

BIG BOOK OF

SPECIAL SECTIONS

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INTRODUCTION

Special sections have been a successful revenue-generating tool for news media organizations. Popular themes, including home improvement and holiday issues, continue to be reader favorites. Many newspapers in Pennsylvania have become even more creative in developing original topics of local interest that resonate within their communities, such as a Tomato Festival Guide, Hometown Scramble, and a publication dedicated to local beers.

PNA members have shared valuable information regarding their successful special sections that you will find summarized in this publication. We hope you will find inspiration from these ideas as you continue to develop your own special sections revenue stream.

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

- *Al Día* (Philadelphia)
- *Altoona Mirror*
- *Bucks County Courier Times* (Levittown)/
The Intelligencer (Doylestown)
- *Central Penn Business Journal*
(Harrisburg)
- *Centre Daily Times* (State College)
- *Chestnut Hill Local* (Philadelphia)
- *Duncannon Record/Juniata Sentinel*
(Mifflintown)/*Perry County Times*
(New Bloomfield)/*News-Sun* (Newport)
- *Erie Times-News*
- *Gettysburg Times*
- *Hazleton Standard-Speaker*
- *Herald-Standard* (Uniontown)
- *Jewish Exponent* (Philadelphia)
- *Lebanon Daily News*
- *LNP* (Lancaster)
- *Mercersburg Journal*
- *Morrisons Cove Herald* (Martinsburg)
- *New Pittsburgh Courier*
- *Northeast Times/Star Community*
Newsweekly (Philadelphia)
- *Observer-Reporter* (Washington)/
The Almanac (McMurray)
- *Philadelphia Weekly*
- *Pike County Dispatch* (Milford)
- *Pittsburgh Tribune-Review*
- *Press Enterprise* (Bloomsburg)
- *Reading Eagle*
- *The Citizens' Voice* (Wilkes-Barre)
- *The Express* (Lock Haven)
- *The Express-Times* (Easton)
- *The Progress* (Clearfield)
- *The Republican-Herald* (Pottsville)
- *The Sentinel* (Lewistown)
- *The Times-Tribune* (Scranton)
- *Town and Country* (Pennsburg)
- *Upper Dauphin Sentinel* (Millersburg)

BEST OF/ READERS' CHOICE

Best of Ballot

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

Best of Lebanon Valley

Lebanon Daily News

Best of Winners

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

Community Choice Ballot

*Herald-Standard
(Uniontown)*

Community Choice Tab

*Herald-Standard
(Uniontown)*

Erie's Choice

Erie Times-News

Readers' Choice

*The Republican-Herald
(Pottsville)*

Readers' Choice

*The Times-Tribune
(Scranton)*

Readers' Choice

Pittsburgh Tribune-Review

Readers Choice

Reading Eagle

Readers' Choice

*LNP
(Lancaster)*

From clothing to food, and banks to schools, readers vote for their favorite local shops and services. A “vote for us” section or spread often accompanies the selection ballot, and a follow-up section or spread, with advertising sponsors, announces the winners. Software companies such as Second Street can help you conduct a Readers' Choice contest.

Advertising prospects for Best Of/Reader's Choice special sections include:

- Appliance stores
- Auto dealers
- Banks
- Bakeries
- Bridal stores
- Bowling alleys
- Breweries
- Car washes
- Children's clothing stores
- Colleges
- Credit unions
- Delis
- Dentists
- Drug stores
- Financial planners
- Floor covering stores
- Furniture stores
- Garden centers
- Golf courses
- Grocery stores
- Hair salons
- Hardware stores
- Hearing aid centers
- Hotels
- Ice cream shops
- Insurance agencies
- Jewelers
- Landscapers
- Men's clothing stores
- Motorcycle dealers
- Movie theaters
- Nail salons
- Oil change facilities
- Pest control services
- Pet supply stores
- Photographers
- Physicians
- Plumbers
- Private schools
- Restaurants
- Roofers
- Spas
- Shoe stores
- Tire stores
- Veterinarians
- Women's clothing stores

BEST OF BALLOT

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

Readers are asked to vote for their favorite businesses in over 200 categories.

Advertisers: Local retailers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



BEST OF LEBANON VALLEY

Lebanon Daily News

Annual Readers' Choice awards to identify best local businesses – also includes social media posts and targeted email blasts.

Advertisers: Retail, services, health care, automotive, and real estate

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



BEST OF WINNERS

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

After readers have voted for their favorite businesses in over 200 categories, this section includes the names of the first and second place winners.

Advertisers: Local retailers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



COMMUNITY CHOICE BALLOT

Herald-Standard (Uniontown)

A ballot page on which readers vote for their favorite businesses and services. Advertising is sold underneath the ballots.

Advertisers: Banks, insurance agencies, automotive, restaurants, medical, funeral homes, and many other local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



COMMUNITY CHOICE TAB

Herald-Standard (Uniontown)

A tab highlighting the first, second, and third place winners of the Community Choice Awards. The newspaper mascot, Herald the Town Crier, appears at winning businesses to take silly photos that are included in the tab.

Advertisers: Banks, insurance agencies, automotive, restaurants, medical, and many other local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by the advertising staff



ERIE'S CHOICE

Erie Times-News

Readers' poll of local favorites.

Advertisers: Local businesses and services

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



READERS' CHOICE

LNP (Lancaster)

New and improved in 2015, winners are showcased in a glossy magazine featuring articles and full-color photos. The Readers' Choice Awards give businesses the opportunity to thank current customers while showing prospects they are a valued business.

Advertisers: Small and medium-sized local businesses

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



READERS' CHOICE

Pittsburgh Tribune-Review

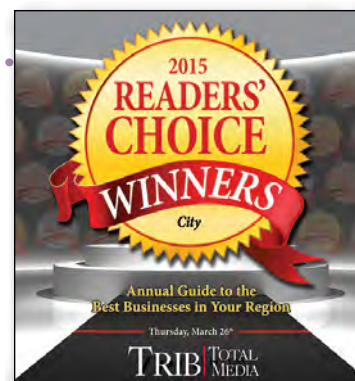
Solicits readers' opinions on which businesses are the best. A ballot is published that lists regional and local business categories, and readers who complete at least half of the ballot can enter the contest. The winners are announced through a tab that offers 15 zone editions. Half and full-page ads receive advertorial stories. All winners receive a certificate and permission to use their award in any advertising.

Advertisers: Readers' Choice Award winners only

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by the advertising staff, provided by the advertiser, and purchased from a content provider



READERS CHOICE

Reading Eagle

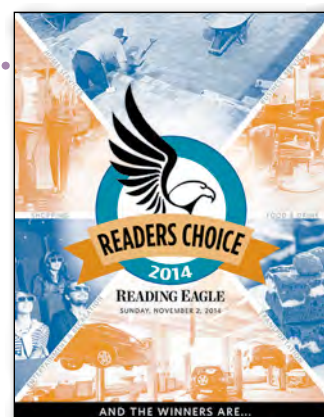
Launched for the first time in 2014 through Second Street, readers chose their favorites among 113 categories. "Vote for us" ads were sold at the beginning of the contest, and winners purchased ads in the dedicated special section.

Advertisers: Local and regional businesses, and award winners only

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by the advertising staff, and provided by the advertiser



READERS' CHOICE

The Republican-Herald (Pottsville)

Readers can vote in print or online for the best of Schuylkill County.

Advertisers: Retail, services, and food

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



READERS' CHOICE

The Times-Tribune (Scranton)

Readers may vote for any business or professional of their choosing. The options are not limited to ballot page advertisers.

Advertisers: Category winners only

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



BUSINESS

50 Fastest Growing Companies

Central Penn Business Journal (Harrisburg)

Business Review

The Republican-Herald (Pottsville)

Business Today in PA

Central Penn Business Journal (Harrisburg)

Chamber of Commerce Tab

Hazleton Standard-Speaker

Enterprise

Pittsburgh Tribune-Review

Erie 2015 – Annual Economic Report

Erie Times-News

Get to Know Us

The Sentinel (Lewistown)

Governor's ImPAct Awards Supplement

Central Penn Business Journal (Harrisburg)

Milestones

Central Penn Business Journal (Harrisburg)

Outlook

The Times-Tribune (Scranton)

Profile 2015

Reading Eagle

Progress

Altoona Mirror

Progress

Lock Haven Express

Progress

Press Enterprise (Bloomsburg)

Property Manager's Handbook

Central Penn Business Journal (Harrisburg)

Valley Profiles

Lebanon Daily News

Women in Business

Reading Eagle

Business sections feature information about people, places, and products that are of interest to the local community. The content of a Progress edition may look back on key accomplishments of the past year, whereas a Trends section anticipates what the future holds. Consider themes such as:

- “Who are the movers and shakers in your area?”
- “What are the new businesses and services that will be opening in the next year?”
- “What’s happening at the current businesses in our area, and what will they be doing that’s new and different next year?”
- “What will businesses be doing to remain relevant in the future?”

Advertising prospects for business-related special sections include:

- Accounting firms
- Attorneys
- Auto dealers
- Banquet facilities/caterers
- Business clothing retailers
- Cleaning services
- Community banks and credit unions
- Energy providers
- Health care providers
- Hotels
- Information technology services
- Insurance agencies
- Investment firms
- Office supply stores
- Restaurants
- Staffing agencies

50 FASTEST GROWING COMPANIES

Central Penn Business Journal (Harrisburg)

The Top 50 Fastest Growing Companies program identifies the region's most dynamic companies that have made significant contributions to the strength of our local economy. Nominated companies are ranked according to revenue growth over a three-year period, with both dollar and percentage increases taken into consideration.

Advertisers: Contest winners, finalists, and nominators

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers



BUSINESS REVIEW

The Republican-Herald (Pottsville)

An annual section of business news, advertorial content, plus a roundtable discussion with business leaders on selected topics.

Advertisers: Local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



BUSINESS TODAY IN PA

Central Penn Business Journal (Harrisburg)

Learn the value of doing business in Pennsylvania through this guide to its regions, economic development opportunities, key partnerships and case studies.

Advertisers: Manufacturing, energy, sports teams, health care and lawyers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers



CHAMBER OF COMMERCE TAB

Hazleton Standard-Speaker

Highlights all business and Chamber of Commerce events from the year – produced in conjunction with the Chamber's annual dinner.

Advertisers: Local businesses and Chamber members

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and provided by the Chamber of Commerce



ENTERPRISE

Pittsburgh Tribune-Review

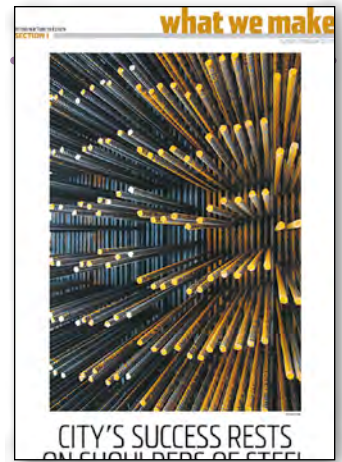
An annual broadsheet section discussing regional business news. It consists of four sections – Economic, Health, Education, and Energy. This is one of our best business-to-business sections.

Advertisers: Large corporations and businesses trying to reach other businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared by the advertising staff, provided by the advertiser, and purchased from a content provider



ERIE 2015 – ANNUAL ECONOMIC REPORT

Erie Times-News

An annual economic report looks at the people, employers and organizations shaping our economy.

Advertisers: Business and manufacturing

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared by in-house staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



GET TO KNOW US

The Sentinel (Lewistown)

Advertorial coverage of local businesses produced in the form of a business profile.

Advertisers: Local businesses – both new and legacy

Net revenue: More than \$25,000

Editorial/Advertising ratio: 55% editorial/45% advertising

Editorial content: Prepared by in-house staff writers, and purchased from a content provider



GOVERNOR'S IMPACT AWARDS SUPPLEMENT

Central Penn Business Journal (Harrisburg)

The Governor's ImPACT Awards celebrate the companies and individuals who are investing in Pennsylvania and creating jobs.

