit: More than \$2,500

Acquisition cost per subscriber: \$11 - \$15

Results: Print and digital subscriptions increased by 1% - 5%





FORMER SUBSCRIBER SPECIAL RATE

The Wayne Independent (Honesdale)

THE WAYNE INDEPENDENT
220 8th Street
Honesdale, PA 18431

Special offer

OFFER 1	OFFER 2
\$1.72/week for 5 days	\$1.29/week for 5 days

50% Off in county delivery rate to re-subscribe

I wanted to take this opportunity to reach out to you, a former subscriber, with an exclusive offer to take another look at *Wayne Independent*. We're committed to being your best source for community news, and we want to reconnect with you by providing this special offer.

As a subscriber, you'll receive the latest community news, money-saving coupons and inserts, convenient home delivery,

A quarterly offer is sent by direct mail to former subscribers inviting them to re-subscribe at 50% off the current rate.

Results: Significant increase in new subscribers



FREE COOKBOOK WITH SUBSCRIPTION

Lancaster Newspapers, Inc./Lancaster Weeklies

Niche newspaper customers receive a free cookbook with a new subscription.

Date: Fall – ongoing campaign

Planning: One month or less

Staffing: 6 – 10 newspaper employees

Results: Successful initiative held more than 10 times



FREE PIZZA WITH WEEKLY SUBSCRIPTION

Lancaster Newspapers, Inc./Lancaster Weeklies

New weekly newspaper subscribers receive a free large pizza from one of two local restaurants.

Date: Summer – ongoing promotion

Planning: One month or less

Partners: Roma Pizza and Wild Wings Restaurant

Partnership details: Restaurant partners provide large pizza in exchange for logo recognition on all direct mail promotional pieces.

Staffing: 6 – 10 newspaper employees

Promotion: Telemarketing and direct mail

Results: Contact rates have increased by 30% yielding more presentations and sales per hour

Comments: Hand dialing of cell phones has been a huge success in terms of effective calling for telemarketing subscriptions.

FULL-YEAR SUBSCRIPTION WITH EVENT TICKET PURCHASE

Central Penn Business Journal (Harrisburg)

When attending an event sponsored by the publication, non-subscribers pay a higher rate than paid subscribers. However, non-paid subscribers receive a full-year subscription with their higher-priced event ticket purchase.

Date: January

Planning: 6 months

Staffing: 1 – 5 newspaper employees

Promotion: Online

New subscribers: 201 - 300

Results: Print and digital combination subscriptions increased by 1% - 5%.

GIFT CARD GIVEAWAY

The Times Leader (Wilkes-Barre)

Subscribe to any F.O.D. at a kiosk, at the discounted E-Z Pay rate of 42% off, and receive a \$10 store gift card.

Date: Spring

Planning: 3 months

Partner: RMS Promotions, Inc.

Partnership details: Customer service representatives earn an incentive for a stop save, conversion to E-Z Pay, or an upgrade.

Staffing: 1 - 5 newspaper employees

Promotion: Internal and external training

New subscribers: 76 - 100

Acquisition cost per subscriber: More than \$30

Results: Print subscriptions increased by 1% - 5%, and the program aided in reader retention.

GIFT CARD INCENTIVE

The Daily Item (Sunbury)

New subscribers receive a discounted rate and a \$10 - \$20 gift card.

Date: August

Planning: 1 month or less

Cost to launch: \$101 - \$300

Staffing: 1 - 5 newspaper employees

Promotion: Telemarketing, direct mail and Facebook

New subscribers: 1,001 – 1,500

Net profit: More than \$2,500

Acquisition cost per subscriber: \$11 - \$15

Results: Print and digital subscriptions increased by 1% - 5%.

HOLIDAY GIFT BUNDLE

Includes:

- 6-Month Daily Item Subscription - \$91.00 value
- 1-Year Subscription to Inside PA - \$10.00 value
- Reflections of the Past, Choice of Volume I, II, III - \$22.00 value
- Domes & Spires Book - \$10.00 value
- Taste of the Valley Cookbook - \$3.95 value
- 50% Off Coupon for Birthday, Memorial and Card of Thanks Announcements - \$25.00 value

TOTAL VALUE \$161.95

All for Only \$99

This year, give a gift that lasts!
Call The Daily Item Circulation Department at 570-286-5755
PROMOTIONAL CODE: SMG-GIFT

The Daily Item
A SUNBURY PUBLICATION

GROCERY GIFT CARD GIVEAWAY

The Daily News (Huntingdon)

A special discounted rate of up to 47% off the newsstand price is offered for a 52-week subscription along with 4 free weeks and a \$20 grocery gift card.

