

NEWS WARS

The Force Awakens

**Hot Ideas
Session**



A long time ago in a galaxy
far, far away...

(Last year. In Ohio.)

Circulation Managers battled
to grow readership and
protect profitability.

Here are their hottest ideas....

Name of Entry: “County Fair”

Newspaper: *The Courier - Findlay*

Category: Subscriber Acquisition

Submitted By: Rob Jenney

Phone: 419.427.8499

E-Mail: robjenney@thecourier.com

Title: Circulation Manager

Objective: Annual sales booth at the Hancock County Fair. We acquire new subscribers using a special offer. In 2015 we offered in various values based on term ordered. Free Ice Cream offered to current subscribers to activate digital access.

Results: In 2015 we sold 25 orders, 1 renewal and 6 activations. The booth is worked by a Circulation staff member along with another newspaper employee, during the morning and afternoon. Circulation handles the evening hours and weekends.

We try to get all department heads and the publisher to work in the booth. This allows them an opportunity to meet and talk with the readers and get their feedback. It also affords the readers an opportunity to meet the faces behind the product.

We also do a giveaway drawing to help attract people to the booth. this year the prize was 2 tickets to OSU vs. Hawaii. We use the entry form information to gather phone numbers and emails for our records. we also can use the information gathered for future sales efforts.

Name of Entry: "County Fair"



The Booth at the Fair

Name of Entry: "Stop the Stops"

Newspaper: *The Crescent News – Defiance*

Category: Subscriber Retention

Submitted By: Greg Myers

Phone: 419.784.5441

E-Mail: gregm@crescent-news.com

Title: Circulation Director

Objective: To "Stop the Stops."

Results: A large part of our retention program is trying to eliminate the customers that simply do not pay their bill. They 'want' to take the paper, just somehow forget to make their payment. We are able to make a report out of our circulation program that gives us the subscribers, with active e-mail address, who are about ready to expire (have about 2-3 days of service left). We then will send an email to these customers notifying them that their subscription is about to expire. We are simply adding another point of contact before they expire.

We send out about 10-15 emails daily and we have had a decent amount of success with this email campaign. I get several reply emails from these subscribers thanking us for the reminder.

We use the 3rd party email system called "MailChimp."

Name of Entry: "Stop the Stops"

Email Sent to Nonsubscribers

Subscription to The Crescent-News is about to expire.

[View this email in your browser](#)

Adam Breckler,

Our records indicate that your subscription is about to expire on 06/08/2015. If you have already submitted your payment, thank you and please disregard this email.



If you have not yet renewed your subscription, please know you are a valued customer and we would like the opportunity to continue providing you with the latest local and national news as a subscriber to our print and digital products.

The Crescent-News offers multiple ways to make your payment.

Order Form

The Crescent-News offers multiple ways to make your payment.

1. One method many subscribers find convenient is our "EZ-Pay" program. Your subscription may be charged monthly to a credit card or deducted from a checking/banking account. To get started with monthly EZ-Pay simply reply to this [email](#) and we'll be happy to get you started.
2. You may also forward a check or money order **in the amount of \$00.00 to renew your 00 month subscription** to: The Crescent-News, PO Box 249, Defiance, Ohio 43512.
3. If you prefer to make a one-time credit card payment just click on the link below, it's that easy!

[Make a payment.](#)

Our customer service team is here to serve you between 8:00 a.m. and 6:15 p.m. Monday-Friday and 6:00 -11:00 a.m. on Sunday. You may reach them at 419-784-5441 or 800-589-5441.

Name of Entry: “Easter Egg Hunt Promotion”

Newspaper: *The Evening Leader (St. Mary’s)*

Category: Subscriber Acquisition

Submitted By: Amy Zwez

Phone: 419.394.7414

E-Mail: circulation@theeveningleader.com

Title: Circulation Manager

Objective: Offer current and new customers an Easter surprise when they subscribe to the newspaper.

Results: This program was very successful with new and current subscribers. We set out an Easter basket that they could pick an egg from and win a prize. We offered double your deal, \$10 Kroger gift card, Evening Leader flashlight keychain and 15% off your subscription. All customers seemed very excited at the idea of getting to choose an egg.

Name of Entry: "Easter Egg Hunt Promotion"

Join the Evening Leader
Easter Egg Hunt

Stop in March 25th-April 4th
and renew your current
subscription or start a new subscription to
win a prize from the Easter Basket.

- Kroger gift card
- 1 month free subscription
- free keychain flashlight
- double your deal
- 15% off your subscription

pick your egg from the Easter Basket and win a prize
minimum 3 month subscription

The Evening
LEADER

102 E Spring St. • St. Marys, Ohio 45885
419-394-7414 • circulation@theeveningleader.com



In Paper Ad

Name of Entry: “Black Friday”

Newspaper: *The Blade - Toledo*

Category: Subscriber Acquisition

Submitted By: Tom Zeller

Phone: 419.724.6317

E-Mail: tzeller@toledoblade.com

Title: Audience & Revenue Development Manager

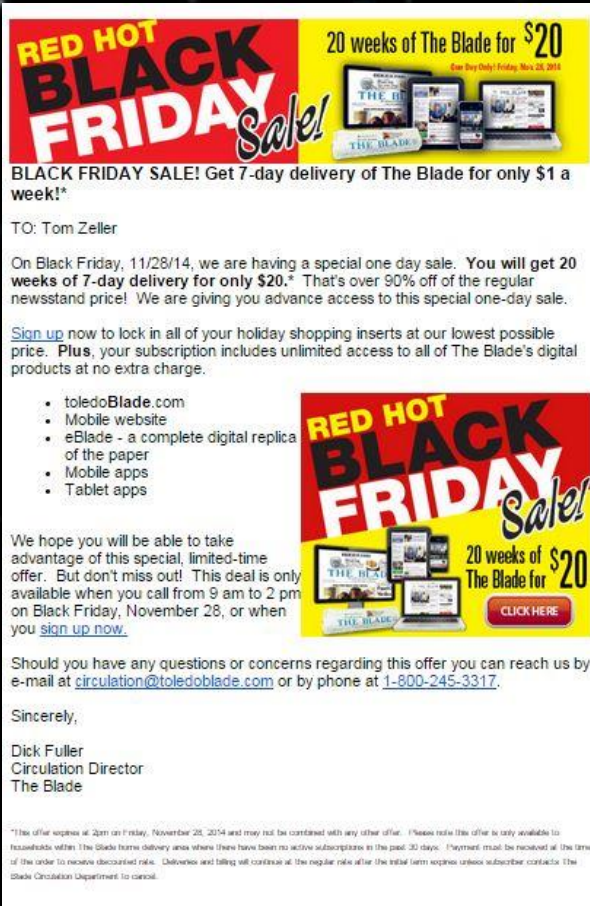
Objective: Leverage an edition highly sought after by infrequent readers, and convert them into long term PIA subscribers through discounting and upselling.