Advertisers: Contest winners, finalists, and nominators

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers



MILESTONES

Central Penn Business Journal (Harrisburg)

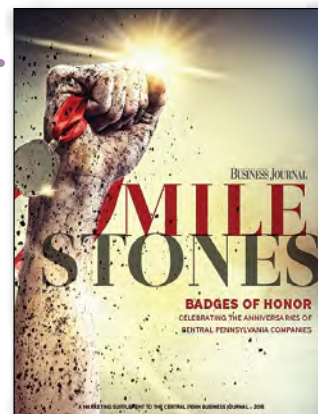
Celebrating 28 Central Pennsylvania businesses and their notable anniversaries — from 10 years to 130 years. They wear these badges of honor with pride, setting an example for our business community.

Advertisers: All categories

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers



OUTLOOK

The Times-Tribune (Scranton)

Provides an insightful look at the businesses and industries serving the Greater Scranton area.

Advertisers: Retailers, recruitment, and small group pages

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



PROFILE 2015

Reading Eagle

Inserted into Business Weekly over 10 consecutive weeks, each section has a unique focus such as health care, accounting, engineering, etc. Advertisers purchase a quarter-page ad, and receive the same amount of space to promote their business.

Advertisers: Local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 70% editorial/30% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



PROGRESS

Altoona Mirror

Every March, the Mirror looks at our region through our annual People & Progress edition. This year, the content focused on what businesses, health care and educational institutions, communities, and recreational opportunities might look like 10 years from now.

Advertisers: All businesses — especially non-traditional advertisers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



PROGRESS

Lock Haven Express

The annual "Progress" edition comes out each year during the first week of March. This year's theme was Talk of the Town. Local businesses and organizations share what's new and interesting. After readers finish the stories and checking out the ads in each section, they are invited to take a trivia test. One page in each daily section contains 10 trivia questions. The answers can be found in the stories and ads in that day's edition.

Advertisers: All local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



PROGRESS

Press Enterprise (Bloomsburg)

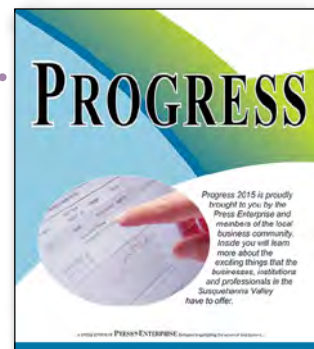
This edition is compiled by Press Enterprise and members of our local business community. It features information on the exciting things that the businesses, institutions and professionals in the Susquehanna Valley have to offer.

Advertisers: All businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers



PROPERTY MANAGERS HANDBOOK

Central Penn Business Journal (Harrisburg)

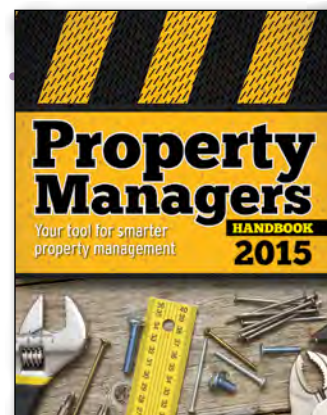
A publication for property managers who are overseeing a small residential property, or a large corporate facility.

Advertisers: HVAC, builders, contractors, plumbing, and water

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers



VALLEY PROFILES

Lebanon Daily News

Annual progress edition featuring advertorials, advertising, social media posts, and targeted email blasts.

Advertisers: Retail, dining, services, automotive, real estate, health care, and industry

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



WOMEN IN BUSINESS

Reading Eagle

Incorporated into Business Weekly, this section features profiles of women in business including interviews with them. The editorial content of the issue of Business Weekly that includes this section focuses on complementary topics related to women in business.

Advertisers: Local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



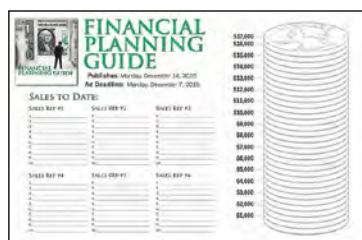
CUSTOMIZABLE MATERIALS AVAILABLE FROM PNA

Click on the section cover, or the link below, to access the customizable files for each section.

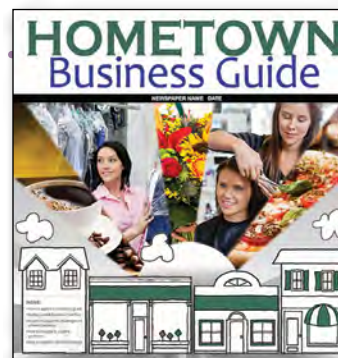
BUSINESS & INDUSTRY



FINANCIAL PLANNING GUIDE



HOMETOWN BUSINESS GUIDE



<http://panewsmedia.org/why-newspapers/special-sections>

COMMUNITY

50 Men of Excellence

New Pittsburgh Courier

50 Women of Excellence

New Pittsburgh Courier

Blair County Proud

Altoona Mirror

Business Showcase

Town and Country (Pennsburg)

Community Guide

The Times-Tribune (Scranton)

Don't Drink and Drive

Signature Page

Mercersburg Journal

Free Thanksgiving Turkey/Easter Ham Giveaway

Mercersburg Journal

Gettysburg Addresses

Gettysburg Times

Historic Faces of Adams County

Gettysburg Times

Hometown Scramble

The Republican-Herald (Pottsville)

I Shop Local

The Express (Lock Haven)

Lancaster Newspapers

Commemorative Edition

LNP (Lancaster)

Music Issue

Philadelphia Weekly

Small Business Saturday –

Special Report

LNP (Lancaster)

Trib Total Savings

Pittsburgh Tribune-Review

A recent newspaper industry survey found that 78 percent of newspaper readers said they and their families rely on community newspapers for local news and information. Special sections offering information about local shopping venues and community leaders are particularly popular.

Advertising prospects for community-related special sections include:

- Appliance stores
- Attorneys
- Auto dealers
- Banks/Credit unions
- Bakeries
- Bridal stores
- Bowling alleys
- Car washes
- Chambers of Commerce
- Clothing stores
- Community groups
- Delis
- Dentists
- Drug stores
- Financial planners
- Floor covering stores
- Furniture stores
- Garden centers
- Golf courses
- Grocery stores
- Hair salons
- Hardware stores
- Hearing aid centers
- Human service organizations
- Ice cream shops
- Insurance agencies
- Jewelers
- Landscapers
- Movie theaters
- Nail salons
- Pet supply stores
- Photographers
- Physicians
- Plumbers
- Restaurants
- Roofers
- Spas
- Shoe stores
- Tire stores
- Veterinarians

50 MEN OF EXCELLENCE

New Pittsburgh Courier

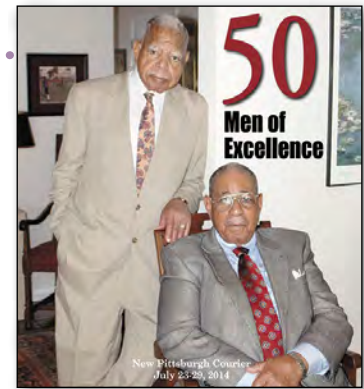
Honors 50 African-American male business and community leaders.

Advertisers: Educational and medical institutions, nonprofits, corporations

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial Content: Prepared in-house by staff writers, and provided by the advertiser



50 WOMEN OF EXCELLENCE

New Pittsburgh Courier

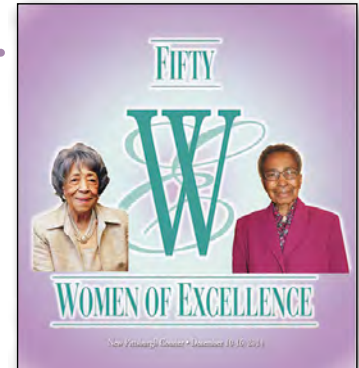
Honors 50 African-American female business and community leaders.

Advertisers: Educational and medical institutions, nonprofits, corporations

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



BLAIR COUNTY PROUD

Altoona Mirror

Annual themed good news spotlight.

Advertisers: Community-based small and medium-sized businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



BUSINESS SHOWCASE

Town and Country (Pennsburg)

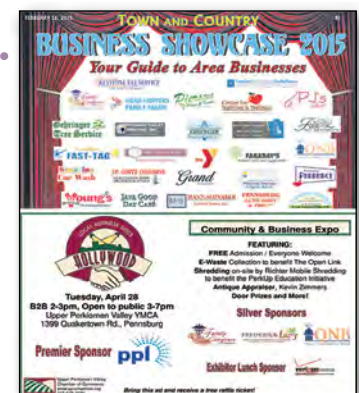
An annual opportunity for advertisers to “showcase” their business by presenting their staff, services, and products to our readers.

Advertisers: Local businesses and services

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Purchased from a content provider



COMMUNITY GUIDE

The Times-Tribune (Scranton)

A complete list of government offices and social services to help readers know who to call or what to do.

Advertisers: Retailers, recruitment, small group pages

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



DON'T DRINK AND DRIVE SIGNATURE PAGE

Mercersburg Journal

Local businesses encourage New Year's Eve revelers not to drink and drive.

Advertisers: Local businesses

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



FREE THANKSGIVING TURKEY/EASTER HAM GIVEAWAY

Mercersburg Journal

Readers complete entry blanks and drop them off at participating stores for a chance to win a free turkey or ham.

Advertisers: Local businesses

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



GETTYSBURG ADDRESSES

Gettysburg Times

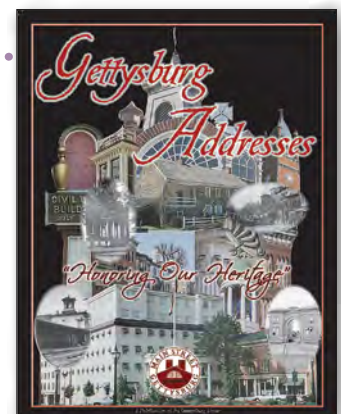
Glossy magazine that contains stories about who currently occupies particular addresses in Gettysburg, as well as the history of who used to live there.

Advertisers: Local businesses and services

Net revenue: \$10,000 - \$25,000

Editorial/Advertising ratio: 35% editorial/65% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



HISTORICAL FACES OF ADAMS COUNTY

Gettysburg Times

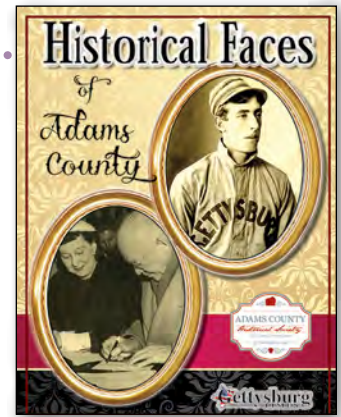
Follows the family lineage of historic people through their descendents – strip ads available.

Advertisers: Local businesses and services

Net revenue: \$10,000 - \$25,000

Editorial/Advertising ratio: 35% editorial/65% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



HOMETOWN SCRAMBLE

The Republican-Herald (Pottsville)

Section contains maps of different towns/areas in the county. Ties in with a reader contest over the next 10 weeks in the daily, with all answers coming from the tab.

Advertisers: Lots of small businesses with one multiple-location grocer as the main sponsor

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



I SHOP LOCAL

The Express (Lock Haven)

Local stores advertise and readers can win \$25 each week for shopping in these stores.

Advertisers: Local retail stores

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



LANCASTER NEWSPAPERS COMMEMORATIVE EDITION

LNP (Lancaster)

The introduction of a new Lancaster Newspapers was preceded by this Commemorative Edition, which included a history of the paper as well as original articles and advertising from over 220 years of history.