Date: February

Planning: 1 month or less

Cost to launch: \$101 - \$300

Staffing: 1 – 5 newspaper employees

Promotion: House print and internal training

New subscribers: 26 - 50

Acquisition cost per subscriber: \$16 - \$20

Results: Print subscriptions increased by 1% - 5%.

HOLIDAY SPECIALS

The Wayne Independent (Honesdale)

New subscribers receive one of the following incentives depending on when they begin their subscription: a free pizza during Lent, a free flat of flowers in the Spring, a free turkey at Thanksgiving or a free K-Mart gift card during the December holiday season.

Date: Throughout the year

Partners: Local pizzeria, garden nursery, grocery store and K-Mart

Partnership details: Local businesses provide pizzas, flats of flowers and turkeys at a discounted price in exchange for promotional mentions in marketing materials.

Results: Significant increase in new subscribers.



LOCAL COUPON BOOK GIVEAWAY

Lancaster Newspapers, Inc./Lancaster Weeklies

Local businesses submit a coupon for the book, free of charge, provided that it is valued at a minimum of 25% off the cost of a product. In addition to being used as an incentive to attract new customers, it is also sent to all core rate seven-day subscribers as a retention tool.

Date: Spring – ongoing campaign

Planning: One month or less

Partners: Various local businesses

Partnership details: Local businesses submit a coupon for the book.

Staffing: 6 – 10 newspaper employees

Promotion: Telemarketing and direct mail

Results: Contact rates have increased by 30%, yielding more presentations and sales per hour.

Comments: Hand dialing of cell phones has been a huge success in terms of effective calling for telemarketing subscriptions.

A promotional flyer for a coupon book giveaway. The headline reads "SAVE more than \$200!". Below this, it lists two options: "Yes! Deliver 7 days a week" and "Yes! Deliver Sundays only". The flyer also includes contact information: "Return this mailer or call 291-8611 (Mon-Thur 8 am-5 pm), or 291-8888 (Mon-Thur 5 pm-8 pm). Mention code CODE 50". There are images of newspaper front pages and a coupon book. The flyer also mentions "Intelligence in General" and "Lancaster New Era".

MULTIPLE SUBSCRIPTIONS DISCOUNT

Central Penn Business Journal (Harrisburg)

A discount of 40% - 50% is offered on additional subscriptions going into one office.

Date: January

Planning: 6 months

Staffing: 1 – 5 newspaper employees

Promotion: Face-to-face visits

New subscribers: 501 - 600

Results: Print and digital combination subscriptions increased by 1% - 5%.

PRINT UPGRADE

The Daily News (Huntingdon)

For about \$1 per month, subscribers can add an online subscription that's valid through the expiration of their current print subscription.

Date: Spring

Planning: One month or less

Cost to launch: \$1 - \$100

Staffing: 1 – 5 newspaper employees

Promotion: House print and website ads and internal training

New subscribers: 76 - 100

Acquisition cost per subscriber: No charge

Results: Digital subscriptions increased by 1% - 5%

REWARDS MEMBERSHIP PROGRAM

Erie Times-News

Print home delivery and digital subscribers receive loyalty cards, printable online coupons and special giveaway offers.

Date: October

Planning: 6 months

Partners: RonDino Promotion; numerous community organizations

Partnership details: Purchased services

Staffing: More than 25 newspaper employees

Promotion: Telemarketing, house print and website ads, billboards, direct mail, internal training and Facebook

New subscribers: 76 - 100

Results: This program helped grow subscriber base and supported reader retention.

SUPER BOWL SPECIAL

The Daily Item (Sunbury)

New subscribers receive pizza, wings and soda.

Date: Winter

Planning: 1 month or less

Partner: Local eatery

Partnership details: Partner provided free food in exchange for logo on sales pieces.

Cost to launch: \$501 - \$750

Covered by partner: 100%

Staffing: 1 – 5 newspaper employees

Promotion: Telemarketing, direct mail and Facebook

New subscribers: 51 – 75

Acquisition cost per subscriber: \$11 - \$15

Net profit: More than \$2,500

Results: Print and digital subscriptions increased by 1% - 5%.