Results: Over \$36,000 in revenue collected, and 1,039 total PIA orders. The total Blended cost per order (CPO): \$2.34 (not including discount). Over 15% of orders upsold for 16 to 32 additional weeks at an increased rate of \$2.50 a week at the time of order. Of the \$36K in revenue, over \$16K was due to the “upsell” initiative.

By using order forms that were pre-populated with customer data, we had over 1,000 less page views of the online order form this year, yet were able to drive 11.4% more conversions to net out more paid orders and more net revenue on the order form than last year. Order time also contributed to our digital success this year: our average order time was down to 2.15 minutes (from 3.78 minutes last year)

Name of Entry: "Black Friday"

Email Sent to Nonsubscribers



RED HOT BLACK FRIDAY Sale! 20 weeks of The Blade for \$20
One Day Only! Friday, Nov. 28, 2014

BLACK FRIDAY SALE! Get 7-day delivery of The Blade for only \$1 a week!^{1*}

TO: Tom Zeller

On Black Friday, 11/28/14, we are having a special one day sale. **You will get 20 weeks of 7-day delivery for only \$20.**^{2*} That's over 90% off of the regular newsstand price! We are giving you advance access to this special one-day sale.

[Sign up](#) now to lock in all of your holiday shopping inserts at our lowest possible price. **Plus**, your subscription includes unlimited access to all of The Blade's digital products at no extra charge.

- toledoBlade.com
- Mobile website
- eBlade - a complete digital replica of the paper
- Mobile apps
- Tablet apps

We hope you will be able to take advantage of this special, limited-time offer. But don't miss out! This deal is only available when you call from 9 am to 2 pm on Black Friday, November 28, or when you [sign up now](#).

Should you have any questions or concerns regarding this offer you can reach us by e-mail at circulation@toledoblade.com or by phone at 1-800-245-3317.

Sincerely,

Dick Fuller
Circulation Director
The Blade

*This offer expires at 2pm on Friday, November 28, 2014 and may not be combined with any other offer. ¹Please note this offer is only available to households within The Blade home delivery area where there have been no active subscriptions in the past 30 days. ²Payment must be received at the time of the order to receive discounted rate. Delivery and billing will continue at the regular rate after the initial term expires unless subscriber contacts The Blade Circulation Department to cancel.

Single Copy FSI



RED HOT BLACK FRIDAY Sale!

Just \$20 20 weeks of 7-day delivery
Includes Unlimited Digital Access!

One Day Only — Friday, November 28, 2014

88% Off the newsstand price

3 WAYS TO ORDER

- 1. Call**
Call **419.724.6300** or **1.800.245.3317**
Must call Friday, November 28, 2014 between 9 a.m. and 2 p.m. and mention "Black Friday!"
- 2. Scan**
or scan this code with your smart phone for faster service
- 3. Online**
or go to: toledoblade.com/blackfriday

THE BLADE


This offer is valid for new subscribers in The Blade home delivery area only. Not valid with any other offer. Offer expires 11/28/2014 at 2 pm. Payment must be made at the time of order using MasterCard, Visa, Discover or check by phone. Delivery and billing will continue at the regular rate after initial promotion unless subscriber contacts The Blade Circulation Department to cancel.

Name of Entry: "Black Friday"

Facebook ad

 **Toledo Blade**
Sponsored (demo) · 🌐

Get The Blade for only \$1 a week for 7-day delivery. New subscribers only.






20 weeks for \$20

The Blade \$1 a week

Black Friday 1-day only sale. Get The Blade for 20 weeks for only \$20. Visit now or call (419) 724-6300 by 2 pm on Black Friday. New subscribers only. Terms apply.

TOLEDOBLADE.WUFOO.COM

 Like  Comment  Share

Name of Entry: “Girl Scout Cookie Promotion”

Newspaper: *The Evening Leader (St. Mary’s)*

Category: Subscriber Acquisition

Submitted By: Amy Zwez

Phone: 419.394.7414

E-Mail: circulation@theeveningleader.com

Title: Circulation Manager

Objective: Offer a tasty incentive to new and current subscribers while helping a worthwhile cause.

Results: This is the second year of this promotion. It has been very successful with current and new subscribers. The cookies are something that everyone is familiar with and enjoys. We have gained a few new subscribers with the promotion but it is a bigger hit with current subscribers. The cost of a box of cookies is low and people attribute the purchase of the subscription as also helping out the local Girl Scouts. In addition to the daily ads in the newspaper we also incorporate the promotion onto our box fronts with the simple phrase of FREE COOKIES. Free food always grabs people's attention.

Name of Entry: "Girl Scout Cookie Promotion"

Evening
The **LEADER**
wants to give you
FREE
COOKIES



**Subscribe or renew to
the Evening Leader
and receive a FREE box of
Girl Scout cookies**
***3 month minimum**



Call or stop in today to take
advantage of this delicious offer

Evening
The **LEADER**
102 E Spring St. • St. Marys, Ohio 45885
419-394-7414 • circulation@theeveningleader.com

ROP Ad

Name of Entry: “YouTube Video Promotion”

Newspaper: *Akron Beacon Journal*

Category: Subscriber Acquisition or Retention

Submitted By: Shaun Schweitzer

Phone: 330.996.3614

E-Mail: sschweitzer@thebeaconjournal.com

Title: VP of Circulation & Production

Objective: Show how the printed edition is still innovative, intuitive and simple in a complex digital world while having a lot of fun.

Results: This video has been shared at many community events and advertising presentations that helped generate community engagement, subscription sales and advertising sales within the printed product. Subscription sales volume was difficult to track as a direct result of video, but did generate additional print advertising buys from clients. The YouTube video also provided a way to cross promote the print product within our YouTube Akron Beacon Journal video channel. The video was a fun parody of a recent IKEA video with a Printed Newspaper Twist.

Name of Entry: "YouTube Video Promotion"

See the Video at
<https://youtu.be/rXobwT8TnDg>



Name of Entry: “High School Team Blanket Promotion”

Newspaper: *The Evening Leader (St. Mary’s)*

Category: Subscriber Acquisition

Submitted By: Amy Zwez

Phone: 419.394.7414

E-Mail: circulation@theeveningleader.com

Title: Circulation Manager

Objective: Offer current and new subscribers a way to support their local football team by receiving a team blanket when they subscribe.

Results: This program gained a few new subscribers and made quite a few renew. When customers renew for 1 year or longer they receive a local team blanket to support their football team. We make blankets for the four surrounding schools in order to offer more options to the customers. This is a promotion that people ask about every year.