Advertisers: Small and medium-sized local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



MUSIC ISSUE

Philadelphia Weekly

Delves deep into the heart of the city to talk with people – young, old, rich, poor – whose lives have been forever transformed by the music of Philadelphia.

Advertisers: Concert promoters, night clubs, record labels

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



SMALL BUSINESS SATURDAY – SPECIAL REPORT

LNP (Lancaster)

Published the Wednesday before Small Business Saturday, this special section maximizes exposure while directing readers where to Shop Small®.

Advertisers: Small and medium-sized local retail businesses

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



TRIB TOTAL SAVINGS

Pittsburgh Tribune-Review

A glossy coupon book, published five times per year, with 15 zoned options so coupons can be targeted to local markets if needed.

Advertisers: Local businesses and services that can offer a coupon discount

Net revenue: More than \$25,000

Editorial/Advertising ratio: 10% editorial/90% advertising

Editorial content: Prepared in-house by the advertising staff, provided by the advertiser, and purchased from a content provider



COMMUNITY EVENTS

Arts Festival Guide

Centre Daily Times (State College)

Berks Jazzfest

Reading Eagle

Clearfield County Fair

The Progress (Clearfield)

Cove Relay for Life

Morrisons Cove Herald (Martinsburg)

Fall Festival Guide

Chestnut Hill Local (Philadelphia)

Food Issue

Philadelphia Weekly

Grange Fair Guide

Centre Daily Times (State College)

Harry Potter Local Prophet

Chestnut Hill Local (Philadelphia)

Perry County Fair Tabloid

Duncannon Record, Juniata Sentinel (Mifflintown), Perry County Times (New Bloomfield), News-Sun (Newport)

Philadelphia Horticultural Society

Flower Show

Philadelphia Weekly

Pittston Tomato Festival

The Citizens' Voice (Wilkes-Barre)

Plymouth Kielbasa Festival

The Citizens' Voice (Wilkes-Barre)

Roaring Spring Firemen's Festival

Morrison's Cove Herald

Spring/Fall Guide

Philadelphia Weekly

Spring Festival Guide

Chestnut Hill Local (Philadelphia)

The Whiskey Rebellion

Observer-Reporter (Washington)/The Almanac (McMurray)

Community events bring people together, and a special section dedicated to each unique celebration helps to further engage readers and advertisers. From an arts festival to a county fair, these special occasions will attract local businesses and non-traditional advertisers to your publication.

Advertising prospects for community events special sections include:

- Art galleries
- Attorneys
- Auto dealers
- Banks/Credit unions
- Bakeries
- Bowling alleys
- Chambers of Commerce
- Colleges/Universities
- Community groups
- Delis
- Dentists
- Drug stores
- Florists
- Furniture stores
- Garden centers
- Grocery stores
- Hair salons
- Hardware stores
- Hearing aid centers
- Human service organizations
- Ice cream shops
- Insurance agencies
- Jewelers
- Landscapers
- Movie theaters
- Music stores
- Nail salons
- Nonprofit organizations
- Party supply stores
- Pet supply stores
- Photographers
- Physicians
- Plumbers
- Restaurants
- Roofers
- Visitors bureaus

ARTS FESTIVAL GUIDE

Centre Daily Times (State College)

The Central Pennsylvania Festival of the Arts™ is a nationally-recognized event held annually in downtown State College and on The Pennsylvania State University/University Park campus. This special section includes an event schedule, list of artists by medium, and local business ads.

Advertisers: Local retailers

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



BERKS JAZZFEST

Reading Eagle

Official event guide included in the newspaper the weekend before the festival begins. It is overprinted, and available at larger venues and newspapers in local hotels. Includes schedules of events, biographies of artists, and a history of past shows and artists.

Advertisers: Hotels, hair salons, health care, restaurants, other music events, jewelers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



CLEARFIELD COUNTY FAIR

The Progress (Clearfield)

This huge county fair draws locals and tourists to the area. Highlights include star-studded musical performances, truck and tractor pull, exhibits, rides, and food.

Advertisers: Fair Board ads promoting the attractions, sponsor, restaurants and taverns, local retailers, and fair vendors

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



COVE RELAY FOR LIFE

Morrisons Cove Herald (Martinsburg)

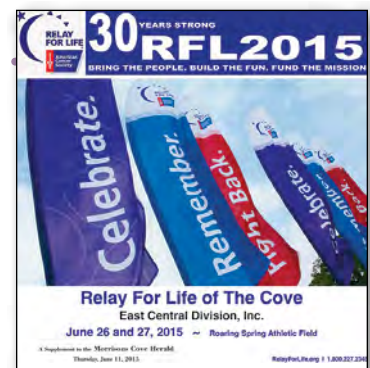
Helping to fight back against cancer, this special section includes team information and coverage of the events for this walk for life.

Advertisers: Local retailers – it is an emotional buy for them

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



FALL FESTIVAL GUIDE

Chestnut Hill Local (Philadelphia)

Special TMC and inserted section in conjunction with the community Fall Festival.

Advertisers: Local merchants, schools, and services

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



FOOD ISSUE

Philadelphia Weekly

A kickoff to our annual Taste of Philly event covering all the great restaurants in the city. We also delve into the “foodie” scene and those of us who are taking cooking art home.

Advertisers: Restaurants, liquor, and food brands

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



GRANGE FAIR GUIDE

Centre Daily Times (State College)

Produced in partnership with the Grange Fair Organization and includes results from exhibits, livestock, and craft competitions.

Advertisers: Outdoor equipment retailers, furniture, health care, jewelers and home builders

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 90% editorial/10% advertising

Editorial content: Prepared in-house by staff writers



HARRY POTTER LOCAL PROPHET

Chestnut Hill Local (Philadelphia)

Keepsake section produced in conjunction with the community Harry Potter Festival that features a wizard chess tournament, moon bounces, crafts, live readings of “Harry Potter and the Sorcerer’s Stone,” a hunt for the Horcrux, Defense Against the Dark Arts classes, fortune tellers, a selfie park, a corn maze and Quidditch tournaments, a game that combines elements from dodgeball, basketball and rugby.

Advertisers: Schools, child-oriented businesses, and participating merchants

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



PERRY COUNTY FAIR TABLOID

*Duncannon Record, Juniata Sentinel (Mifflintown),
Perry County Times (New Bloomfield), News-Sun (Newport)*

Produced in conjunction with the annual Perry County Fair, includes a schedule of events, photos from past fairs, promotions for all of the activities, photos of the Fair Queen, and a letter from the Fair Board President.

Advertisers: Local businesses and services

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



PHILADELPHIA HORTICULTURAL SOCIETY FLOWER SHOW

Philadelphia Weekly

Includes information about displays and vendors at the annual Philadelphia Flower Show.

Advertisers: Restaurants, vendors, flower shops, and schools

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers



PITTSTON TOMATO FESTIVAL

The Citizens' Voice (Wilkes-Barre)

Official program for the annual tomato festival that features the schedule of events and many congratulatory ads.

Advertisers: Restaurants, grocery stores, dentists, attorneys, health care, insurance agencies

Net revenue: More than \$25,000

Editorial/Advertising ratio: 25% editorial/75% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



PLYMOUTH KIELBASA FESTIVAL

The Citizens' Voice (Wilkes-Barre)

The schedule of events, along with recipes featuring kielbasa, are featured in this festival guide.

Advertisers: Automotive, roofing, florists, consignment shops, delis, restaurants

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 25% editorial/75% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



ROARING SPRING FIREMEN'S FESTIVAL

Morrisons Cove Herald

The Roaring Spring Fireman's Festival is an annual event to benefit the Friendship Fire Company, which is the fire company for the Roaring Spring area. It is comprised of food vendors and activities, as well as local entertainment.

Advertisers: Local retailers

Net revenue: \$0 – \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



SPRING/FALL GUIDE

Philadelphia Weekly

Philly Weekly's ultimate to-do list for 100 days of fun! This essential seasonal rundown of Philly area excitement includes the complete concert calendar, the big 2015 arts and theater preview, an insider's guide to dining in Philly restaurants, sports, nightlife, movies, family fun, and more!

Advertisers: Museums, tourist attractions, art galleries, places of interest

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



SPRING HOME & GARDEN FESTIVAL GUIDE

Chestnut Hill Local (Philadelphia)

Special TMC and inserted section prepared in conjunction with the community Spring Home and Garden Festival.

Advertisers: Local merchants and services

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and is provided by the advertiser



THE WHISKEY REBELLION

Observer-Reporter (Washington)/*The Almanac* (McMurray)

Flexi-sized brochure focused around the Whiskey Rebellion Festival in Washington County.

Advertisers: Colleges, banks, lawyers, photographers, hospitals, florists, restaurants, tire stores, casinos, beer, furniture, tourism

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and is purchased from a content provider



DIRECTORIES

Business Card Directory

Observer-Reporter (Washington)/*The Almanac* (McMurray)

Business and Service Directory

The Citizens' Voice (Wilkes-Barre)

Business and Service Directory

Hazleton Standard-Speaker

Business and Service Directory

The Republican-Herald (Pottsville)

Focus on Community

Press Enterprise (Bloomsburg)

Here's My Card

Altoona Mirror

Medical Directory

Press Enterprise (Bloomsburg)

The Guide to Jewish Philadelphia

Jewish Exponent (Philadelphia)

As local directory options are changing, there is opportunity for news media organizations to publish a directory of local retailers and service providers. This may be a business card directory divided by categories of business, or a more comprehensive guide to government agencies and services in the community.

Advertising prospects for directory special sections include:

- Accountants
- Attorneys
- Auto dealers
- Banks/Credit unions
- Chambers of Commerce
- Community groups
- Deck/patio builders
- Dentists
- Driveway sealers
- Drug stores
- Florists
- Furniture stores
- Garden centers
- General contractors
- Grocery stores
- Hair salons
- Hardware stores
- Hearing aid centers
- Home builders
- Home repairmen
- House painters
- Human service organizations
- Insurance agencies
- Jewelers
- Landscapers
- Nail salons
- Nonprofit organizations
- Pet supply stores
- Photographers
- Physicians
- Plumbers
- Pool maintenance providers
- Restaurants
- Roofers
- Window washers

BUSINESS CARD DIRECTORY

*Observer-Reporter (Washington)/
The Almanac (McMurray)*

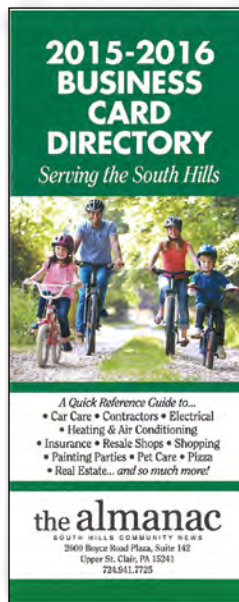
Flexi-sized directory of
businesses.

Advertisers: Bakeries, art
studios, automotive, real
estate, beer stores, candy
stores, dance studios,
flooring, florists, frame
shops, insurance agents,
furniture stores, cleaning
services, general stores

Net revenue:
\$10,001 - \$25,000

Editorial/Advertising ratio:
100% advertising

Editorial content:
Provided by the advertiser



BUSINESS AND SERVICE DIRECTORY

The Citizens' Voice (Wilkes-Barre)

A listing of 2x2 business
card ads, 5 per page, sorted
by category, and printed on
high-gloss paper.

Advertisers: Local retail
businesses and services

Net revenue:
\$10,001 - \$25,000

Editorial/Advertising ratio:
100% advertising

Editorial content:
Provided by the advertiser



BUSINESS AND SERVICE DIRECTORY

Hazleton Standard-Speaker

Glossy color directory of
local businesses sorted by
category.