Score Big With The Daily Item
Subscribe at a discounted price and receive free food

You'll receive "Total Access" to all of our content online
including, dailyitem.com, and mobile applications

3-months only \$53.43
+ Free Regular Stromboli

6-months only \$105.78
+ 2 Large 1 topping pizzas

1-year only \$204.99
+ 14 wings, 1 large 1 topping pizza,
2 small ham, turkey, or reg. subs

\$15.00 gift card choice
to Wal Mart, Sunoco, Target, Amazon,
Kohls, Lowes, TJ Maxx, Toys R us, & K-mart

Sponsored by: Dynamic Wings of Shamokin Dam
Don't Call Just Buy: 717-262-2311

Name _____ \$3.94 / WEEK
Address _____
Phone # _____ The Daily Item
Amount: 2000 Market St, Sunbury Pa
717-262-2311

UNLIMITED ACCESS

The Republican-Herald (Pottsville)

Digital access is included with a print subscription.

Date: Fall

Planning: 6 months

Promotion: House print and website ads, internal training, mobile, Facebook and Twitter

Net profit: More than \$2,500

Results: Print and digital subscriptions increased by 1% - 5%, and the program aided in reader retention.

Keeping you connected to your hometown news!

Your News. Your Way.

When you subscribe to The Republican-Herald you can read your newspaper on a smart phone, a tablet or the print edition. Use the method that is convenient for you. Unlimited access is included with your subscription.

Go to republicanherald.com/activate

REPUBLICAN HERALD
republicanherald.com

PROMOTIONS

To help increase newspaper subscriptions, many news media organizations run promotions that give prospective readers a chance to win a prize, or take advantage of a special offer, if they become a customer. These may include a buy one month, get one free offer, or free tickets to a local event with a new subscription. Newspapers in Pennsylvania offer some creative options, as you will see below.

\$1,000 Grocery Giveaway

Lancaster Newspapers, Inc./Lancaster Weeklies

\$1,000 Subscriber Sweepstakes

The Daily News (Huntingdon)

25¢ Per Day Promotion

The Daily News (Huntingdon)

Case "Scout" Four Wheeler Giveaway

Lancaster Farming (Ephrata)

E-Z Pay Promotion

The Daily News (Huntingdon)

iPad Opportunity

The Daily News (Huntingdon)

Lottery Ticket Giveaway

Reading Eagle

Pennsylvania Lottery Ticket Promotion

The Republican-Herald (Pottsville)

Retail Store Joint Promotion

Pittsburgh Tribune-Review/

TribTotal Media, Inc.

Subscriber Appreciation Night

Erie Times-News

\$1,000 GROCERY GIVEAWAY

Lancaster Newspapers, Inc./Lancaster Weeklies

Reverse telemarketing campaign for new subscribers

Cost to launch: \$1,001 - \$1,500

Promotion: Telemarketing, house print and website ads, online, mobile, Facebook, Twitter and email marketing

Acquisition cost per subscriber: More than \$30

Results: No increase in print or digital subscriptions or reader retention

Comments: The number of sales did not warrant the set-up time, and the promotion alienated some current subscribers. The promotion was attempted both in-house and through an outside firm, yielding the same disappointing results.

\$1,000 SUBSCRIBER SWEEPSTAKES

The Daily News (Huntingdon)

Subscribers are offered a chance to win \$1,000 in gift cards.

Date: February

Planning: One month or less

Partners: Current advertisers

Partnership details: Current advertisers each donated a \$25 gift card in exchange for a listing on an ad that ran for 42 weeks.

Cost to launch: \$1 - \$100

Staffing: 1 – 5 newspaper employees

Promotion: House print and website ads and internal training

New subscribers: 101 - 200

Acquisition cost per subscriber: No charge

Results: The incentive aided with reader retention.

25¢ PER DAY PROMOTION

The Daily News (Huntingdon)

Customers can subscribe for only 25¢ per day for 17 weeks, and be entered in a drawing to win a \$25 gas gift card.

Date: January

Planning: 1 month or less

Cost to launch: \$101 - \$300

Staffing: 1 – 5 newspaper employees

Promotion: House print and internal training

New subscribers: 26 - 50

Acquisition cost per subscriber: \$21 - \$30

Results: This promotion increased print subscriptions by 1% - 5%.

Comments: Most successful promotions have included a special price discount. Other incentives to subscribe have included televisions, vacations, umbrellas, gift cards, grocery coupons, outdoor grill, meat and more. However, the 25¢ per day promotion has been the most successful. The number one reason our customers stop their subscription is because they can't afford it, so price is very important to them.

CASE “SCOUT” FOUR WHEELER GIVEAWAY

Lancaster Farming (Ephrata)

Lancaster Farming partnered with Hooper, Inc., a farm, construction and landscaping equipment dealer in the Mid-Atlantic region, to entice new subscribers with a special “Hooper’s rate” as well as the chance to win a Case IH Scout Four Wheeler.