Name of Entry: "High School Sports Team Blanket Promotion"

**Hey
Sports Fans**
(or just people who get cold)

**Subscribe to the
Evening Leader**
(6 or 12 month only)
**and receive a
FREE
Team Blanket**

Available in Roughriders, Cardinals, Wildcats and Rangers



Evening
The **LEADER**

Call 419-394-7414 or stop in
102 E Spring St., St. Marys, Ohio 45885

Available for new and renewing subscribers while supplies last. Not valid on previous purchases

In Paper Ad

Name of Entry: “Christmas in July”

Newspaper: *The Blade - Toledo*

Category: Subscriber Acquisition

Submitted By: Tom Zeller

Phone: 419.724.6317

E-Mail: tzeller@toledoblade.com

Title: Audience & Revenue Development Manager

Objective: "Christmas in July" is a low-cost, digital-only campaign to drive sales at a traditionally slow time in our sales cycle. The goal is to deliver a high volume of sales at a low CPO.

Results: Over \$36,000 in revenue collected on 713 total PIA orders. The total Blended cost per order (CPO): \$0.95 (not including discount). Over 26% of orders upsold for 12 to 32 additional weeks at an increased rate of \$2.50 a week at the time of order. Of the \$28K in revenue, almost \$14K was due to the “upsell” initiative (49%)

By using order forms that were pre-populated with customer data, we had a 37.9% conversion rate.

Most entries (36.95%) came in on Safari, followed by "Other" browsers, Chrome 3rd and IE a distant 4th.

Name of Entry: "Christmas in July"

Email Sent to Nonsubscribers



Christmas In July Sale
20 weeks of The Blade for **\$20!**

Christmas In July SALE!

Tom Zeller
Get 7-day delivery of The Blade for only \$1 a week!*

From now until July 31, 2015 You will get 20 weeks of 7-day delivery for only \$20. That's over 90% off of the regular newsstand price! We are giving you advance access to this special one-day sale.

To save now ,
[Click Here](#)

We hope you will be able to take advantage of this special, limited-time offer. But don't miss out! This deal is only available when until July 31, 2015. [sign up now.](#)

Should you have any questions or concerns regarding this offer you can reach us by e-mail at circulation@toledoblade.com or by phone at 1-800-245-3317.

*This offer expires at 2pm on Friday, July 31, 2015 and may not be combined with any other offer. Please note this offer is only available to households within The Blade home delivery area where there have been no active subscriptions in the past 30 days. Payment must be received at the time of the order to receive discounted rate. Deliveries and billing will continue at the regular rate after the initial term expires unless subscriber contacts The Blade Circulation Department to cancel.

You are receiving this e-mail because you are a current subscriber or previously subscribed to The Blade and/or requested information on our content, contests, special events and promotions. To unsubscribe from e-mail communications, click [unsubscribe](#).

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Online Conversion Form



Christmas In July Sale
20 weeks of The Blade for **\$20!**

Christmas In July Sale

Sign up for a new subscription to The Blade during our 3-day sale and save over 90% off the regular newsstand price! **That's 20 weeks of 7-day delivery for only \$20.**

Complete this form (including payment information) today.

Or call (419) 724-6300 or 1-800-245-3317 between 9 am and 2 pm, Wednesday-Friday, July 29-31, 2015.

Yes! Give me 7-day delivery of The Blade for: *

- **20 Weeks (\$20)** – That's less than 15¢ a day for 7-day delivery!
- **36 Weeks (\$60)** – Get 20 weeks for \$20, then your next 16 weeks at \$2.50 a week (84% off the newsstand price)
- **52 Weeks (\$100)** – *Best Savings!* – Get 20 weeks for \$20, then your next 32 weeks at \$2.50 a week. Save \$446 off the newsstand price!

Total	\$100.00
<small>52 Weeks (\$100) – <i>Best Savings!</i> – Get 20 weeks for \$20, then your next 32 weeks at \$100.00 \$2.50 a week. Save \$446 off the newsstand price!</small>	

Delivery Address

Please enter the delivery address information. If you have a different billing address, you can enter that at checkout.

Name *

First Last

Name of Entry: "Christmas in July"

Facebook ad

 **Toledo Blade**
July 29 · 🌐

New subscribers can get a full year of The Blade for \$100! Terms and conditions apply.



Christmas in July Sale!

For 3 days only, get 20 weeks of 7-day delivery for \$20, or get a full year for \$100. Hurry! This offer ends at 2 p.m. on Friday, July 31! New subscribers only. See offer for complete details.

TOLEDOBLADE.WUFOO.COM [Sign Up](#)

👍 Like 💬 Comment ➦ Share

Name of Entry: “Golden Ticket”

Newspaper: *The Courier - Findlay*

Category: Single Copy

Submitted By: Rob Jenney

Phone: 419.427.8499

E-Mail: robjenney@thecourier.com

Title: Circulation Manager

Objective: Increase single copy sales volume. We put random Golden tickets in the paper each weekday for four weeks.

Results: We sold an average 100 copies more per day during the run of the contest in March 2015.

We put 50 tickets randomly in the paper at dealer locations each weekday. No tickets were put in vending racks. The winners were announced each Saturday for the daily winner and weekly winner. At the end of the four weeks a grand prize winner was picked. Each ticket had a numeric code. Excel was used to pick a random set of winners for the three types of winners. Prizes: Daily winners received a \$10 BestBuy gift card. Weekly winners won a \$50 Dietsch's gift certificate (a local chocolate and ice cream maker with a retail store). Grand Prize was a \$500 Best Buy Gift Card.

Promotion: Rack cards, stack cards, ROP ads, Radio spots, our website and Facebook. We announced the winners using their ticket number in ROP ads each Saturday and on Facebook.

Name of Entry: "Golden Ticket"

The "Golden Ticket"

Monday, March 9 through Saturday, April 4, 2015

GOLDEN TICKET CONTEST

Your Golden Ticket

"Golden Tickets" will be inserted into copies of The Courier daily M-F. Daily and weekly winners will be announced on our Facebook page, TheCourier.com and in The Courier on Saturdays. The holder of the winning daily "Golden Ticket" will win a \$10 Best Buy Gift Certificate. The holder of winning weekly "Golden Ticket" will win a \$50 Dietsch's Gift Certificate.

Keep all of your tickets! At the end of the game, one "Golden Ticket" will be announced as the Grand Prize Winner of a \$500 Best Buy Gift Card!

Go to our Facebook page or Saturday's Courier to see if this is a winning ticket.



The Courier
TheCourier.com | The eCourier



FINE CHOCOLATES & ICE CREAM
Findlay, Ohio



Winning tickets must be brought to The Courier at 701 West Sandusky Street, Findlay Monday-Friday from 9am-4pm for validation and redemption. Findlay Publishing Co. Employees and their immediate families are ineligible to win. Winners will be asked for their social security number for Findlay Publishing Company 2015 tax records.

