

# WIN-WIN-WIN-WIN!

## THE IMPACT OF SELLING NETWORK ADVERTISING



The Leadership Institute

*Lighting the Way*



# WELCOME!

## Selling Network Advertising

### *Today's program goals:*

- Introduce the advertiser value that network ads offer
- Enlighten publishers of the revenue and cash flow opportunities they have in selling network advertisers.
- Enlighten publishers and sales managers to better appreciate the member benefits associations provide that rely on consistent network ad sales for funding.
- Train (and train the trainer) on the feature/benefit presentations to advertisers who are network ad prospects.



# WIN-WIN-WIN-WIN

- |               |  |
|---------------|--|
| <b>WIN #1</b> | Advertisers benefit with coverage, convenience and value.  |
| <b>WIN #2</b> | Publishers gain revenue potential, content & opportunity, and enjoy association sales tools and member benefits. |
| <b>WIN #3</b> | Salespeople gain a new product/prospect talking point and personal income opportunity.                           |
| <b>WIN #4</b> | Association gains revenue to fund member benefits and grow our industry.   |

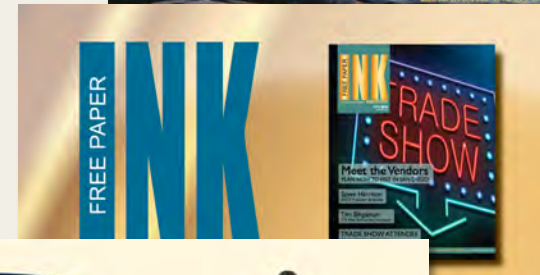


# COUNTING DOWN...

## WIN #4:

*NANI produces revenue to fund member benefits and grow our industry.*

- Conferences
- Training
- Nationally recognized speakers
- Newsletters
- National ad revenue opportunities



# #1 ASSOCIATION MEMBER BENEFIT

## ■ PEER NETWORKING OPPORTUNITIES



# COUNTING DOWN...

## WIN #3:

*Salespeople gain a new product/prospect talking point and personal income opportunity.*

- Coverage opportunity expands prospect base
- New prospects translate into local business opportunity, too
- New talking point with existing customers
- Increased commission opportunity





# COUNTING DOWN...

## WIN #2

*Publishers gain revenue potential, content & opportunity, and enjoy association sales tools and member benefits.*

- Revenue opportunities exist in selling ads into the networks
- Ads sold by others can also bring revenue
- Ads sold into your papers can create new competitive selling opportunities
- Member benefits bring strong value to your company



# AND FINALLY, THE #1 REASON...

## WIN #1

*Advertisers benefit with coverage,  
convenience and value!*





# A \$\$\$ EXAMPLE

Selling consistently into the network benefits:

- The advertiser
- Your company
- Your salesperson
- Your association



## Cash Flow 2016

This is what generates for a NANI MEMBER when just ONE new 20-word **NANI** national classified ad is sold by your salesperson at a retail price & commission you set, for example...

**Spend a week in the mountains!**  
Beautiful home for rent, Fourth Lake area of Adirondacks.  
Reserve now for 2016! 987-654-3210 or nobody@mymail.com.

**\$1195 per week... 14 million homes!**

**Customer WINS!**

YOUR COMPANY	YOUR SALESPERSON	YOUR ASSOCIATION
		
\$523.75 in revenue to NANI member Pay 10% to your salesperson on your net	\$52.38 commission	\$671.25 in revenue
NET: \$471.38	NET: \$52.38	NET: \$671.25
REPEAT THE ACTIVITY WEEKLY FOR ONE YEAR		
<b>\$24512.00</b>	<b>\$ 2724.00</b>	<b>\$34905.00</b>
<b>You WIN!</b>	<b>They WIN!</b>	<b>We all WIN!</b>

**PLUS...**

Participating NANI member papers publishing the weekly ads as prescribed and verified by tear sheet submission qualify for **REBATES**  
\$671.25 is the member discounted rate based on \$895 ad cost

FOR EXAMPLE...

Here's how it works...