Date: Fall

Planning: 1 month or less

Partner: Hooper, Inc.

Partnership details: Hooper’s provided access to their customer files for promotional purposes.

Cost to launch: More than \$2,500

Covered by partner: 0%

Staffing: 6 – 10 newspaper employees

Promotion: Telemarketing and direct mail

New subscribers: 301 - 400

Acquisition cost per subscriber: More than \$30

Results: Print and digital subscriptions increased by 1% - 5%.

E-Z PAY PROMOTION

The Daily News (Huntingdon)

Customers who sign up for E-Z Pay receive a \$10 gas gift card and a chance to win \$350 in prizes.

Date: March

Planning: 1 month or less

Cost to launch: \$101 - \$300

Staffing: 1 – 5 newspaper employees

Promotion: House print and internal training

New subscribers: 26 - 50

Acquisition cost per subscriber: \$6 - \$10

Results: While print and digital subscriptions did not increase, the promotion aided in reader retention.

IPAD OPPORTUNITY

The Daily News (Huntingdon)

Customers committing to a new online-only subscription or a print upgrade receive a chance to win an iPad.

Date: Spring

Planning: One month or less

Cost to launch: \$501 - \$750

Staffing: 1 – 5 newspaper employees

Promotion: House print and website ads and internal training

New subscribers: 101 - 200

Acquisition cost per subscriber: \$6 - \$10

Results: Digital subscriptions increased more than 20%.

LOTTERY TICKET GIVEAWAY

Reading Eagle

Gift cards were offered to new subscribers along with the chance to win \$100 in Pennsylvania lottery tickets in this reverse telemarketing promotion.

Date: Winter

Planning: 4 months

Partners: Telereach, Pennsylvania Lottery

Partnership details: The Pennsylvania Lottery provides up to \$1,500 worth of lottery tickets per month in exchange for being included in the ads for the promotion. Telereach fielded the phone calls.

Cost to launch: More than \$2,500

Staffing: 1 – 5 newspaper employees

Promotion: Telemarketing, house print and website ads and radio

New subscribers: 76 – 100

Net profit: \$1,501 - \$2,000

Acquisition cost per subscriber: \$16 - \$20

Results: Print subscriptions increased by 1% - 5%, and helped to retain readers.

Enter to win our
\$1,500
LOTTERY GIVEAWAY!

15 lucky winners will receive \$100 worth of lottery tickets!

To enter, call 877-704-1930

Contest ends Friday, Feb. 14, 2014. Winners will be selected in a random drawing and announced in the Reading Eagle on Sunday, Feb. 23, 2014.

READING EAGLE

For complete rules, visit readingeagle.com/contest/lotterytickets. No purchase necessary. All calls will receive a promotional offer from Reading Eagle.

PENNSYLVANIA LOTTERY TICKET PROMOTION

The Republican-Herald (Pottsville)

Start a print subscription with E-Z Pay, and receive \$10 in Pennsylvania scratch-off lottery tickets, and a chance to win \$100 in tickets.

Date: Fall

Planning: 3 months

Partner: Pennsylvania Lottery

Partnership details: The PA lottery provides \$1,500 in scratch-off lottery tickets in exchange for co-promotion ROP ads.

Cost to launch: \$1 - \$100

Promotion: House print and website ads and internal training

New subscribers: 1 - 25

Acquisition cost per subscriber: No charge

Results: Difficult to quantify results

SPREAD HOLIDAY CHEER IN AN INSTANT!
We don't want to bring you
Our gift to you
could be worth up
to \$25,000!

Start or switch your
Republican-Herald subscription to EZpay,
and receive \$10 in "Cashing Thru the Snow"
PA Lottery tickets.

With EZpay, your subscription is billed directly to your credit or debit card each month. Or you may choose to have the funds withdrawn from your checking account. The choice is yours!

FIVE lucky Republican-Herald readers will each win \$100 in "PA Lottery Tickets".

No purchase necessary to enter to win. A purchase will not increase your odds of winning. All EZpay subscribers are automatically entered to win the promotion during only pay or no pay promotional periods only. The PA Lottery handles other Pennsylvania Lottery tickets for 14 years or older to play. Please play responsibly.

Call 570.628.5985 for more information

REPUBLICAN HERALD

RETAIL STORE JOINT PROMOTION

Pittsburgh Tribune-Review/Trib Total Media, Inc.

Partnering with a convenience store chain, consumers purchase a newspaper and receive a discount on a gallon of gas.