Advertisers:
Attorneys, restaurants,
automotive, pet groomers,
realtors, music lesson
providers, personal care
homes, insurance, lawn
services

Net revenue:
\$5,001 - \$10,000

Editorial/Advertising ratio:
100% advertising

Editorial content:
Provided by the advertiser



BUSINESS AND SERVICE DIRECTORY

The Republican-Herald (Pottsville)

Service industry listed in a
4" x 11" booklet.

Advertisers: Service industry
providers

Net revenue:
\$10,001 - \$25,000

Editorial/Advertising ratio:
100% advertising

Editorial content:
Provided by the advertiser



FOCUS ON COMMUNITY

Press Enterprise (Bloomsgburg)

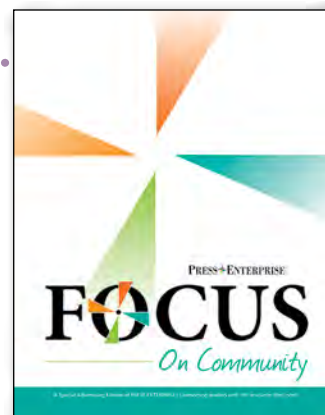
This year, we redesigned our annual informational directory and renamed it Focus On Community. It includes information on local counties, municipalities, schools, organizations, service agencies and more, most of which would be difficult to find elsewhere or compiled all in one place.

Advertisers: Local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers



HEALTHCARE & MEDICAL DIRECTORY

Press Enterprise (Bloomsgburg)

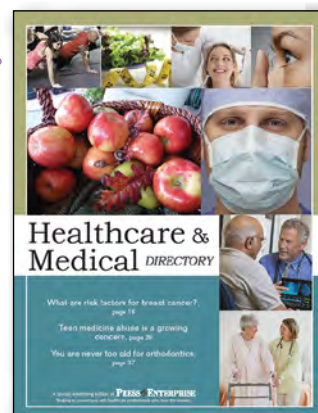
The content of our Healthcare & Medical Directory centers on topics of interest to people of all ages, from pregnancy and birth to end-of-life care and everything in-between. We try to encompass a variety of issues to keep our readers informed about health and medical matters.

Advertisers: Doctors, chiropractors, hospitals

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers



HERE'S MY CARD

Altoona Mirror

Annual business card directory.

Advertisers: All types of businesses

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 100% advertising

Editorial content: Provided by the advertiser



THE GUIDE TO JEWISH PHILADELPHIA

Jewish Exponent (Philadelphia)

A complete listing of Jewish resources and organizations in the Philadelphia region.

Advertisers: Jewish organizations, funeral homes, retirement communities, jewelers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers



EDUCATION

Achieve

New Pittsburgh Courier

Fall and Spring Education Guides

The Express-Times (Easton)

Graduation

Hazleton Standard-Speaker

Graduation Tabloid

Duncannon Record/Juniata Sentinel
(Mifflintown), *Perry County Times* (New
Bloomfield), *News-Sun* (Newport)

Higher Education Guide

Al Día (Philadelphia)

Salute to Graduates

Gettysburg Times

Senior Class Photo Pages

Mercersburg Journal

This is Penn State

Centre Daily Times (State College)

Parents and students want to make the best decision possible when it comes to choosing a place for learning. Whether it's carefully selecting the first preschool, or pondering the public vs. private vs. parochial school options, or finalizing the all-important what to do after high school decision, targeted special sections can provide the information and tools necessary to help make an educated decision.

Advertising prospects for education special sections include:

- Colleges/Universities
- Computer service providers
- Dance schools
- Day care providers
- Educational software providers
- Family fun centers
- Home school services
- Music lesson providers
- Musical instrument stores
- Office supply stores
- Parochial schools
- Private schools
- SAT preparations services
- Sports supply stores
- Summer camps
- Tutoring services
- Vocational Technical schools

ACHIEVE

New Pittsburgh Courier

School choice guide.

Advertisers: Schools

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



FALL AND SPRING EDUCATION GUIDES

The Express-Times (Easton)

Provides information about public, private, and parochial schools in the Lehigh Valley, along with features about the local colleges and universities.

Advertisers: Colleges and universities

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



GRADUATION

Hazleton Standard-Speaker

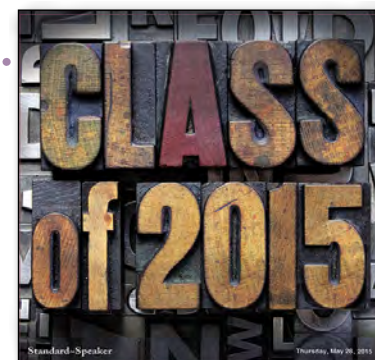
Includes yearbook photos of every high school senior from public, private, and parochial schools in the area.

Advertisers: Grocery stores, automotive, restaurants, attorneys, parents of featured children, local businesses

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



GRADUATION TABLOID

*Duncannon Record/Juniata Sentinel (Mifflintown),
Perry County Times (New Bloomfield), News-Sun (Newport)*

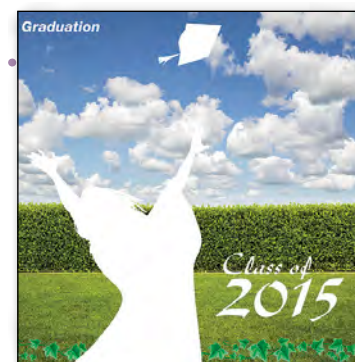
The tab is customized for each individual newspaper so their local high school/s are represented, and includes a photo of the class valedictorian and salutatorian as well as other photos, and a list of the graduating seniors' names.

Advertisers: Local businesses

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



HIGHER EDUCATION GUIDE

Al Día (Philadelphia)

Highlights colleges and universities in the region that are actively seeking Latino students.

Advertisers: Colleges and universities

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



SALUTE TO GRADUATES

Gettysburg Times

Includes photos of high school seniors from seven local school districts along with congratulatory notes from local businesses.

Advertisers: Local businesses

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 35% editorial/65% advertising

Editorial content: Prepared in-house by staff writers



SENIOR CLASS PHOTO PAGES

Mercersburg Journal

Six pages covering three schools that include senior class photos with local business ad signatures.

Advertisers: Local businesses

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



THIS IS PENN STATE

Centre Daily Times (State College)

Welcomes new Penn State students to the local community.

Advertisers: Grocery store, transportation, health care, furniture, retail

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



CUSTOMIZABLE MATERIALS AVAILABLE FROM PNA

Click on the section cover, or the link below, to access the customizable files for each section.

BACK TO SCHOOL



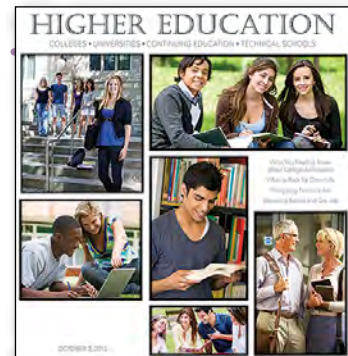
BACK TO SCHOOL		
Publisher Monday, August 17, 2015		
Ad Deadline Monday, August 17, 2015		
Sales to Date		
Sales to Date	Sales to Date	Sales to Date
\$15,000	\$14,000	\$13,000
\$12,000	\$11,000	\$10,000
\$9,000	\$8,000	\$7,000
\$6,000	\$5,000	\$4,000
\$3,000	\$2,000	\$1,000



HIGHER EDUCATION



HIGHER EDUCATION		
Publisher Monday, October 5, 2015		
Ad Deadline Monday, October 5, 2015		
Sales to Date		
Sales to Date	Sales to Date	Sales to Date
\$15,000	\$14,000	\$13,000
\$12,000	\$11,000	\$10,000
\$9,000	\$8,000	\$7,000
\$6,000	\$5,000	\$4,000
\$3,000	\$2,000	\$1,000



<http://panewsmedia.org/why-newspapers/special-sections>

GENERAL INTEREST

Black History Month

New Pittsburgh Courier

Energy

Upper Dauphin Sentinel (Millersburg)

Energy Report

Observer-Reporter (Washington)/*The Almanac* (McMurray)

Fall Car Care Guide

Town and Country (Pennsburg)

How-To Guides

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

Job Search

The Times-Tribune (Scranton)

Thanksgiving Automotive Wraps

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

Newspaper readers are interested in different types of content; therefore, why not provide a special section that appeals to a niche audience? Perhaps energy is a hot topic in your market, or your circulation area is filled with auto enthusiasts. Consider launching a special section that resonates with a unique target audience.

Advertising prospects for general interest special sections include:

- Architectural services
- Auto dealers
- Auto repair shops
- Banks/Credit unions
- Boat/Marine products dealers
- Bookstores
- Churches
- Clothing stores
- Coffee/Tea shops
- Coin shops
- Diet/weight loss centers
- Employment agencies
- Energy providers
- Energy suppliers
- Engineering services
- Fabric/Craft stores
- Farm equipment suppliers
- Farm supply stores
- Financial planners
- Insurance agencies
- Libraries
- Nursing homes
- Physicians
- Restaurants
- Veterinarians
- Wireless communications providers
- Work apparel/Uniform retailers

BLACK HISTORY MONTH EDITION

New Pittsburgh Courier

Provides information to learn about and appreciate the rich and robust legacy of our forbearers; and, in the process, better understand ourselves.

Advertisers: Corporations and nonprofits

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



ENERGY

Upper Dauphin Sentinel (Millersburg)

Valuable information about energy usage in homes and schools as well as the area businesses that provide the services to help you save.

Advertisers: Contractors of home heating systems

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers



ENERGY REPORT

Observer-Reporter (Washington)/*The Almanac* (McMurray)

Monthly journal (broadsheet) with a broad energy focus on natural gas, coal, wind, and solar energy.

Advertisers: Banks, energy companies, tire/oil retailers, schools, recruitment, auto dealers, pizza shops

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



FALL CAR CARE GUIDE

Town and Country (Pennsburg)

This special publication guides our readers to local businesses that can help them prepare for the tough winter ahead. Our advertisers provide everything from anti-freeze to tires and as well as other winter auto services.

Advertisers: Automotive sales and service

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Purchased from a content provider



HOW-TO GUIDES

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

Editor writes about a category (chosen by the client), and interviews the customer for their input. The customer's full-page ad appears on the facing page.

Advertisers: Retailers and classified service-oriented businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



JOB SEARCH

The Times-Tribune (Scranton)

A recruitment initiative involving a print and digital component, along with the Great Northeast Job Fair.

Advertisers: Recruitment

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



THANKSGIVING AUTOMOTIVE WRAPS

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

Preview of the next year's new auto models from each of the participating dealerships.

Advertisers: Auto dealers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



GOVERNMENT/ MILITARY

Above and Beyond

The Republican-Herald (Pottsville)

Celebrate Freedom Page

Herald-Standard (Uniontown)

Election Guide

Al Día (Philadelphia)

Local Election Guide

Gettysburg Times

Meet the Presidents

Gettysburg Times

Salute

The Sentinel (Lewistown)

Newspapers are recognized as the most trustworthy medium that operates in an ethical manner and has the public's best interest in mind. What better place to turn to for information related to local government such as an Election Guide, or to read a tribute to local veterans, than the local newspaper?

Advertising prospects for government/military special sections include:

- Armed forces recruiters
- Attorneys
- Conference centers
- Copy/Mailing/Packing shops
- Delivery and Messenger services
- Employment agencies
- Equipment leasing companies
- Event planners
- Information technology services
- Insurance agents
- Investment bankers
- Local interest groups
- Local politicians
- Museums
- Non-profit organizations
- Office supply stores
- Photographers
- Political action committees
- Printing services

ABOVE AND BEYOND

The Republican-Herald (Pottsville)

One-time edition including first-hand stories from soldiers in WWII.

Advertisers: Local retailers and services

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



CELEBRATE FREEDOM PAGE

Herald-Standard (Uniontown)

Local businesses advertise on this page in support of our troops overseas. A portion of the proceeds from this page are donated to the AMVETS.

