

Managers' Roundtable – New Revenue Ideas

Special section/niche publications:

- Berks Country – Full circulation tabloid run ROP each Wednesday. Feel good stories about agriculture, gardening, food, horses, folklore, customs and traditions. This product reaches readers in rural communities.
- Business Weekly – Full circulation tabloid run ROP each Tuesday. A compilation of business news from the newspaper and then some. Garnered new accounts and businesses; newsroom provided content. Reaches an untapped readership base that is more inclined to read and advertise in this product than the traditional newspaper.
- Feature pages in your newspaper – Small, concentrated section within your newspaper. Each feature page is dedicated to a specific topic, such as pets or pet adoption. Small ads and localized content.
- Turn tabs into broadsheet section – As a result of having outsourced printing to another facility, the Daily American has significantly cut back on tabs and special sections, turning them instead into broadsheet sections within the newspaper. One perk of this is a gain in selling days for the product.
- Juniata Valley Family – A quarterly free family/parent/kid publication. Not inserted in ROP, but dropped off at different locations. Use as much local, user-generated content as possible.
- Special section ideas – 20 under 20 (features top high school students), Dealing with diabetes, Caregivers (a publication for members of the Sandwich generation)
- Historic special sections – Put together special sections that honor veterans or mark special events in history. Examples include honoring World War II vets, honoring Korean War vets, and a piece covering the Civil Rights Movement and Vietnam.

Advertising spots:

- Identify unused space – Identify all the pages of your newspaper that are printed, regardless if there's a paid ad there or not. Challenge your reps to sell these spots. Create an in-house tracking tool of all the unused space.
- Full page ad promotions – Dedicate three months out of the year to run a full page special. Or sell full page ad spots in a five full page bundle that the advertiser can use anytime throughout the year.
- Monetize front pages – Monetize front pages with post-it notes and spadea folds. Can also sell spadea folds in the real estate section to agents. Spadeas are also great for event promotion.

- Virtual post-it notes – Post-it note look-alikes that are printed directly on the front page. They look like post-it notes, but can't be peeled off.

Contests:

- Trivia contest – A business-based trivia contest. In an advertising spread within the newspaper, ask trivia questions based on the participating advertisers. Readers send in their answers for a chance to win a gift card from their choice of participating advertiser.
- Fall sports trivia contest – Similar to trivia contest above, except these trivia questions are based on fall sports. Ask your sports department for assistance.
- \$100 toward your heating bill – In an in-paper spread with advertisers, feature scrambled letters in the bottom of each ad. Readers must unscramble these words and send in their entries for a chance to win \$100 toward their heating bill.
- Pigskin picks contest – An in-paper spread of 16 advertisers, out every Tuesday during football season. Readers send in or deliver their football picks by Friday at 5 p.m. each week. The person with all the games picked correctly wins the grand prize; the person(s) with the most right also win a prize. The contest pertains to high school, college and NFL football.
- March Madness contest – 64 advertisers all pay one base price to participate in this contest. The advertisers attend a luncheon, during which they make their March Madness bracket selections at random. All advertisers are featured in a spread at the start of the contest. As an advertiser's bracket advances in the tournament, their ads get bigger at no additional cost. If an advertiser's bracket doesn't advance, neither does the advertiser. The overall winner gets a full page ad to use anytime during the year.
- "You pick 'em" contests – Simple contests wherein your readers vote online for their favorite photo, costume, etc. Get a sponsor for each contest. Contest ideas include a Halloween costumes, pet photos and local scenic photos (the photo with the most votes makes the calendar cover).
- Can you beat Zeke? – Each Sunday, Mike Zielinski (Zeke) posts his NFL football picks in the Reading Eagle. Readers then send in their picks to "beat Zeke." Of the entrants, 20 who beat Zeke are drawn at random. The Reading Eagle partners with a local radio station – Each Thursday, a winner is drawn from the 20 entrants and announced on a well-known radio show. The winner has 8 minutes and 30 seconds to call in and claim \$830. They are also entered to win the grand prize trip to the Super Bowl or the Pro Bowl. If the person doesn't call in time, the \$830 rolls over to double next week's monetary prize. At the season's end, all weekly winners are entered into a drawing to win the grand prize.

Events:#

- Concert promotion – Partner with a community arts venue in your market and sponsor a concert. This works well with older (for example Pat Benatar) or up-and-coming music artists.
- Community events – Identify events that your community doesn't have or events others aren't doing well, and take them on. Examples of event opportunities – Bridal expo, home and garden, gluten-free expo
- Superhero Day – Kids take their parents to Superhero Day, during which they dress up like their favorite superhero. You'll need an event sponsor, advertisers to populate the Coloring & Activity Book, and vendors for the event.
- Job Fairs – Sell to advertisers as a package, include online ad placement on Monster, CareerBuilder, etc. Find sponsors to help cover costs.

Miscellaneous items:

- Electronic messaging center/billboard – Either on the side of your building or on a billboard along a busy road or intersection. Include editorial content (Twitter feed, breaking news and photos), weather and advertising.
- Business card directory – A niche directory comprised of business card-size ads, such as a church directory. Insert in newspaper and drop off quantities with participating advertisers.
- Total Promotions Solutions – Send sales reps out with a catalogue of all the promotional products your company can create. If a business isn't interested in ROP, perhaps they will be interested in a promotional product.
- Monetize newspaper website - Partner with CityPortals (or similar resource) to revamp website. Strive to increase unique visitors and page views. Learn from online experts to turn your site into the #1 source for anything in your area.