Date: Fall

Planning: 2 months

Partner: Sunoco A+ convenience store chain

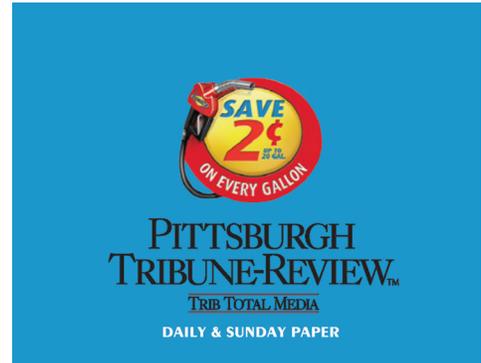
Partnership details: During the promotion, the wholesale price charged to the chain for newspapers is reduced.

Staffing: 1 - 5 newspaper employees

Promotion: House print and website ads and face-to-face

Results: Single-copy sales increased by 11% - 15%, and the initiative helped with reader retention.

Comments: Customers of the convenience store chain receive a \$0.02 discount per gallon of gas using their Rewards card. Signage, in-paper ads and other advertising encourages shoppers to buy a Trib Total Media, Inc. newspaper to get the fuel discount.



SUBSCRIBER APPRECIATION NIGHT

Erie Times-News

All seven-day home delivery subscribers are eligible to receive a 4-pack of tickets to a local NBA development league game and a local Minor League Baseball game.

Date: December (BayHawks) and August (SeaWolves)

Planning: 2 months

Partners: Erie BayHawks and Erie SeaWolves

Partnership details: Trade plus an agreement

Staffing: 1 - 5 newspaper employees

Promotion: House print and website ads, partner website, Facebook and Twitter

Results: These promotions aided in reader retention.

Comments: In-game promotions include allowing children on the court to sing the National Anthem with the team.



STRATEGIES

The circulation department at news media organizations is tasked with identifying strategies regarding how to attract and retain readers, in support of larger corporate goals. A strong action plan may include tactics related to the use of data analytics to monitor and tailor digital content, customer service training and NIE participation. Here are some unique ways in which Pennsylvania's newspapers are addressing these topics.

Branding Consistency

Bucks County Courier Times (Levittown)/
The Intelligencer (Doylestown)

Business Expo Participation

Town and Country (Pennsburg)

Cell Phone Telemarketing

Lancaster Newspapers, Inc./Lancaster Weeklies

College Campus Solicitations

Pittsburgh Tribune-Review/Trib Total Media, Inc.

Customer Loyalty Card

Bucks County Courier Times (Levittown)/
The Intelligencer (Doylestown)

Customer Service Training

Erie Times-News

Customer Service Training

The Times Leader (Wilkes-Barre)

Digital Features Promotion

Bucks County Courier Times (Levittown)/
The Intelligencer (Doylestown)

Digital Workshop

Erie Times-News

Direct Mail Targeting

Lancaster Newspapers, Inc./Lancaster Weeklies

Email Marketing Campaigns

Bucks County Courier Times (Levittown)/
The Intelligencer (Doylestown)

FSI in Single Copy and Free Publication

Reading Eagle

Hotel and Hospital Program

The Times Leader (Wilkes-Barre)

Independent Contractor

The Daily Item (Sunbury)

Mail Subscriber Outreach

The Daily News (Huntingdon)

Newspapers in Education Used Book Sale

The Republican-Herald (Pottsville)

Newspaper in Education Website

Erie Times-News

On-site Sports Team Partnerships

Pittsburgh Tribune-Review/Trib Total Media, Inc.

Renewal Notice Marketing

The Daily News (Huntingdon)

Single-Copy Sales and Online Article Readership Analytics

Lancaster Newspapers, Inc./Lancaster Weeklies

Social Media

The Times Leader (Wilkes-Barre)

Subscriber Loyalty Events

Reading Eagle

TMC and Single Copy Flyers

The Daily News (Huntingdon)

Website Analytics

Bucks County Courier Times (Levittown)/
The Intelligencer (Doylestown)

Weekly Contests

Town and Country (Pennsburg)

Zip Code Analysis

The Times Leader (Wilkes-Barre)

BRANDING CONSISTENCY

Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)

Direct mail pieces, single copy inserts and website offers are all coordinated to communicate the same marketing message.

BUSINESS EXPO PARTICIPATION

Town and Country (Pennsburg)

Participate in area business expos by having a subscription booth, purchased at a discount, on site. Promote participation in the event through house print and website ads and Facebook. Each event takes three months to plan, and yields 1 – 25 new subscribers and \$101 - \$300 in net profit.