TheCourier.com | www.facebook.com/findlaycourier | Ticket Number:

Name of Entry: "Golden Ticket"

Play The Courier
GOLDEN TICKET CONTEST

Beginning on Monday, March 9th and ending on Saturday, April 4th, 50* "Golden Tickets" will be inserted into copies of The Courier daily Monday-Friday. Newspapers with "Golden Tickets" can be found for sale in retail locations in the Greater Findlay area.

"Golden Tickets" will NOT be sold in machines.

Each "Golden Ticket" will be individually numbered. Daily and weekly winners will be announced on our Facebook page, TheCourier.com and in The Courier on Saturdays.

The holder of the winning daily "Golden Ticket" will win a \$10 Best Buy Gift Certificate. The holder of the winning weekly "Golden Ticket" will win a \$50 Dietsch's Gift Certificate.

Keep all of your tickets!

At the end of the month, one "Golden Ticket" will be announced as the "Golden Ticket" Grand Prize Winner of a \$500 Best Buy Gift Certificate!

Check Our Facebook Page Daily For The Winning Ticket Number!!



BEST BUY

Dietsch's
BROTHERS
FINE CHOCOLATES & ICE CREAM
FINDLAY, OHIO

The Courier
TheCourier.com | The eCourier

*No Purchase Necessary to Play - A limited number of "Golden Tickets" available at The Courier Monday-Friday from 9am-4pm. Winning tickets must be brought to The Courier at 701 West Sandusky Street, Findlay for validation and redemption. Findlay Publishing Co. Employees and their immediate families are ineligible to win. Winners will be asked for their social security number for our tax records.

ROP Ad & Rules

Name of Entry: “T-Shirt Time”

Newspaper: *Akron Beacon Journal*

Category: New Revenue

Submitted By: Shaun Schweitzer

Phone: 330.996.3614

E-Mail: sschweitzer@thebeaconjournal.com

Title: VP of Circulation & Production

Objective: Create brand awareness by replicating historical sports front pages and generate additional bottom line revenue.

Results: Each T-shirt was individually promoted the day after each of these editions ran off press. Sold out of both T-shirt campaigns and generated significant revenue.

Name of Entry: "T-Shirt Time"

CHECK OUT THE

AKRON BEACON JOURNAL AND OHIO.COM

T-SHIRT STORE



**Exclusive
LeBron James
Homecoming
t-shirt**

Celebrate LeBron James' return with this beautiful commemorative t-shirt featuring the Saturday, July 12 Akron Beacon Journal front page.

Limited quantities available.
Sizes: Large, XL Only



**Celebrate
Ohio State's
National
Championship**

Celebrate Ohio State's National Championship with a commemorative t-shirt featuring the Tuesday, January 13 Akron Beacon Journal front page.

Limited quantities available.
Sizes: XL Only

Each shirt only \$14.99 plus \$2.00 shipping
100% pre-shrunk cotton • Silkscreen • High quality reproduction
Call 330-996-3600 to order your shirt!

AKRON BEACON JOURNAL/**Ohio.com**
INFORMING. ENGAGING. ESSENTIAL.

In paper ad

Name of Entry: "Win a Camper!"

Newspaper: *The Blade - Toledo*

Category: Single Copy

Submitted By: Mark Peddicord

Phone: 419.724.6394

E-Mail: mpeddicord@toledoblade.com

Title: Consumer Engagement Marketing Manager

Objective: Boost single copy sales and provide kiosk sales opportunities..

Results:

- Over 12,000 entries, providing data.
- Obtained new kiosk locations at Wal-Mart, Dollar Tree and Walt Churchill's, and averaged over 50 PIA sales at these locations.
- The camper was a big draw at events: we averaged over 70 PIA orders at events when the camper was on-site.
- Traded for \$10,000 of the cost of the camper.
- Increased traffic to our Rewards site, where people could download a "bonus entry."

Name of Entry: "Win a Camper!"

Entry form in Sunday Paper

Teaser Ads

WIN A Camper

START PLAYING "Win A Camper" today and you could win a \$16,000 2015 Palomini Camper!

All American Coach Co.
WHOLESALE RV DEALER SINCE 1972

How to Play

1. Cut out and save the game board below. One will be printed every Sunday through August 24. Play every week!
2. Look for two Win A Camper game pieces scattered throughout The Blade each day, Sunday through Saturday.
3. On your game board, next to Day 1, Sunday, write down the page numbers where you found the game pieces and that day's date. Example: Page A7, Page C6, 7/6/2014.
4. At the end of the week, fill out your game board entry information and return it to The Blade or All American Coach. All entries must be received by 3 p.m. every Friday.
5. One entrant's name will be drawn each week from all correct entries. On September 20, 2014, the eight weekly winners will gather for the Grand Prize Drawing at All American Coach. One entrant's name will be drawn from among the eight.

That person will win the Grand Prize—a 2015 Palomini Camper by Palomini! (Estimated value \$16,818.00)

6. No purchase necessary to enter or win.

For official rules and a bonus entry game board, please visit toledoblade.com/camper.

To Mail in Your Game Board and Entry Form:
Complete the coupon and mail to:
The Blade Win A Camper Contest
P.O. Box 921, Toledo, Ohio, 43607-0921

Or drop off your entry form:
The Blade, 541 N. Superior St. in downtown Toledo
All American Coach, 5080 W. Alexis Road in Sylvania

Official Game Board

Day	Page	Date
Day 1, Sunday		
Day 2, Monday		
Day 3, Tuesday		
Day 4, Wednesday		
Day 5, Thursday		
Day 6, Friday		
Day 7, Saturday		

Win A Palomini Camper by Palomini from The Blade and All American Coach

Name _____
Address _____
City _____ State _____ Zip _____
My Home Telephone Number _____
Email Address _____

Do you currently subscribe to The Blade? Yes No

THE BLADE
For home delivery, call 419-724-6300 or go to toledoblade.com/start

All American Coach Co.
WHOLESALE RV DEALER SINCE 1972

WIN A Camper

Play to win a \$16,000 camper.

Details in every Sunday Blade through August or visit www.toledoblade.com/camper

THE BLADE

Name of Entry: "Win a Camper!"

Winner Congratulation Ad

WIN A Camper

Palomini Camper Winner

Congratulations
JENNIFER BERMAN
Maumee, Ohio

with **Tom McGuire** President of All American Coach

Winner of the \$16,000
2015 Palomini From All American Coach!

All American Coach Co.
WHOLESALE RV DEALER SINCE 1972

Look for more ways to win with The Blade coming soon!