Advertisers: Restaurants, pharmacies, and other local businesses

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 0% editorial/100% advertising

Editorial content: Provided by the advertiser



ELECTION GUIDE

Al Día (Philadelphia)

Guide for the Pennsylvania primary elections.

Advertisers: Unions and candidates

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



LOCAL ELECTION GUIDE

Gettysburg Times

Includes biographies and information from 143 candidates.

Advertisers: Local businesses

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



MEET THE PRESIDENTS

Gettysburg Times

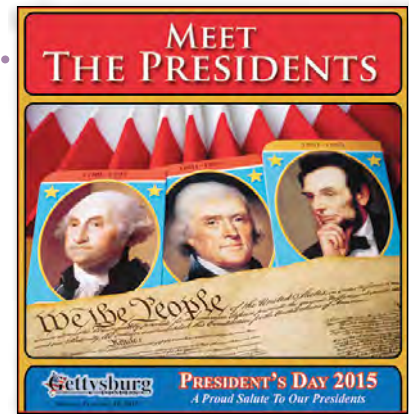
Highlights the 44 presidents, and local businesses sponsor a president. The section is overprinted and delivered to schools for their NIE program.

Advertisers: Local businesses

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



SALUTE

The Sentinel (Lewistown)

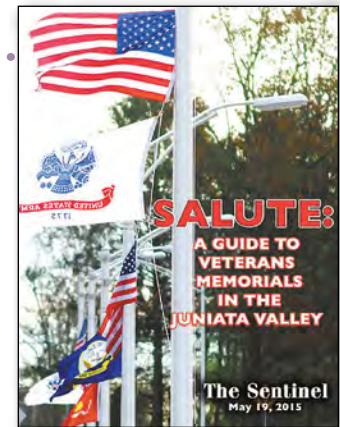
A glossy, 56-page Veterans memorial edition that includes a snapshot of all of the Veterans memorials throughout the region, along with a history of each. Best new section of the year.

Advertisers: Local businesses and services including some non-traditional advertisers such as trucking companies and auto dealers

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 55% editorial/45% advertising

Editorial content: Prepared in-house by staff writers, provided by the advertiser, and purchased from a content provider



HEALTH

A Celebration of Life

The Citizens' Voice (Wilkes-Barre)

Breast Cancer Awareness

Herald-Standard (Uniontown)

Children's Health

Pike County Dispatch (Milford)

Domestic Violence Awareness Month

Gettysburg Times

Health Guide

Al Día (Philadelphia)

Senior Health

Pike County Dispatch (Milford)

Women's Health

Pike County Dispatch (Milford)

Many adults are in tune with their own health and wellness goals, and take care of their bodies by eating well, exercising, and seeking regular medical care. Special section topics ranging from cancer awareness to senior health may provide important information that allow readers to live life fully with vitality and meaning.

Advertising prospects for health special sections include:

- Alternative medicine facilities
- Assisted living communities
- Athletic clothing and equipment retailers
- Chiropractors
- Cosmetic surgery providers
- Dance studios
- Dentists
- Diagnostic/Imaging centers
- Diet/Weight loss centers
- Drug stores/Pharmacies
- Farmers markets
- Grocery stores
- Gyms and fitness centers
- Health and wellness centers
- Health food stores
- Health care supply stores
- Hearing aid specialists
- Hospitals
- Nutritionists
- Optical stores
- Physicians
- Physical/Occupational therapists
- Personal trainers
- Senior centers
- Social service organizations
- Walk-in medical clinics

A CELEBRATION OF LIFE

The Citizens' Voice (Wilkes-Barre)

National cancer survivors' day issue that includes cancer survivors' stories.

Advertisers: Medical services, doctors, treatment centers

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



BREAST CANCER AWARENESS

Herald-Standard (Uniontown)

Printed as part of an entire pink newspaper including success stories from cancer survivors. A portion of the advertising proceeds are donated to the Susan G. Komen Foundation.

Advertisers: Medical services, doctors, treatment centers

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



CHILDREN'S HEALTH

Pike County Dispatch (Milford)

Includes information to help keep children in the community as healthy as possible.

Advertisers: Hospitals, doctors, clinics

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



DOMESTIC VIOLENCE AWARENESS MONTH

Gettysburg Times

Developed in conjunction with a local domestic violence survivors group that provides the editorial content. A portion of the proceeds from the issue are donated back to the group.

Advertisers: Counseling services, restaurants, dentists, insurance

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Provided by the domestic violence survivors' group



HEALTH GUIDE

Al Día (Philadelphia)

The Health Guide is an opportunity for advertisers to reach AL DÍA's readers with information and programming about the importance of healthy living and nutrition.

Advertisers: Doctors, hospitals, medical providers

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



SENIOR HEALTH

Pike County Dispatch (Milford)

Educates senior citizens about the important services that are available to them.

Advertisers: Hospitals, doctors, clinics

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



WOMEN'S HEALTH

Pike County Dispatch (Milford)

All the hospitals, doctors and emergency services that you need to know at your fingertips.

Advertisers: Hospitals, doctors, clinics

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



CUSTOMIZABLE MATERIALS AVAILABLE FROM PNA

Click on the section cover, or the link below, to access the customizable files for each section.

HEALTHY LIVING



<http://panewsmedia.org/why-newspapers/special-sections>

HOLIDAY

Chanukah Gift Guide

Jewish Exponent (Philadelphia)

Father's Day Edition

The Sentinel (Lewistown)

Gift Guide

Al Dia (Philadelphia)

Gift Guide

Pike County Dispatch (Milford)

Great Holiday Giveaway

The Express (Lock Haven)

Holiday Buying Guide

Chestnut Hill Local (Philadelphia)

Holiday Guide

Erie Times-News

Holiday Helper

Lebanon Daily News

Holiday Planner

The Progress (Clearfield)

Holiday Shopping Guide

Town and Country (Pennsburg)

Holiday Showcase

LNP (Lancaster)

MLK Jr. Edition

New Pittsburgh Courier

Mother's Day Issue

Upper Dauphin Sentinel (Millersburg)

Patriotic Holiday Flags

Morrisons Cove Herald (Martinsburg)

Safe Hauntings

Herald-Standard (Uniontown)

Season's Greetings

Duncannon Record, *Juniata Sentinel* (Mifflintown), *Perry County Times* (New Bloomfield), *News-Sun* (Newport)

Valentine's Values

Upper Dauphin Sentinel (Millersburg)

Whether it's decorating tips and recipe ideas to celebrate the most wonderful time of the year, dining and gift ideas to honor someone special, or a tribute to a compelling civil rights leader, holiday-focused special sections offer information that appeals to a broad audience and advertiser base.

Advertising prospects for holiday special sections include:

- Antique shops
- Art dealers
- Athletic apparel and footwear stores
- Bakeries
- Beer distributors
- Bicycle shops
- Bookstores
- Butcher shops
- Camera supply stores
- Candy shops
- Catering/Chef services
- Children's/Infants' clothing stores
- Coffee/Tea shops
- Department stores
- Disc jockeys/Party entertainers
- Electronics stores
- Fabric/Craft stores
- Fashion accessories stores
- Fish markets
- Florists
- Fur retailers
- Gift shops
- Hair salons
- Jewelry stores
- Limousine services
- Malls/Shopping centers
- Nail salons
- Party supply stores
- Religious bookstores
- Restaurants
- Sporting goods stores
- Toy stores/Hobby shops
- Wine/Liquor stores

CHANUKAH GIFT GUIDE

Jewish Exponent (Philadelphia)

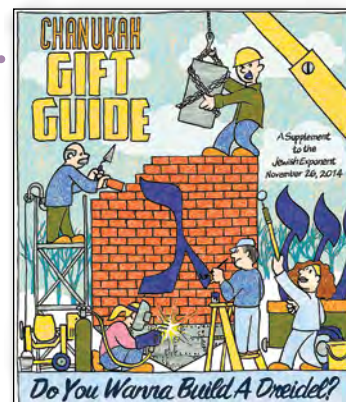
If you're stumped on what to buy for your loved ones, this guide provides helpful recommendations.

Advertisers: Supermarkets, shopping centers, wine stores, retirement communities, and jewelers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers



FATHER'S DAY EDITION

The Sentinel (Lewistown)

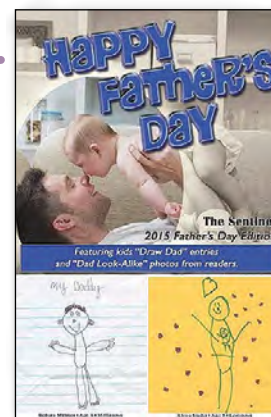
A successful new section launched in 2015 featuring a "Look Like Dad" contest along with pictures of fathers drawn by their children.

Advertisers: Local businesses, restaurants, and sporting goods retailers

Net revenue: \$0 – \$5,000

Editorial/Advertising ratio: 55% editorial/45% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



GIFT GUIDE

Al Día (Philadelphia)

A collection of holiday season promotional offerings for readers to explore.

Advertisers: Retailers

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



GIFT GUIDE

Pike County Dispatch (Milford)

Readers can explore lovely gift suggestions for the holiday season.

Advertisers: Local retailers

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



GREAT HOLIDAY GIVEAWAY

The Express (Lock Haven)

A colorful page including advertisements from 10 local merchants – with an entry form included underneath each ad. Readers fill out each entry form and return it to the appropriate retailer. Each advertiser draws one winning entry, which is then put into a grand prize drawing, and the winner is awarded 10 \$100 gift certificates – one from each retailer.

Advertisers: Ten local retailers

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



HOLIDAY BUYING GUIDE

Chestnut Hill Local (Philadelphia)

A comprehensive guide for readers, detailing all of the events that take place in Chestnut Hill during the holiday season – including lighting holiday trees on the lawn of Woodmere Art Museum to Caroling at the Creche, Stag and Doe shopping nights, the Holiday House Tour and Holiday Parade.

Advertisers: Gift ads from local merchants, and entertainment ads from local activities

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



HOLIDAY GUIDE

Erie Times-News

An all-inclusive guide to holidays featuring party planning tips, shopping ideas, and seasonal fashion suggestions.

Advertisers: Local retailers, spas, and salons

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



HOLIDAY HELPER

Lebanon Daily News

An annual holiday magazine published on Thanksgiving Day, highlighting shopping, recipes, crafts, traditions, and published comments from Facebook fans.

Advertisers: Retail, dining, services, and health care

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



HOLIDAY PLANNER

The Progress (Clearfield)

Pre-Thanksgiving edition to highlight holiday sales, shopping tips, etc.

Advertisers: Local retailers

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



HOLIDAY SHOPPING GUIDE

Town and Country (Pennsburg)

A guide to help busy Christmas shoppers.

Advertisers: Department and specialty stores, florists, and confectioners

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Purchased from a content provider



HOLIDAY SHOWCASE

LNP (Lancaster)

It's the kickoff to the holiday season! This glossy advertising supplement goes out just before Thanksgiving and showcases Lancaster County's best gift ideas and special deals.

Advertisers: Small and medium-sized local retailers

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



MLK JR. EDITION

New Pittsburgh Courier

Honors the life and legacy of Martin Luther King Jr.

Advertisers: Corporations and nonprofits

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



MOTHER'S DAY ISSUE

Upper Dauphin Sentinel (Millersburg)

Treat mom to the finest dining, flowers, and gifts for her special day.