CELL PHONE TELEMARKETING

Lancaster Newspapers, Inc./Lancaster Weeklies

In-house telemarketing department hand dials non-subscriber database that is identified as cell phones. By separating calling campaigns by cell and land lines, calling contacts have increased by 30%, which, in turn, has increased presentations and sales per hour rates. The anticipated pushback from cell phone holders does not occur since consumers no longer view the cell phone as a friends and family tool, but as their main means of communication. Since 50% of U.S. households do not have a land line, this type of calling is extremely important going forward.

COLLEGE CAMPUS SOLICITATIONS

Pittsburgh Tribune-Review/Trib Total Media, Inc.

Digital subscriptions are sold to college students at local college campuses.

Planning: 2 months

Partner: Kiosk sales company

Partnership details: A kiosk company provides a prize for the drawing, and they are paid a fee for each subscription sold.

Promotion: Face-to-face

New subscribers: 901 – 1,000

Results: Digital subscriptions increased by 1% - 5%, and initiative aided with reader retention.

Comments: Partnering with an outside sales kiosk sales company, the group provides an “enter to win” contest to attract attention to the sales booth during new student days when parents are helping students to move in. A discounted student price of \$20 for the school year is offered to subscribers.

CUSTOMER LOYALTY CARD

Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)

In the process of developing a customer loyalty card through RonDino Promotions.

CUSTOMER SERVICE TRAINING

Erie Times-News

An increase in customer service training, including hands-on training and on-going support, helps to familiarize internal staff with suite of products available.

CUSTOMER SERVICE TRAINING

The Times Leader (Wilkes-Barre)

Customer service representatives are trained to offer print and digital subscriptions. If a reader does not want one form of the product, they are directed to another option. This training has led to a 1% - 5% increase in print subscriptions and has helped with reader retention.

DIGITAL FEATURES PROMOTION

Bucks County Courier Times (Levittown)/The Intelligencer (Doylestown)

Customer service training, as well as in-paper and subscription invoice-based promotions, are aimed at encouraging print customers to register to use the digital features associated with their print subscriptions.

DIGITAL WORKSHOP

Erie Times-News

NIE partnered with the Jefferson Educational Society, which donated the services, to present a digital workshop for area teachers to better inform participants of the available print and digital offerings. Attendees can register, on-site, for a free digital subscription for their classroom.



NIE Teacher Workshop 2013
DIGITAL TECHNOLOGY IN THE CLASSROOM

Newspaper in Education NIE
Erie Times-News

JEFFERSON EDUCATIONAL SOCIETY
Area High School Community Program

Monday, August 19, 2013 8am - 12:15pm,
at Jefferson Educational Society,
3207 State Street, Erie, PA 16508

Workshop Features: Keynote Speakers - Common Core Standards - Act 48 Hours

Teachers may register at the door, limit 100 attendees
email your RSVP to: NIE@timesnews.com

The poster features a photograph of four people (three men and one woman) gathered around a computer monitor, looking at the screen. To the right of the photo is the NIE logo, which includes a red apple icon. Below the photo is the Jefferson Educational Society logo, which depicts a classical building facade. At the bottom right of the poster is an image of a tablet computer with a red apple icon next to it.

DIRECT MAIL TARGETING

Lancaster Newspapers, Inc./Lancaster Weeklies

Telemarketing contacts and email offers are tagged with latitude/longitude points and mapped along with sales by these source codes. The map then reveals the area of greatest returns and allows for the redistribution of marketing pieces.

EMAIL MARKETING CAMPAIGNS

Bucks County Courier Times (Levittown)/*The Intelligencer* (Doylestown)

Finalizing the details with an email service provider that will allow for consistent email marketing campaigns.

FSI IN SINGLE COPY AND FREE PUBLICATION

Reading Eagle

Monthly insert offers special discounted rates to new subscribers.

Date: Fall

Planning: 1 month or less

Cost to launch: \$1,001 - \$1,500

Staffing: 1 – 5 newspaper employees

Promotion: House website ads

New subscribers: 25 - 50

Net profit: \$1,501 - \$2,000

Acquisition cost per subscriber: \$6 - \$10

Results: Print subscriptions by 1% - 5%, and helped to retain readers.

HOTEL AND HOSPITAL PROGRAM

The Times Leader (Wilkes-Barre)

Sponsors provide newspapers to be placed in hotels and hospitals.

Date: December

Planning: 2 months

Partners: Multiple quick marts and a deli

Partnership details: Sponsors purchase papers at a discounted rate, and in return receive signage promoting their business at the hotel or hospital.