THE BLADE
For home delivery, call 419-724-6300 or go to toledoblade.com/start

Name of Entry: “CAVS EXTRA Promotion”

Newspaper: *Akron Beacon Journal*

Category: Digital

Submitted By: Shaun Schweitzer

Phone: 330.996.3614

E-Mail: sschweitzer@thebeaconjournal.com

Title: VP of Circulation & Production

Objective: Generate product awareness of our newly enhanced replica edition by creating exclusive content only available through this channel. Increase registrations for digital access with our print subscriber base.

Results: Registrations of print subscribers for digital access increased 28% during this promotion and we converted 21% of non-subscribers who signed up for free access to a paid digital subscription.

Name of Entry: "CAVS EXTRA Promotion"

ROP Ads



Extra, Extra. Read all about it!

CAVS Playoff Coverage Found here 24/7

Sample Extra Cavs Playoff Section available only with the Beacon Journal Replica Edition.

View on your computer, smart phone or tablet

For a **FREE** username and password, simply send an email to cavsextra@thebeaconjournal.com

Download the Replica App today

AKRON BEACON JOURNAL / Ohio.com
INFORMING. ENGAGING. ESSENTIAL.



Extra! Extra! Read all about it!

NBA Finals coverage 24/7

CAVSEXTRA
Sample NBA Finals coverage with the Beacon Journal Replica Edition.

View on your computer, smart phone or tablet.

For a **FREE** username and password, simply send an email to cavsextra@thebeaconjournal.com

Download the Replica App today

AKRON BEACON JOURNAL / Ohio.com
INFORMING. ENGAGING. ESSENTIAL.

Name of Entry: “High School Football Tab Promo”

Newspaper: *The Blade - Toledo*

Category: Digital, with Single Copy and Subscriber Acquisition

Submitted By: Tom Zeller

Phone: 419.724.6317

E-Mail: tzeller@toledoblade.com

Title: Audience & Revenue Development Manager

Objective: First, increase activation of digital subscriptions and engagement with our digital products tied to our 80-page HS football tab. Ancillary goals were to increase single copy sales and gain new PIA subs.

Results: We showed our largest single week gain in digital activation in 13 weeks, (+40). For digital traffic, our sports page, BCSN, was up 48.4% in users, 240.8% in pageviews, and 113.2% in pages per session. For our digital replica, eBlade, was up 2.29% in users, 103.3% in pageviews, and 96.1% in pages per session. All numbers week-over-week.

Single copy had 7% lift in sales, which was about 15% over trend.

We also gained 31 PIA orders for over \$2,600 in revenue. Of the orders, 67.7% immediately upgraded to longer terms.

Name of Entry: "High School Football Tab Promo"


Facebook Ad

The Facebook ad is from the Toledo Blade, posted on August 24 at 5:26pm. It features two images: one of two football players in white jerseys with red and black stripes on the sleeves, and another of a football helmet and a football on a grass field. The ad text reads: "Get 7-day delivery for \$3 a week, PLUS get the 80-page High School Football Guide FREE!". Below the images are two "Sign Up" buttons, each with "Terms apply." and "Sign Up" text. At the bottom, there are "Like", "Comment", and "Share" buttons, and a notification that "9 people like this."

Active Sub Email!

The email is from Tom Zeller and promotes the 80-page High School Football Guide. The header features a graphic with the text "HIGH SCHOOL 80 PAGES FOOTBALL GUIDE WEDNESDAY IN THE BLADE" and two football players. The main text says: "NO ONE COVERS HIGH SCHOOL FOOTBALL LIKE THE BLADE". It includes three "Click Here" buttons for: 1) "Don't miss the 80-page HS Football Preview in this Wednesday's paper!", 2) "Refer to the guide all year long on the eBlade*", and 3) "Need extra print copies? To find a location near you,". A fourth "Click Here" button is for "All Access members get FREE unlimited access to eBlade and our other digital content. To activate your FREE All Access membership." The footer includes "Like Us. Follow Us" with Facebook and Twitter icons, and a small disclaimer: "*Free unlimited digital access is a benefit of a print subscription, and may be revoked without notice at any time. Terms of use apply. You are receiving this e-mail because you previously subscribed to The Blade and/or requested information on our content, events, special events and promotions. To unsubscribe from e-mail communications, click here." Copyright © 2013 The Blade. All Rights Reserved.

Name of Entry: "High School Football Tab Promo"



Tom Zeller


NO ONE COVERS HIGH SCHOOL FOOTBALL LIKE
THE BLADE

[Subscribe now](#) and get 7-Day delivery of THE BLADE for only \$3 a week
PLUS we will send you the HS Football Preview FREE!

To order,
[Click Here](#)

You can also pick up your copy of THE BLADE's High School Football Preview
on Wednesday, August 26. For a convenient location near you, [click here](#).

Like Us. Follow Us



*This offer is only available to new subscribers within the Blade home delivery area. Delivery and billing will continue past expiration at the regular rate unless subscriber calls The Blade Circulation Department to cancel. This offer may not be combined with any other offer, and other terms and conditions may apply. Offer valid while supplies of the football preview section last. This offer expires at 11 a.m. on Friday, 9/6/15.

You are receiving this e-mail because you previously subscribed to The Blade and/or requested information on our content, contests, special events and promotions. To unsubscribe from e-mail communications, click [unsubscribe](#).

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Non-sub Version of the Email

Name of Entry: “Read What You Want”

Newspaper: *Akron Beacon Journal*

Category: Digital

Submitted By: Shaun Schweitzer

Phone: 330.996.3614

E-Mail: sschweitzer@thebeaconjournal.com

Title: VP of Circulation & Production

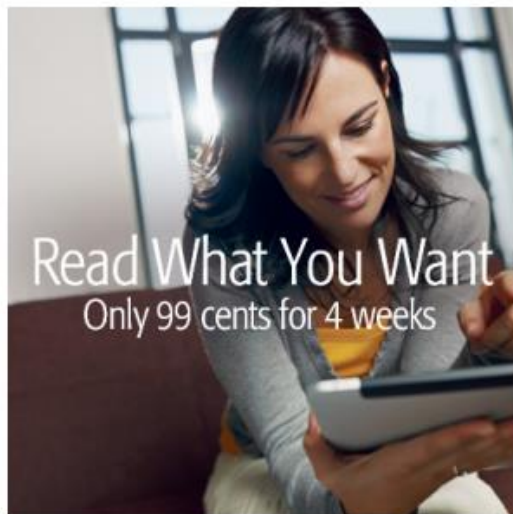
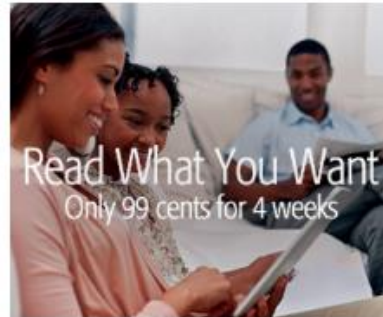
Objective: Generate new audience with a visually clean marketing campaign on-line that our consumer base could relate to.