# WHAT IS NANI?

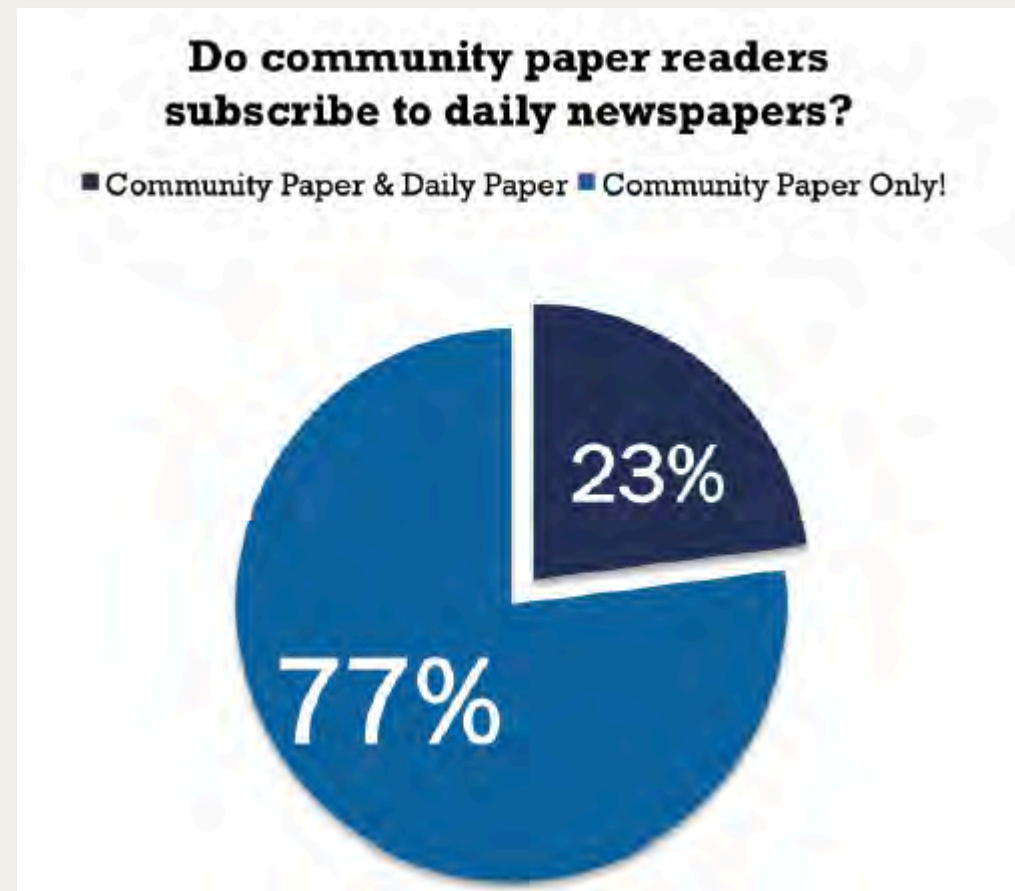
- It's the largest classified ad network available to sellers & buyers in North America
- More than 14-million homes
- Verified circulation
- Quarterly participation audits
- Comprised of trusted, local community papers
- Readers in desirable demographic breakouts



# WHAT IS NANI?

**Reaches readers the daily papers  
don't!**

*Serving advertisers with  
value for more  
than 25 years*



# SIMPLE & EFFICIENT



**Reach more than 1 in 4 homes nationwide!**

# BENEFITS TO THE ADVERTISER

- Convenience:

One contact, One call, One order

- Value: Small investment/  
Low Cost Per 1000 (CPM)

on program-priced classified & display ads

- Reduced internal marketing costs thru our one call approach

- High local market receivership & readership with extensive geographic coverage





# NETWORK ADVERTISING IS ALL LOCAL!

**The same market receivership,  
penetration, readership &  
results you enjoy from your local free  
paper is repeated across the state,  
region and country!**

**Long established & respected  
LOCAL PUBLICATIONS!**



# PROSPECTS FOR CLASSIFIEDS



***Does your  
business marketing  
demand more eyes  
than size?***

# PROSPECTS FOR CLASSIFIEDS

- Real estate, especially vacation homes & destinations
- Large ticket, regional businesses (modular homes, metal buildings, etc.)
- Antiques & collectibles
- High end & collectible cars, motorcycles, boats, etc.
- Auctions and online sales
- Aggressive online sellers
- Shows & events

**GUN SHOW - HAMBURG  
FAIRGROUNDS, 5820  
South Park, Sat., Mar. 1,  
9-4, Sun., Mar. 2, 9-3. Erie  
& Cattaraugus County  
Pistol Permit Depts. both  
days. [www.nfgshows.com](http://www.nfgshows.com)**

# PROSPECTS FOR CLASSIFIEDS

- Specialized employment positions
- High-need employment positions
- Unique services
- Business opportunities
- Adoption agencies
- Licensed pharmaceuticals
- Attorneys & medical professionals
- Many more...

**DIVORCE \$450\* No  
Fault or Regular  
Divorce. Covers  
children, property,  
etc.. Only One  
Signature Required!  
\*Excludes govt. fees.  
1-8XX-XXX-XXXX Ext.  
100. Bxxxxr &  
Associates, Inc. Est.  
1977**