Staffing: 6 - 10 newspaper employees

Promotion: Telemarketing, Facebook, Twitter and other social media

Acquisition cost per subscriber: No charge

Results: TBD – first time initiative

INDEPENDENT CONTRACTOR

The Daily Item (Sunbury)

An independent contractor does telemarketing for new subscriptions, and receives \$12 per paid order.

MAIL SUBSCRIBER OUTREACH

The Daily News (Huntingdon)

Letters are sent to current mail subscribers offering an online-only subscription. As a result, digital subscriptions increased by 1% - 5% and reader retention improved.

NEWSPAPERS IN EDUCATION USED BOOK SALE

The Republican-Herald (Pottsville)

Used books are collected and sold, with the proceeds benefiting NIE.

Date: Summer

Planning: 5 months

Partner: Local mall

Partnership details: Local mall provided large store location for the book sale

Cost to launch: \$1 - \$100

Covered by partner: 100%

Promotion: House print and website ads, radio, Facebook and Twitter

Acquisition cost per subscriber: No charge

Results: This event has grown from year-to-year, generating more than \$30,000 in funds to support NIE. NIE, in turn, grows print audience.

DONATE
YOUR USED BOOKS
to the
Newspaper in Education
Used Book Sale

Please, no Reader's Digest condensed books, encyclopedias or textbooks older than 5 years. Books should be in good condition.

DROP OFF LOCATIONS

The Republican-Herald
111 Mahanongo Street, Pottsville
M-F 8:30 a.m. to 5 p.m.

The News-Item
201 Bull's Head Road, Pottsville
M-F 7 a.m. to 4 p.m. (leave on dock)

The Citizen-Standard
19 N. Main Street, Shenandoah
M-F 8 a.m. to 4 p.m.

ADDITIONAL BOOK SALE INFORMATION
www.republicanherald.com/booksale
or call 628-6145

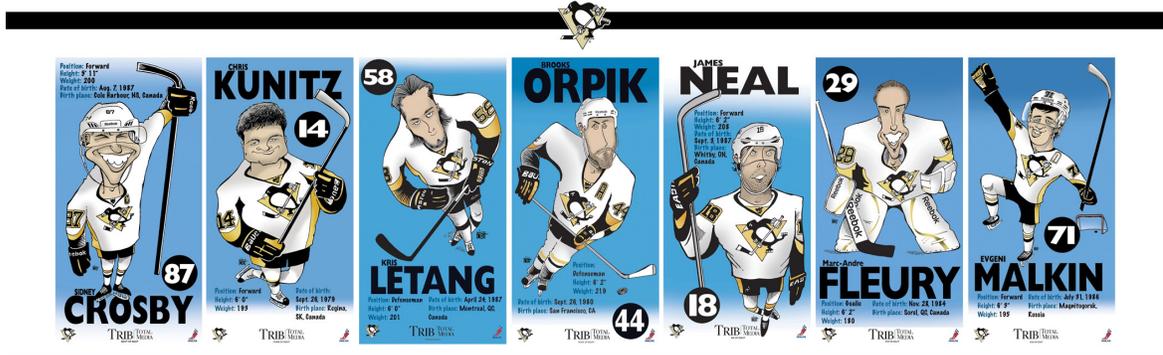
NEWSPAPER IN EDUCATION WEBSITE

Erie Times-News

The relaunch of the NIE website, www.NIE.GoErie.com, transitions the site from a newspaper ordering system to an interactive news source with curriculum materials such as daily lesson plans and a calendar of events. Materials are easily accessible through an enhanced interactive experience. All artwork submitted by students is scanned and published on the website. The website is an excellent recruitment and retention tool for the NIE program.

ON-SITE SPORTS TEAM PARTNERSHIPS

Pittsburgh Tribune-Review/Trib Total Media, Inc.



Partnerships with several local professional sports teams allows for the opportunity to be on-site during games and other events to sell print and digital subscriptions. Introductory discount pricing is offered to new subscribers, and, on occasion, a low-cost premium associated with the team is also included.

Planning: 2 months

Partners: Pittsburgh Penguins, Pittsburgh Pirates, Pittsburgh Power and Pittsburgh Riverhounds

Partnership details: On-site opportunities are just one piece of a larger agreement with these organizations.

Staffing: 6 - 10 newspaper employees

Promotion: House print ads, cable, radio, face-to-face, partners' website, guerilla marketing and e-newsletters

New subscribers: 1,501 – 2,000

Results: Print subscriptions increased by 1% - 5%, and the initiative helped with reader retention.