Results: Online and mobile ad campaign increased web channel production 35% on average from the previous 52 week web order production

Name of Entry: "Read What You Want"

Facebook: 403 px and 403 px

Medium Rectangle



General Themed FB and
Medium Rectangles

Name of Entry: "Read What You Want"

Facebook: 403 px and 403 px



Medium Rectangle



Akron Themed FB and
Medium Rectangles



Name of Entry: "Read What You Want"

Akron themed Leaderboard



Akron themed Leaderboard and Beacon Bar



Akron Themed Leaderboards
and Beacon Bar

Name of Entry: “Buckeye1”

Newspaper: *The Blade - Toledo*

Category: Subscriber Acquisition, Digital and New Revenue

Submitted By: Tom Zeller

Phone: 419.724.6317

E-Mail: tzeller@toledoblade.com

Title: Audience & Revenue Development Manager

Objective: Partner with our sister cable company, Buckeye CableVision, and Apple to provide news, video, entertainment and more, all delivered on an iPad mini. Sunday print delivery of The Blade is part of the Buckeye1 bundle. The iPad mini comes pre-loaded with The Blade’s apps, as well as apps from the cable partner and other community partner apps we have sold, such as Kroger.

Results: In year one, over 17,000 orders for Buckeye1 were written, over 1,850 per month on average. Over 91% were new to The Blade, 30% were brand new to Buckeye, and 18% were “reconnects” for Buckeye. Only 9% of the new subs had any paid subscription history with The Blade in the past two years.

For Buckeye1 subscribers who do are in an area with no print delivery, we offer a digital only subscription instead.

Name of Entry: "Buckeye1"



Custom Branding of the iPad mini, preloaded with our apps, delivered right to the customer home.

Partner apps are also preloaded. Current partners include Kroger, Marco's Pizza, our county public library and ProMedica.

PACKAGE PRICING

NEW SUBSCRIBER RATES

2 YEAR COMMITMENT



Buckeye1 customers pay **\$50 per month** for the first year, \$65 per month the second year with an activation fee of \$50. iPad included.

1 YEAR COMMITMENT



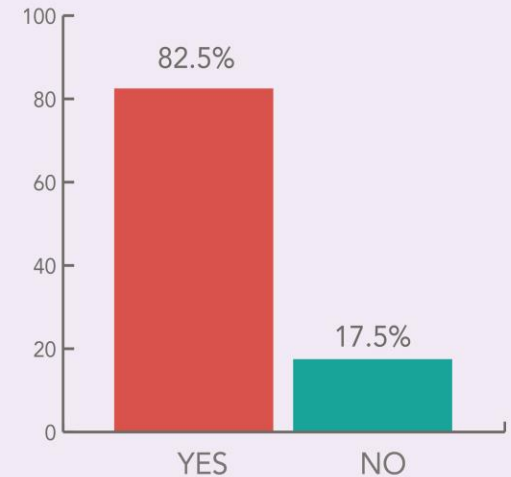
Buckeye1 customers pay **\$65 per month** with an activation fee of \$150. iPad included.

NO COMMITMENT



Buckeye1 customers pay **\$80 per month** with an activation fee of \$250. iPad included.

WOULD YOU RECOMMEND BUCKEYE1 TO A FRIEND?



BUCKEYE 1

New Revenue: Along with Apple we are facilitating partnerships in other markets much like the program we did in Toledo. We are launching newspapers with or without cable providers. This is a slide from that sales deck.

Name of Entry: “2015 We are Getting a Face-lift”

Newspaper: *Akron Beacon Journal*

Category: Subscriber Acquisition or Retention

Submitted By: Shaun Schweitzer

Phone: 330.996.3614

E-Mail: sschweitzer@thebeaconjournal.com

Title: VP of Circulation & Production

Objective: Introduce a print product redesign in a modern way to generate a fresh perspective of our product brand.

Results: We sampled over 500 non subscribers with the 1st edition of the redesign. This edition explained all the changes and philosophy behind the changes. All 500 samples had a special poly-bag and offer inside the sample. We were able to convert 8% of these samples into new subscribers. More importantly to our organization the social chatter was very positive via Facebook and twitter, as well in helped enhance our acquisition pitch through all our sales channels moving forward.

Name of Entry: "2015 We are Getting a Face-lift"

In-Paper teaser ad

IN THE WORLD

SYRIA
General dies in hospital
 Bashar Ghazal, the Syrian general once considered the most powerful man in Lebanon and a key suspect in the assassination of former Lebanese prime minister Rafik Hariri, died in a hospital in the capital Damascus, a Syrian activist and local media reported on Friday. Ghazal, in his early 60s, was once head of his military's powerful political security branch and one of Syrian President Bashar Assad's most trusted generals. There was no official government statement and the circumstances of his death remain unclear. Director of the British-based Syrian Observatory for Human Rights Rami Abdulrahman said Ghazal died shortly two months after he was admitted with a head injury. Abdulrahman said Ghazal had been clinically dead for weeks, quoting informed medical officials.

IRAQ
Ambush kills commander, staff
 Fighters from the Islamic State group ambushed an Iraqi army convoy on Friday with a bulldozer packed with explosives, killing the commander of the Iraq 4th Division and those of his staff officers north of Fallujah, said military officials. The suicide bomber attacked the convoy of Humvees and their military support fire, killing Brig. Gen. Hassan Abbas Toudan, a colonel and two lieutenant colonels in the northern al-Taqraqim region, said a member of the division and an intelligence officer. There was no initial count on the number of soldiers killed in the attack. The officials spoke on condition of anonymity.

POLAND
Ex-foreign minister dies at 93
 Wladyslaw Bartoszewski, 93, a former Auschwitz prisoner and member of Poland's underground World War II resistance who helped save Jews and later served twice as the country's foreign minister, died Friday in Warsaw after being taken to a hospital in the afternoon. His death was confirmed by a number of leaders, including President Bronislaw Komorowski. Bartoszewski was widely respected not only for his wartime resistance, but also as a writer, historian, social activist and politician. Bartoszewski served himself in the years after the fall of communism to Polish-German reconciliation.

CONGO
U.N. workers kidnapped
 Three people working for the United Nations in Congo were kidnapped and taken into the forest, the U.N. mission said Friday. A Zambian and two Congolese were in the region investigating an area for de-mining, said U.N. Congo spokesman Sylvain Kiliba. They were preparing to return to Congo on Thursday when they were kidnapped, he said. The U.N. has made contact with the kidnappers, Stéphane Dufratic, spokesman for the U.N. secretary-general, said.