Advertisers: Restaurants, florists, and gift shops

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers



PATRIOTIC HOLIDAY FLAGS

Morrisons Cove Herald (Martinsburg)

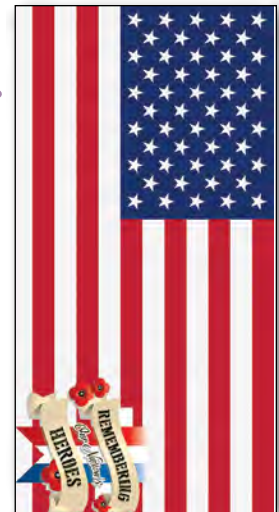
Special edition flags are published at patriotic holidays throughout the year. The ad size is relatively small making it a good buy for smaller businesses in the area.

Advertisers: Small area businesses

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



SAFE HAUNTINGS

Herald-Standard (Uniontown)

Advertiser-sponsored safety tips beginning with each letter of the alphabet are featured along with a coloring contest for children.

Advertisers: Local businesses, Bed and Breakfasts, landscapers, health clinics and more

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 65% editorial/35% advertising

Editorial content: Prepared in-house by the advertising staff



SEASON'S GREETINGS

Duncannon Record, Juniata Sentinel(Mifflintown),
Perry County Times (New Bloomfield), *News-Sun*(Newport)

A two-week special – during the first week, advertisers extend holiday greetings to the community, and in the second week, they thank readers for their business in the past year, and indicate that they look forward to serving them again in the new year.

Advertisers: Local businesses

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



VALENTINE'S VALUES

Upper Dauphin Sentinel (Millersburg)

Dining options, florists, and gift shops that are sure to please your special someone.

Advertisers: Restaurants and florists

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers



CUSTOMIZABLE MATERIALS AVAILABLE FROM PNA

Click on the section cover, or the link below, to access the customizable files for each section.

HOLIDAY PLANNING



<http://panewsmedia.org/why-newspapers/special-sections>

HOME IMPROVEMENT

Backyard Retreat

Altoona Mirror

Fall and Spring Home Improvement

Duncannon Record, Juniata Sentinel
(Mifflintown), *Perry County Times* (New Bloomfield), *News-Sun* (Newport)

Fall and Spring Home Improvement Guide

Town and Country (Pennsburg)

Home and Outdoor Living Show

Press Enterprise (Bloomsburg)

Home Improvement Edition

Morrisons Cove Herald (Martinsburg)

Home Improvement Guide

Chestnut Hill Local (Philadelphia)

Home Improvement

Pike County Dispatch (Milford)

Home Improvement

The Express (Lock Haven)

Spring and Fall Home Improvement

The Sentinel (Lewistown)

Spring Builders Guide

Lebanon Daily News

Spring Home and Garden

The Express-Times (Easton)

HGTV reports that five home improvements have the greatest return on investment – minor bathroom remodel, landscaping, minor kitchen remodel, exterior improvements, and an attic bedroom conversion. Consider including tips like these, along with other helpful information, in your home improvement special sections.

Advertising prospects for home improvement special sections include:

- Antique shops
- Appliance stores
- Architectural services
- Art galleries
- Awning and canopy dealers
- Banks
- Bathroom and kitchen remodelers
- Builders
- Building material retailers
- Carpet and flooring stores
- Carpet and upholstery cleaning services
- Cleaning services
- Concrete contractors
- Countertop retailers
- Driveway sealing companies
- Exterminators
- Fireplace stores
- Framing stores
- Furniture stores
- Garden centers/nurseries
- Heating/Cooling dealers
- Home accessories stores
- Home security providers
- Interior decorators
- Kitchen cabinet refacers
- Landscapers
- Lawn care services
- Lawn sprinkler dealers
- Mattress stores
- Office furniture retailers
- Paint and wall covering stores
- Painters
- Power equipment rental stores
- Power washing businesses
- Roofing/siding contractors
- Swimming pool installers
- Window cleaners
- Window covering stores
- Window retailers

BACKYARD RETREAT

Altoona Mirror

Annual spring home and garden section.

Advertisers: Home and garden retailers, banks

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



FALL AND SPRING HOME IMPROVEMENT

Duncannon Record, Juniata Sentinel (Mifflintown),
Perry County Times (New Bloomfield), *News-Sun* (Newport)

The spring home improvement tab is published in March, and the fall tab in September.

Advertisers: Contractors, equipment rental and sales, hardware stores, lawn and garden

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



FALL AND SPRING HOME IMPROVEMENT GUIDE

Town and Country (Pennsburg)

Seasonal tab that includes articles on improving your house and yard.

Advertisers: Automotive sales and service

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Purchased from a content provider



HOME AND OUTDOOR LIVING SHOW

Press Enterprise (Bloomsburg)

The Home & Outdoor Living Show edition provides information on the Central Susquehanna Builders Association's annual event at the Bloomsburg Fairgrounds. It features details on the show and CSBA, as well as stories and photos on home building and home improvement.

Advertisers: Home improvement contractors, builders

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers



HOME IMPROVEMENT EDITION

Morrison's Cove Herald (Martinsburg)

Published four times a year – includes information on local home builders/contractors and their current projects.

Advertisers: Contractors, lawn specialists, furniture stores

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



HOME IMPROVEMENT GUIDE

Chestnut Hill Local (Philadelphia)

Spring guide with tips and ads for home improvement.

Advertisers: Service personnel, decorators, architects, home goods

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



HOME IMPROVEMENT

Pike County Dispatch (Milford)

A guide to everything that homeowners need to know about making improvements to their home in the fall.

Advertisers: Construction, banks, real estate, lawn and garden, big box stores

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers, and provided by the advertiser



HOME IMPROVEMENT

The Express (Lock Haven)

This section includes stories focusing on how to get your home ready for winter and other articles on renovations and repairs to your home or business. It also includes dozens of advertisements from local businesses and professionals ready to provide everything needed to make those improvements, from equipment and supplies to expertise.

Advertisers: Carpenter, electric, windows, construction, plumber, landscape, real estate

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



SPRING AND FALL HOME IMPROVEMENT

The Sentinel (Lewistown)

Seasonal home improvement section that includes tips on how to have your home look its best.

Advertisers: Local contractors, Yellow Pages advertisers, small businesses

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 55% editorial/45% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



SPRING BUILDERS GUIDE

Lebanon Daily News

Annual builders/home improvement guide that is published with content provided by the Lebanon County Builders Association in conjunction with their annual expo.

Advertisers: Local businesses and services

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



SPRING HOME AND GARDEN

The Express-Times (Easton)

Includes information on the latest trends in home improvements, both inside and out.

Advertisers: Home improvement professionals

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



CUSTOMIZABLE MATERIALS AVAILABLE FROM PNA

Click on the section cover, or the link below, to access the customizable files for each section.

SPRING & FALL HOME IMPROVEMENT



<http://panewsmedia.org/why-newspapers/special-sections>

LIFESTYLE

Active Life

Centre Daily Times (State College)

Amazing Kids

The Citizens' Voice (Wilkes-Barre)

Beer

Reading Eagle

Choices: Assisting an Aging Population

The Express-Times (Easton)

Family Fun Guide

Northeast Times (Philadelphia)

Senior Living – Retirement Living Special Report

LNP (Lancaster)

The Good Life

Jewish Exponent (Philadelphia)

Today's Woman

The Citizens' Voice (Wilkes-Barre)

Readers looking for activities to do with their family, the latest fashion and beauty trends, food and recipe ideas, information about interesting people, hobbies, or books need not look any further than lifestyle-focused special sections.

Advertising prospects for lifestyle special sections include:

- Active adult communities
- Amusement and theme parks
- Antique shops
- Art dealers
- Bars and nightclubs
- Birthday party venues
- Bowling centers
- Campgrounds
- Casinos
- Child care services
- Churches
- Coffee/Tea shops
- Colleges and universities
- Fairs and festivals
- Family entertainment centers
- Fashion accessories stores
- Florists
- Ice cream shops
- Men's clothing stores
- Movie theaters
- Museums
- Restaurants
- Ski resorts
- Women's apparel stores

ACTIVE LIFE

Centre Daily Times (State College)

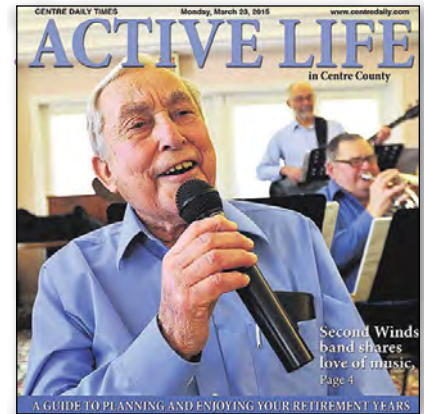
Information for the 50+ audience.

Advertisers: Weight loss centers, home services, insurance, retirement communities, pharmacies

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



AMAZING KIDS

The Citizens' Voice (Wilkes-Barre)

Celebrates children who are doing great things such as a concert violinist, someone who owns their own business, or someone who excels at spelling competitions.

Advertisers: Pro-life center, parochial school, auto, restaurants, jewelers, home builder, medical

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



BEER

Reading Eagle

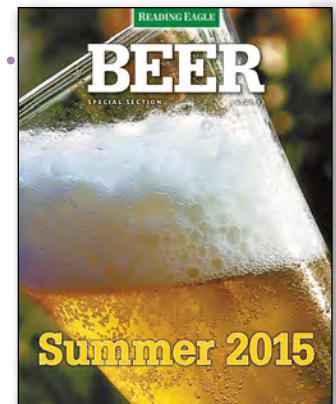
Distributed on Father's Day weekend, highlights the popularity of craft beer, and includes a directory of all local establishments that serve beer.

Advertisers: Distributors secure co-op dollars from manufacturers to cover part of ad cost, bars, local breweries, restaurants, bottle shops, pretzel manufacturer

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers



CHOICES: ASSISTING AN AGING POPULATION

The Express-Times (Easton)

Offers insight into eldercare options including assisted living, skilled care facilities, and medically-supervised daycare options.

Advertisers: Nursing homes and assisted living facilities

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, provided by the advertiser, and purchased from a content provider



FAMILY FUN GUIDE

Northeast Times/Star Community Newsweekly (Philadelphia)

The focus of this special annual supplement is to provide activities and ideas for summer fun from the Pocono Mountains to the Jersey Shore.

Advertisers: Restaurants, events, amusement parks, gyms, museums, camping, dentists, real estate, art classes, dance, bowling, flea markets, casinos, window tinting, hospitals, jewelers, roofers

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers



SENIOR LIVING – RETIREMENT LIVING SPECIAL REPORT

LNP (Lancaster)

From light-hearted topics such as style and social media to the more serious conversations of downsizing and home care, Senior Living provides valuable editorial content and resources for both seniors and their families.

Advertisers: Retirement communities, medical

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



THE GOOD LIFE

Jewish Exponent (Philadelphia)

News, features, and tips for today's active seniors.

Advertisers: Museums, funeral homes, retirement communities, financial management firms

Net revenue: More than \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers



TODAY'S WOMAN

The Citizens' Voice (Wilkes-Barre)

Features women in unique occupations or those who do extraordinary things, and offers tips on dieting, exercise, fashion, and child-rearing.

Advertisers: Clothing stores, finance companies, audiologists, jewelers, medical, spas, credit union, bakeries

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



SPECIAL OCCASIONS

Beautiful Beginnings Bridal *Press Enterprise* (Bloomsburg)

Bridal Guide *Observer-Reporter* (Washington)/ *The Almanac* (McMurray)

Brides *The Progress* (Clearfield)

My Wedding Planner *Pittsburgh Tribune-Review*

Prom & Wedding *Upper Dauphin Sentinel* (Millersburg)

Simchas *Jewish Exponent* (Philadelphia)

December is the most popular time to get engaged, and June and September are the most popular months to get married. Homecoming dances are held in the fall, and prom season is in the spring. Since special occasions happen throughout the year, consider offering more than one special occasion section in your newspaper.