Comments: Newspaper is permitted to use player images, logos, tickets, etc. for promotional purposes.

As a result, player profiles, cheer cards and in-paper promotions and contests are produced to generate single-copy sales. These are successful in generating both advertising revenue and single-copy sales.

Location is everything for on-site opportunities. Kiosks near a main entrance or other gate are not necessarily the best locations for sales as crowds are too large, and are moving too quickly, to engage with the sales people. Slower traffic areas are better, but the sales team needs to develop creative ways to attract attention and draw fans to the kiosk.

Drawings for autographed team merchandise, posters, ticket and other items incent fans to visit kiosks. The drawings are promoted through signage at the kiosks.

RENEWAL NOTICE MARKETING

The Daily News (Huntingdon)

A note about being able to upgrade the print subscription to include online for \$12.99 is conveniently included on each print subscription renewal notice, resulting in a digital subscription increase of 1% - 5%.

SINGLE-COPY SALES AND ONLINE ARTICLE READERSHIP ANALYTICS

Lancaster Newspapers, Inc./Lancaster Weeklies

Ongoing analytics are done comparing single copy sales to online articles read. Front page articles are tagged with that day's article reads from the website. That data is merged with single-copy sales data, and the analysis shows the correlation between high article readership and high single-copy sales. The analysis helps in making the editorial layout decisions for above-the-fold story placement.

SOCIAL MEDIA

The Times Leader (Wilkes-Barre)

Editorial department promotes use of Facebook, Twitter and other social media websites to drive readers to print and website. Digital subscriptions have increased by 6% - 10% as a result of this initiative.

SUBSCRIBER LOYALTY EVENTS

Reading Eagle

Current subscribers receive tickets to local sports team events and entertainment establishments.

Date: Fall

Planning: 1 month or less

Partners: Local sports teams and entertainment establishments

Partnership details: Tickets are provided in exchange for inclusion in ads for the events.

Cost to launch: \$1 - \$100

Staffing: 1 - 5 newspaper employees

Promotion: House print and website ads, radio and billboards

New subscribers: 1 - 25

Net profit: \$751 - \$1,000

Acquisition cost per subscriber: None

Results: Aided in reader retention

Comments: Working with local businesses to promote their products and give back to readers in the form of tickets to local hockey and soccer games, a boxing match, movies and a corn maze and hayride, the initiative has yielded positive results for everyone involved.

Reading Eagle
SUBSCRIBER LOYALTY event

Reading Eagle
Subscriber Night at
Duncan's Corn Maze

Presented by **Berks Country**

To thank you for being a loyal subscriber, you are invited to a **FREE** event at Duncan's Corn Maze, Bernville Road, Robesonia, on one of the following nights:

WEDNESDAYS: Oct. 9, 16 and 23
Oct 16: Enjoy ghost stories by Charles J. Adams III at 7:13 p.m. and 8:13 p.m.!
Rain dates are Thursdays: Oct 10, 17 and 24

HOURS: 6:30 p.m. - 9 p.m.

Guests will enjoy corn maze • hayrides
music • refreshments • kids' activities
... and more!

Call 610-371-5122 now to reserve your tickets!

Tickets are first come, first served.
Maximum 4 tickets per subscriber.

Not a subscriber?
Call the number above to find out how you can be invited to special subscriber loyalty events like this one!

Sponsored by **Berks Country** The Official Hot Dog of Berks Country and Reading Eagle **Duncan's**

TMC AND SINGLE COPY FLYERS

The Daily News (Huntingdon)

Flyers are inserted into TMC and single copies to promote subscriptions to new subscribers.

WEBSITE ANALYTICS

Bucks County Courier Times (Levittown)/*The Intelligencer* (Doylestown)

Using web trends to determine traffic to website helps track conversion percentages based on the number of orders sold. Digital promotions are adjusted based on conversion percentages.

WEEKLY CONTESTS

Town and Country (Pennsburg)

Run weekly contests to win a one-year subscription. Promote the opportunity through house print and website ads and on Facebook. Each contest takes one month or less to plan, and yields 26 – 50 new subscribers and \$501 - \$750 in net profit.

ZIP CODE ANALYSIS

The Times Leader (Wilkes-Barre)

Zip code analysis is used to grow paid circulation and revenue in targeted low penetration zip codes, as well as to build constant home delivery readership from occasional single-copy readership. As a result, print subscriptions have increased by 1% - 5%, digital subscriptions by 6% - 10%, and it has aided in reader retention.



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

www.panewsmedia.org