PHOTOGRAPH BY AP/WIDEWORLD
 Copyright by AP/Wide World.

National temperatures

City	High	Low	City	High	Low
Albany, N.Y.	52	38	Indianapolis	63	50
Albuquerque	52	37	Jackson, Miss.	62	50
Anchorage	52	37	Jacksonville	62	50
Asheville	52	37	Kansas City	62	50
Austin	52	37	Knoxville	62	50
Baltimore	52	37	Lafayette, La.	62	50
Baton Rouge	52	37	Las Vegas	70	57
Birmingham	52	37	Los Angeles	65	51
Boise	52	37	Madison, Wis.	62	50
Boston	52	37	Manassas, Va.	62	50
Buffalo	52	37	Memphis	62	50
Butte	52	37	Miami	62	50
Charleston	52	37	Minneapolis	62	50
Chicago	52	37	Mobile	62	50
Cincinnati	52	37	Montgomery, Ala.	62	50
Cleveland	52	37	Nashville	62	50
Columbus, Ga.	52	37	New York	62	50
Dallas	52	37	Oak Ridge, Tenn.	62	50
Dayton	52	37	Omaha	62	50
Denver	52	37	Orlando	62	50
Des Moines	52	37	Ottawa	62	50
Detroit	52	37	Portland, Me.	62	50
El Paso	52	37	Portland, Ore.	62	50
Fort Worth	52	37	Portland, Tenn.	62	50
Houston	52	37	Providence	62	50
Indianapolis	52	37	Raleigh	62	50
Jacksonville	52	37	Reno	62	50
Jacksonville	52	37	Richmond	62	50
Jacksonville	52	37	Rochester	62	50
Jacksonville	52	37	Roseville	62	50
Jacksonville	52	37	Salt Lake City	62	50
Jacksonville	52	37	San Antonio	62	50
Jacksonville	52	37	San Diego	62	50
Jacksonville	52	37	San Francisco	62	50
Jacksonville	52	37	San Jose	62	50
Jacksonville	52	37	Seattle	62	50
Jacksonville	52	37	Spokane	62	50
Jacksonville	52	37	Stockton	62	50
Jacksonville	52	37	Tampa	62	50
Jacksonville	52	37	Tucson	62	50
Jacksonville	52	37	Waco	62	50
Jacksonville	52	37	Washington, D.C.	62	50
Jacksonville	52	37	Wichita	62	50
Jacksonville	52	37	Wilmington	62	50
Jacksonville	52	37	Yonkers	62	50

World temperatures

City	High	Low	City	High	Low
Algeria	58	45	London	52	38
Amman	58	45	Los Angeles	62	48
Ankara	58	45	Madrid	52	38
Antananarivo	58	45	Manila	72	58
Ashgabat	58	45	Medan	72	58
Asmara	58	45	Mexico City	62	48
Asmara	58	45	Mumbai	72	58
Asmara	58	45	Nairobi	62	48
Asmara	58	45	San Francisco	62	48
Asmara	58	45	Seattle	62	48
Asmara	58	45	Stockholm	52	38
Asmara	58	45	Taipei	62	48
Asmara	58	45	Tokyo	62	48
Asmara	58	45	Winnipeg	52	38
Asmara	58	45	Yokohama	62	48

Polen Index

Polen Index (Polen) (Polen)

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Almanac

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Temperatures

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Headlines

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Local News

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Opinion

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Real Estate

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Automotive

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The "Reveal" Edition

Face-lift REVEAL

noun | \ˈfæs-,ˌlɪft/
 2: changes made to something to make it more attractive or modern
 Merriam-Webster Dictionary

Sun and moon

Sun and moon (Polen) (Polen)

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Weather

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Headlines

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Local News

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Opinion

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Automotive

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Travel

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Health

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Education

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Business

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Sports

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Science

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Environment

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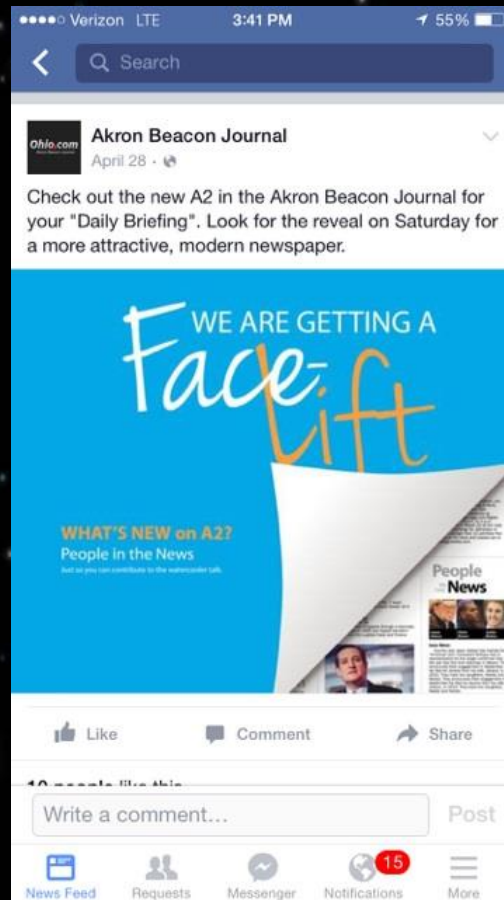
World (Polen) (Polen)

World (Polen) (Polen)

Go ahead. Take a look. We've teased long enough.

Name of Entry: "2015 We are Getting a Face-lift"

Facebook Teaser ad



NIE



Name of Entry: “Community Resources Workshop”