Advertising prospects for special occasion special sections include:

- Amusement and theme parks
- Banquet facilities
- Bars and nightclubs
- Birthday party venues
- Bridal shops
- Candy stores
- Casinos
- Catering/Chef services
- Churches
- Coffee/Tea shops
- Disc jockeys/Party entertainers
- Dry cleaners
- Family entertainment centers
- Fashion accessories stores
- Florists
- Hair salons
- Ice cream shops
- Limousine services
- Men's clothing stores
- Movie theaters
- Nail salons
- Party/Event planners
- Party rental companies
- Photographers
- Printing services
- Restaurants
- Shoe stores
- Taxi services
- Travel agents
- Women's apparel stores

BEAUTIFUL BEGINNINGS BRIDAL

Press Enterprise (Bloomsburg)

Our bridal edition, *Beautiful Beginnings: A Comprehensive Guide to a Magical Wedding*, is released in conjunction with our annual bridal fair in Bloomsburg. In addition to information on the fair, it includes stories and photos on a wide range of topics of interest to brides and grooms planning their weddings.

Advertisers: Wedding shops, bakeries, services

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers



BRIDAL GUIDE

Observer-Reporter (Washington)/*The Almanac*(McMurray)

Full-color glossy bridal magazine.

Advertisers: Restaurants, bakeries, bridal/tuxedo shops, hair salons, jewelers, tanning salons, reception venues, hotels, golf courses

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



BRIDES

The Progress (Clearfield)

Published yearly for over 30 years, features decorating ideas, honeymoon planning, gift ideas, and more.

Advertisers: Spas, beauticians, caterers, banquet facilities, florists, photographers

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



MY WEDDING PLANNER

Pittsburgh Tribune-Review

The traditional newsprint tab was turned into a glossy magazine that was mailed to people who had a wedding date within the next 6 – 18 months. The magazine was then turned into an eMag that was distributed four times through an email blast to potential brides and mother-of-the-brides.

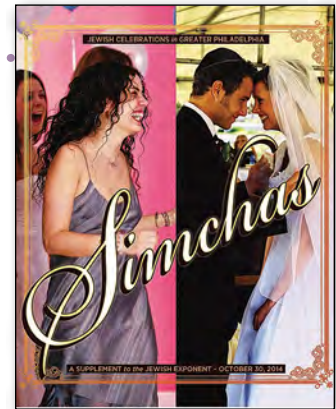
Advertisers: Wedding-related businesses and services

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, provided by the advertiser, and purchased from a content provider





SPORTS

Blitz

Altoona Mirror

Dancing and the Performing Arts

The Citizens' Voice (Wilkes-Barre)

Football and Soccer Preview

Upper Dauphin Sentinel (Millersburg)

Football Preview

The Express-Times (Easton)

Football Preview

The Progress (Clearfield)

Football Preview Guide

Northeast Times (Philadelphia)

Game Face

The Times-Tribune (Scranton)

Gameplan

Pittsburgh Tribune-Review

Gametime PA High School

Football Preview

Lebanon Daily News

High School Sports Pages

Mercersburg Journal

Hunting Guide

The Progress (Clearfield)

Little League Tab

The Citizens' Voice (Wilkes-Barre)

Pigskin Payoff

The Express (Lock Haven)

Pro Football – Survival Guide

Erie Times-News

Sports Tab

Morrisons Cove Herald (Martinsburg)

The hit television show “Friday Night Lights” could have probably been filmed in Pennsylvania because of the popularity of high school football across the state. Football season preview guides have proven to be successful revenue generators year after year as they are widely supported by advertisers and readers. News media organizations can capitalize on this success by offering similar sections dedicated to other sports and activities.

Advertising prospects for sports special sections include:

- Amusement and theme parks
- Athletic footwear and apparel stores
- Bars and nightclubs
- Bowling centers
- Chiropractors
- Colleges and universities
- Convenience stores
- Driving schools
- Embroidered apparel services
- Exercise/Fitness equipment stores
- Family entertainment centers
- Grocery stores
- Hospitals
- Ice cream shops
- Movie theaters
- Party supply stores
- Photographers
- Physical/Occupational Therapists
- Pizzerias
- Restaurants
- School/Office supply stores
- School uniform stores
- Trophy/Awards stores
- Urgent care clinics

BLITZ

Altoona Mirror

Annual high school football preview guide.

Advertisers: Community-based small and medium-sized businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and advertising staff, provided by the advertiser, and purchased from a content provider



DANCING AND THE PERFORMING ARTS

The Citizens' Voice (Wilkes-Barre)

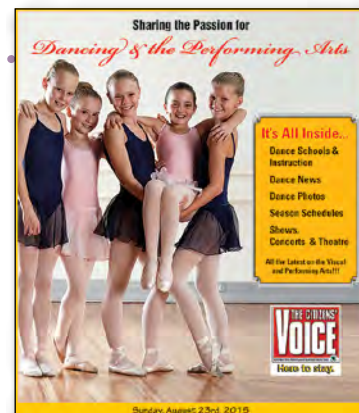
Information about local dance schools along with photos of local dancers. Advertisers purchase a quarter-page or half-page ad space and receive the equivalent space for ad copy.

Advertisers: Local dance schools and other local advertisers

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Provided by the advertiser



FOOTBALL AND SOCCER PREVIEW

Upper Dauphin Sentinel (Millersburg)

Information about six area high schools including team highlights and photos.

Advertisers: Local advertisers

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers



FOOTBALL PREVIEW

The Express-Times (Easton)

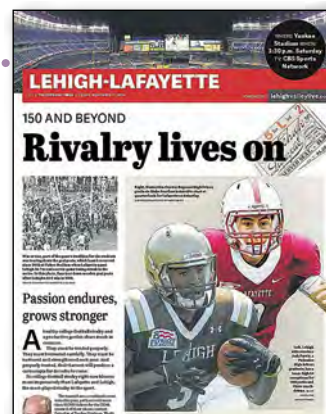
In a community where high school football reigns supreme, this guide provides a look at the local teams and the season ahead.

Advertisers: Local advertisers

Net revenue: \$10,000 - \$25,000

Editorial/Advertising ratio: 60% editorial/40% advertising

Editorial content: Prepared in-house by staff writers, provided by the advertiser, and purchased from a content provider



FOOTBALL PREVIEW

The Progress (Clearfield)

Focuses on the upcoming football season of the six school districts in our circulation area.

Advertisers: Lots of sponsorship ads sold to local businesses located in each school district along with general retailers

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



FOOTBALL PREVIEW GUIDE

Northeast Times/Star Community Newsweekly (Philadelphia)

Covering Southeastern PA and South Jersey, this annual publication includes schedules and gridiron guides, Top 20 rankings, recruiting roundup, and league and top player reports.

Advertisers: Restaurants, events, amusement parks, gyms, museums, camping, dentists, real estate, art classes, dance studios, bowling alleys, flea markets, casinos, window tinting providers, hospitals, jewelers, roofing contractors, tattoo parlors, schools

Net revenue: More than \$25,000

Editorial/Advertising ratio: 30% editorial/70% advertising

Editorial content: Prepared in-house by staff writers



GAME FACE

The Times-Tribune (Scranton)

In a community where high school football is sacred, this yearly preview guide provides a capsule look at each team in our circulation area.

Advertisers: Local retailers, grocery, and auto

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff



GAMEPLAN

Pittsburgh Tribune-Review

High school football tab that covers all local WPIAL conference schools. The edition is so large that it is printed as two tabs - inserted in the newspaper on the same day. There is at least one page of editorial about each team and the upcoming season. Ads are primarily banners, boosters and full pages.

Advertisers: Local businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared by the advertising staff, provided by the advertiser, and purchased from a content provider



GAMETIME PA HIGH SCHOOL FOOTBALL PREVIEW

Lebanon Daily News

Annual high school football preview section.

Advertisers: Retailers, services, automotive, real estate, health care

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



HIGH SCHOOL SPORTS PAGES

Mercersburg Journal

Sports pages for fall, winter and spring sports, sold as signatures for the year, including team pictures and game schedules.

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by the advertiser



HUNTING GUIDE

The Progress (Clearfield)

One of our most successful special sections each year considering that we're located in the heart of deer country!

Advertisers: Sporting goods stores, taxidermists, restaurants, auto dealers, grocery stores, auto body shops, ATV dealers, taverns

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



LITTLE LEAGUE TAB

The Citizens' Voice (Wilkes-Barre)

A collaboration of photos of the All-Star baseball and softball teams in the region, along with individual baseball-card photos of Little League players.

Advertisers: Pharmacy, swimming pool company, grocery, restaurants, auto

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 80% editorial/20% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, and provided by advertiser



PIGSKIN PAYOFF

The Express (Lock Haven)

Readers select the winners of weekly football games for a chance to win \$25 each week. Entries must include the proper names of sponsoring advertisers.

Advertisers: Anyone who loves sports and popular contests

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 20% editorial/80% advertising

Editorial content: Prepared in-house by staff writers



PRO FOOTBALL – SURVIVAL GUIDE

Erie Times-News

This section had been a struggle over the years to generate any revenue. The addition of our Survival Guide changed that.

Advertisers: Bars, restaurants, cable providers and other local advertisers

Net revenue: \$10,001 - \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and the advertising staff, provided by the advertiser, and purchased from a content provider



SPORTS TAB

Morrisons Cove Herald (Martinsburg)

Sports tab, prepared three times per year, focusing on local schools' sports teams.

Advertisers: Local retailers

Net revenue: \$0 - \$5,000

Editorial/Advertising ratio: 40% editorial/60% advertising

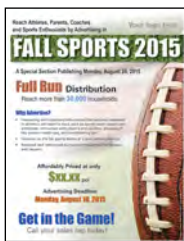
Editorial content: Prepared in-house by staff writers and the advertising staff, and purchased from a content provider



CUSTOMIZABLE MATERIALS AVAILABLE FROM PNA

Click on the section cover, or the link below, to access the customizable files for each section.

FALL SPORTS



<http://panewsmedia.org/why-newspapers/special-sections>

TRAVEL & TOURISM

Discover Sections

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

Inside Washington County

Observer-Reporter (Washington)/*The Almanac* (McMurray)

JV Magazine

The Sentinel (Lewistown)

Road Trips

Centre Daily Times (State College)

Visitors Guide

Erie Times-News

Approximately 42 percent of Americans said they didn't take a single vacation day last year, according to a new survey from the travel website Skift. However, many did take a "staycation" by enjoying fun right in their own backyard. Special sections dedicated to day trip itineraries and places of fun and interest close to home will likely resonate with your readers.

Advertising prospects for travel and tourism special sections include:

- Amusement and theme parks
- Baby/Toddler activity centers
- Bars and nightclubs
- Bowling alleys
- Campgrounds and RV parks
- Casinos
- Cruise lines
- Fairs and festivals
- Family entertainment centers
- Farmers' markets
- Golf courses
- Ice cream shops
- Ice skating rinks
- Movie theaters
- Museums
- Resorts
- Restaurants
- RV/Camping dealers
- Ski resorts
- Sports teams
- Theater companies
- Wineries

DISCOVER SECTIONS

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

Section produced for each publication that includes information on what to do within the counties it covers.

Advertisers: Local retailers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 40% editorial/60% advertising

Editorial content: Prepared in-house by staff writers, and purchased from a content provider



INSIDE WASHINGTON COUNTY

Observer-Reporter (Washington)/*The Almanac* (McMurray)

Washington County Chamber of Commerce and Tourism Magazine.

Advertisers: Lawyers, banks, colleges, casinos, hospitals, restaurants, hotels, and office supply retailers

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and advertising staff, and purchased from a content provider



JV MAGAZINE

The Sentinel (Lewistown)

Human interest magazine related to the people and places in the Juniata Valley.