Newspaper: *The Blade - Toledo*

Category: NIE

Submitted By: Dr. Christine Smallman

Phone: 419.724.6157

E-Mail: csmallman@toledoblade.com

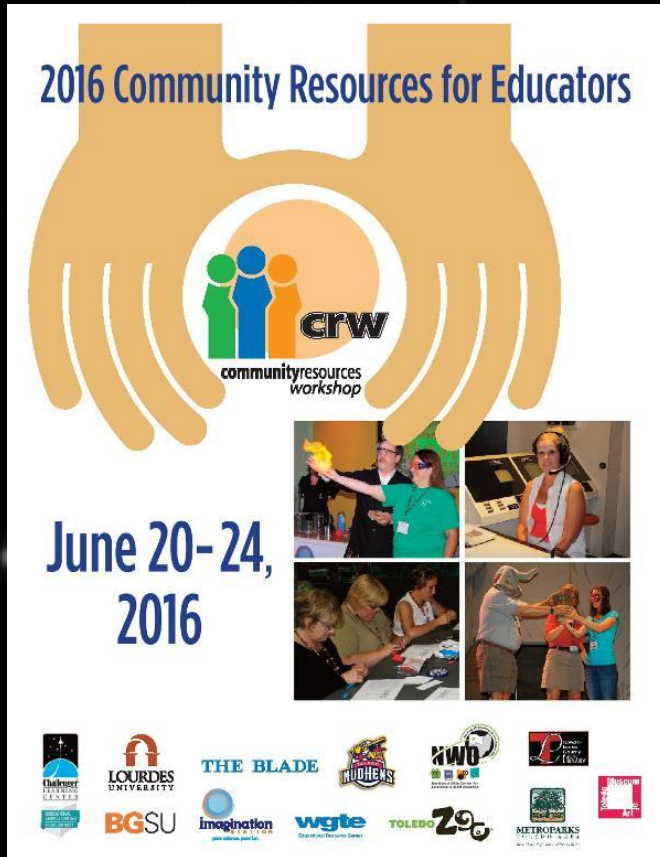
Title: NIE Coordinator

Objective: Partner with community organizations to conduct a Community Resource Workshop for educators that showcases community resource venues.

Results: The Blade’s NIE program hosted one of the five days of the workshop. Profits from the event were split between the organizations after expenses were paid. Eighty percent of those attending filled out a registration form to participate in the NIE program. Of those, 80% were new to the NIE program.

This generated new NIE teachers and copies, and brought in revenue.

Name of Entry: "Community Resources Workshop"



Some workshop testimonials:

- *"This workshop is excellent. I've lived in Toledo for 27 years and I am amazed how much I did not know was there!"*
- *"It was well organized and everything was explained thoroughly. A lot of the information can be adapted to the classroom."*
- *"Hands-on experience provided useful information to pass on..."*
- *"I was very impressed with the amount of materials that were presented during these week long workshops."*

Folder Cover for Participants

Name of Entry: “Student Cartoonist”

Newspaper: *The Blade - Toledo*

Category: NIE

Submitted By: Dr. Christine Smallman

Phone: 419.724.6157

E-Mail: csmallman@toledoblade.com

Title: NIE Coordinator

Objective: Showcase a local student artist in the summer months when the writing corner of the NIE page is lean on story content.

Results: During the school year students are given a writing prompt to submit stories for publication. When school ends in May the stories are few if any. We chose this lapse in written submissions to showcase the artwork of a local 8th grader. The paper has the student artist illustrate the writing prompt using fun facts and humor to educate the student readers on the subject. The response on her Facebook page has grown steadily since appearing in *The Blade*, and calls from school art teachers have increased to the NIE Department. *The Blade* also did a story featuring the artist as part of our BACK TO SCHOOL articles. This pilot program will lead to a weekly opportunity for Jr. High and High School students to submit artwork to *The Blade*, help local students gain exposure to an audience, attract a teen audience to the NIE initiatives and help attract high school students to the NIE Department.

Name of Entry: "Student Cartoonist"



The art addresses the writing topics associated with Dung Beetles, Bug Games and Crickets with humor and facts about the topic.



Name of Entry: “NIE Online Registration”

Newspaper: *The Blade - Toledo*

Category: NIE – Cost Efficiency Project

Submitted By: Dr. Christine Smallman

Phone: 419.724.6157

E-Mail: csmallman@toledoblade.com

Title: NIE Coordinator

Objective: Access registration form as well as other resources online to avoid cost of printing and mailing to educators..

Results:

- Eliminated the cost of the three-part form, mail costs, envelopes and employee time to prepare mailing.
- The response and turn around time have improved significantly.
- Educators are provided with a confirmation within 24 hours that the classroom newspaper subscription has been received and processed.
- Other resources such as curriculum, lesson plans, and worksheet are listed online and available as a library for educators to peruse and choose. Once the educator selects what they need the information is emailed to them rather than printed and mailed to them. This saves the cost of printing, mailing and delivers the resource to the educator within a 24 hour time period.

Name of Entry: "NIE Online Registration"

Online Form Available to Teachers

2015-2016 SUBSCRIPTION ORDER FORM

PRINT SUBSCRIPTION

Please indicate number _____ of print copies to be delivered on the dates circled; remember to exclude holidays and days school is not in session.

AUGUST 2015						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 2015						
S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER 2015						
S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 2015						
S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER 2015						
S	M	T	W	T	F	S
						1 2 3 4 5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY 2016						
S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
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FEBRUARY 2016						
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MARCH 2016						
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APRIL 2016						
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MAY 2016						
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JULY 2016						
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Name of Entry: "NIE Vacation Donation Contest"

Newspaper: *Akron Beacon Journal*

Category: NIE

Submitted By: Tara Kerscher

Phone: 330.996.3635

E-Mail: tkerscher@thebeaconjournal.com

Title: NIE Coordinator

Objective: To grow NIE vacation donation funds.

Results: Customer Service NIE vacation donation contest June 22-Aug. 2, 2015.

Each week the rep with the most NIE vacation donations won a \$25 gas gift card. The contest lasted 6 weeks and at the end of the contest an "overall" winner was determined and she was awarded a \$100 gas gift card.

The contest brought in a significant amount more of vacation donations versus the prior year's same 6 week period.

Name of Entry: *“Weekly Family Learning Zone”*

Newspaper: *Akron Beacon Journal*

Category: NIE

Submitted By: Tara Kerscher

Phone: 330.996.3635

E-Mail: tkerscher@thebeaconjournal.com

Title: NIE Coordinator

Objective: Weekly Family Learning Zone (WFLZ) sponsorship.

Results: WFLZ is a 1/2 page ad space that runs in the newspaper every Tuesday as part of our "Tuesday is Kids Day" campaign. NIE provides family fun content including activities in this space. This past year, NIE has focused on selling this space to sponsors who then provide content for the space (which allows them to promote their business while providing educational family friendly activities/content for the space). NIE is able to grow funds while keeping readers happy by providing valuable content and also keeping sponsors happy by allowing them to reach our readership.

Name of Entry: "Akron Zoo Readership Contest"

Newspaper: *Akron Beacon Journal*

Category: Single Copy and Subscriber Retention

Submitted By: Tara Kerscher

Phone: 330.996.3635

E-Mail: tkerscher@thebeaconjournal.com

Title: NIE Coordinator

Objective: Akron zoo summer reading series in the Weekly Family Learning zone provides educational information while allowing readers a chance to win zoo tickets

Results: The Akron Zoo provides valuable content to be published in the Weekly Family Learning zone ad space for 6 weeks during the program. They also provide tickets to be used for a reader contest. An entry form is published in the WFLZ each week during the program as well. Readers submit entry forms for a chance to win zoo tickets. This contest helps promote single copy sales as well as subscriber retention by offering something "extra" in the newspaper.

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the ONA
website.**

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