Advertisers: Community-based small and medium-sized businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 55% editorial/45% advertising

Editorial content: Prepared in-house by staff writers and advertising staff, and provided by the advertiser



ROAD TRIPS

Centre Daily Times (State College)

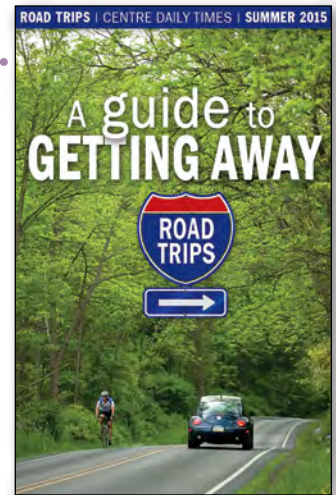
Publication that includes information about day trips, quick overnight getaways, small places, and hidden gems.

Advertisers: Tourism Bureaus, AAA, entertainment, restaurants, and local attractions

Net revenue: \$5,001 - \$10,000

Editorial/Advertising ratio: 70% editorial/30% advertising

Editorial content: Prepared in-house by staff writers and freelancers



VISITORS GUIDE

Erie Times-News

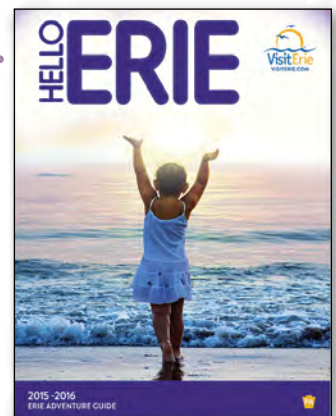
Produced in partnership with the Erie Visitors and Convention Bureau, the publication includes information on where to stay, where to eat, local maps, and what to do while visiting the area.

Advertisers: Tourism-related businesses

Net revenue: More than \$25,000

Editorial/Advertising ratio: 50% editorial/50% advertising

Editorial content: Prepared in-house by staff writers and advertising staff, provided by the advertiser, and purchased from a content provider



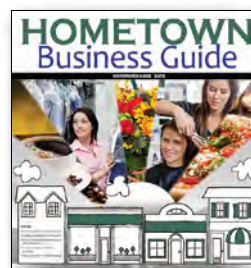
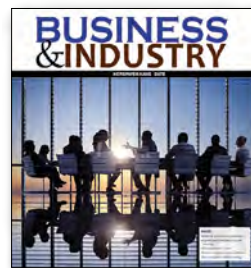
CUSTOMIZABLE SPECIAL SECTIONS MATERIALS AVAILABLE TO PNA MEMBERS

The Pennsylvania NewsMedia Association has developed several series of special sections materials that can be easily customized for your own use.

Each category package includes some, or all, of the following components:

- Front page cover
- Leave-behind sales flyer
- Promotional house ad for special section
- Advertising sales tracking chart
- Prospective advertisers list
- Editorial content ideas
- List of sales tips

Click on each image below to access the customizable files for each category.



<http://panewsmedia.org/why-newspapers/special-sections>

GENERATE REVENUE FROM SPECIAL SECTIONS

WHITE PAPER

What makes a special section “special” is that it provides a potential source of new revenue from new advertisers. Therefore, special sections should be planned around advertisers or advertising categories that are not currently and regularly represented in the paper. We recommend that you first review your current special section calendar and ask yourself, “Does this section/tabloid give me the opportunity for new business – new revenue?” If the answer is yes – great! If the answer is no, then maybe it is time to substitute for a different section aimed at a new list of potential advertisers.

When launching a new or improved special section, allow sufficient time for planning. You’ll need to:

- Decide whether this special section will run as ROP or as an insert.
- Build a prospect list.
- Budget costs and establish pricing.
- Talk with production about capabilities and any special needs.
- Meet with editorial to discuss content options.
- Design a cover page or section header to be used for sales purposes.
- Develop sales collateral.
- Promote upcoming sections through house ads.
- Allow for optimal advertising sales time.

ROP OR INSERT

Consider running your special section as ROP pages if you have limited editorial content, fewer advertisers or limited production capabilities. Choose a stand-alone supplement if you want something more eye-catching and impactful that can be easily retained for future reference.

The goal of the ‘special section’ is to secure incremental ad dollars from existing customers but also attract non-traditional or budget conscience advertisers with targeted content.

BUILDING A PROSPECT LIST

As you are considering the potential advertisers for this section, write down the likely candidates. If the list predominantly features existing advertisers, then in all likelihood, the section you had in mind is not a special section at all. Focus on new account acquisitions by:

- Building a unique prospect list by sales representative.
- Searching the Yellow Pages, Chamber of Commerce directories or perform Google searches by section focus to identify target advertisers.
- Including, if necessary, advertisers from previous editions, but the list should not be entirely made up of previous participants.

BUDGET COSTS AND ESTABLISH PRICING

Before determining the advertising pricing for the special section, consider and budget for the cost of producing the product.

- Will it be printed on special paper?
- Will it use special inks?
- Will it be produced on straight time or on overtime?
- Will it be “over-run?”
- Consider the distribution method. Will it be mailed?

Continued on Page 66

SPECIAL SECTION WHITE PAPER (CONT.)

When establishing the advertising rates, keep in mind that special sections should not be offered at rates that represent a discount from an existing rate card. The rate should take into consideration any and all unusual costs associated with production or delivery.

TALK WITH PRODUCTION

Work with your production staff to plan an in-paper date that works with their schedule. Consider scheduling the insert on your newspaper's least busy day. Account for production requirements and count backward 10 days from the date production needs the product. That will be your sales "lead-time."

- Communicate whether the section will run as ROP, or run separately and need to be inserted.
- If it is to run on special paper or require special inks, are those items in-house, and if they aren't, how long will it take to get what you need?

MEET WITH YOUR EDITORIAL STAFF

Confirm whether your editorial staff has the manpower to write original content for the special section. A good advertising to content ratio is 60/40.

- Encourage your editorial staff to contact one of your regular newspaper advertisers for copy input.
- If original content is not an option, contact the retailers or manufacturers of the various products and services that align with the theme of the special section to see if they have copy they can provide to you.
- You may also consider purchasing canned copy from a company such as Metro Newspaper Service.

DESIGN MARKETING MATERIALS

Build the front cover page or section identifier early so you can incorporate the design elements in other collateral materials.

- Send out "thematic" invitations to participate to all potential advertisers. Be creative with the invitation – remember, you want to arouse interest in the upcoming section and you want to demonstrate your creativity.
- Create "leave behinds" for sales people. Once the advertisers have been sent an invitation, the sales team will follow up with a sales call. For advertisers not in or for advertisers that can't be closed on the call, sales collateral with pertinent information should be left behind.
- Build success charts. The chart helps staff visualize how the sales event is going. The chart should also account for calls made that were not closed. Seeing accounts that said "no" can prompt other sales people to consider similar accounts from their lists.
- Develop and run house ads that promote the upcoming section to generate reader and advertiser interest. House ads should be run a week ahead of the insertion and then again on the Sunday prior to the in-paper date.

ADVERTISING SALES

Announce the special section to your sales team only after all of the necessary legwork has been completed. Ten selling days is the optimum selling time to create a sense of urgency, avoid overlapping sales initiatives, and eliminate procrastination. There are sections that could take longer, and some that require less sales lead time, but on average, a sales effort that lasts longer than ten days often will not result in more sales than can be achieved in the 10-day window.

- Sales representatives should aim for 10 sales calls per day because on average it takes six to seven calls to make one sale.
- Schedule special sections accordingly so that sales efforts don't overlap.
- Discuss and determine how to best handle the most common question asked by advertisers: "Will participation in this section count toward my contract fulfillment and will my standard rate apply?"
- Anticipate likely objections and talk over what might be used with the sales team. Discuss what should be said when an advertiser says, "I like the section, but I don't want to spend any new money – can't we run my regular ad in the section?" The appropriate answer is – "Yes, we can do that but only if we redesign the ad so the ad ties with the section focus."
- Follow up. Solicit regular updates from your sales staff and accompany them on sales calls if necessary.

See 'em, Tell 'em, Sell 'em. The more you see, the more you tell, the more you tell, the more you sell.

SPECIAL SECTION TIPS FOR SUCCESS FROM OUR MEMBERS

PREPARING THE SPECIAL SECTION

- Be sure to have the information about the special section in the hands of potential advertisers at least six to 12 months in advance.
- Build enough selling time into the schedule.
- Provide enough time after deadline for production.
- Adhering to deadlines is key.
- Employ an early deadline for the special section to not interrupt the regular production cycle.
- In order for special sections to really be a hit, they need to be planned properly to ensure that the sales team has enough time to sell the product. Poor planning or bad timing is just a recipe for disaster.
- Special sections need to have an audience – readers who are interested in the content, and see a value in receiving it, resulting in a good response for the advertiser.
- It's critical to have a good rapport between the advertising and editorial departments to have a successful special section – they need to work in partnership. Have representatives from both departments in attendance at planning meetings.
- Dedicate a special section “champion” to take full ownership of the section. If it becomes “his” or “her” project, they'll passionately dedicate 110% to the section's success.
- Create the right amount of space between publishing special sections. Be sure they are close enough so readers are regularly able to enjoy them, but far enough apart so you aren't asking the same advertisers to advertise too often.

BUILDING THE SPECIAL SECTION

- Some sections are good editorial ideas, but don't gain advertising support, and some sections are good advertising opportunities, but are difficult to support editorially. The most successful special sections have both.
- Our very best special sections are those that enable us to do good editorial that we don't have room for in the newspaper – and those sections can be advertised to an audience that doesn't normally read the newspaper.
- Localize the special sections as much as possible by not relying on prepackaged content.
- If you purchase editorial content, be sure to include a few pages with local content to keep the “local” feel.
- Special sections work best when the content is actually “special” and enhances the value offered to readers and advertisers.
- Always keep the content fresh – change is good!

SELLING THE SPECIAL SECTION

- Special sections help the advertising department focus on particular businesses that often ends with an advertising contract.
- A few hours of research time in developing target prospect lists can yield big increases in sales.
- Special sections must be geared toward the advertisers' goals.
- Use special sections as an introduction to future buys.

Continued on Page 68

SPECIAL SECTION TIPS (CONT.)

- Package a digital component with the special section to add to the value and response.
- Advertisers will spend more money on special sections when they have the opportunity to showcase themselves, rather than their products or services.

FINANCING THE SPECIAL SECTION

- Beware of sections/ideas that just transfer ad dollars from the regular paper to the special section.
- Special sections must be “plus” business – they shouldn’t take an advertiser from ROP and place them in a special section. Trading dollars is a lose-lose situation.
- Set a revenue target for each special section. If the section does not meet the volume, determine whether it can be “fixed” (advertising volume and/or content). If not, cut the section and look to replace the revenue by growing an existing section.
- Digital tie-ins provide opportunities for additional digital dollars.
- Consider adding special “pages” to the newspaper if producing a special section is cost prohibitive.
- Always do a P&L on special sections to see which ones are profitable, and which ones need to be eliminated. Great ideas for new special sections are always available at the PNA and IAMA annual conferences.

REFLECTING ON THE SPECIAL SECTION

- Collecting customer feedback is a great tool for making improvements.
- Try, try and try again. Nothing beats a failure but a “try!”

OTHER BIG BOOKS AVAILABLE FROM PNA



As news media companies across Pennsylvania identify new opportunities to generate revenue for their organizations, many have found success by organizing marketing events in their local communities. Read about the different types of events launched by some of PNA’s members, and follow the step-by-step guide to assist you in coordinating your own event.

<http://panewsmedia.org/why-newspapers/big-book-of-events>



Newspapers in PA are growing their audiences across print and digital platforms through a series of incentives, promotions and strategies. Read about the various initiatives implemented by some of PNA’s members, and learn new ways in which your newspaper can increase its readership base.

<http://panewsmedia.org/why-newspapers/big-book-of-growing-audience>



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