# MAKING A PRESENTATION

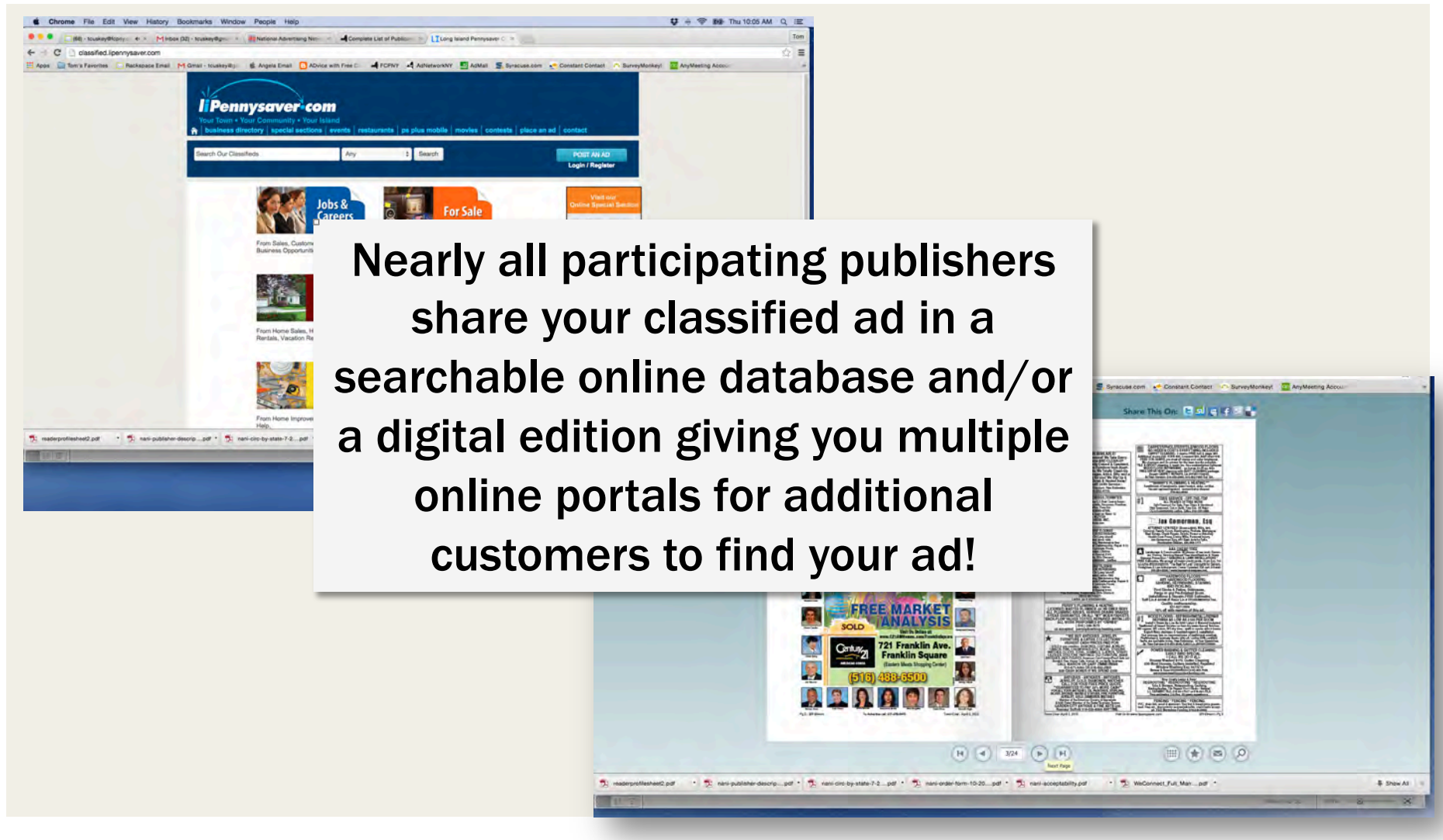
- Start by offering the opportunity to existing clients
- OPENINGS: “How big is your total market area?”  
“Do you promote and sell much online?”  
“Have you ever considered increasing sales by expanding your marketing area?”
- VALUE STATEMENT: “Through our paper’s association with other papers like ours around the country, we can put your message in front of millions of additional potential customers – and we take care of all of it for you.”
- PRESENTATION: “It’s a tremendous value; your investment is a fraction of what an ad would cost if you tried to place the ad yourself...”

***And you can expand your prospecting to businesses anywhere!***



# MORE VALUE FOR YOUR CUSTOMER

**Nearly all participating publishers share your classified ad in a searchable online database and/or a digital edition giving you multiple online portals for additional customers to find your ad!**





# MORE VALUE FOR THE SELLER

**Each Quarter**

## Incentive Program

NANI will pay the seller a quarterly incentive if you meet the total number of ads sold during the 13 weeks in each quarter based on these qualifications:

Number of Ads Sold	Incentive
13-20 Insertions per quarter:	\$250.00
21-26 Insertions per quarter:	\$500.00
27-39 Insertions per quarter:	\$800.00
40+ Insertions per quarter:	\$1200.00

**Information  
and NANI  
Order  
Placement**



**Association of Free Community Papers**  
135 Old Cove Road - Suite 210, Liverpool, NY 13090  
Call (877) 203-2327 or visit [afcp.org](http://afcp.org)

*"The mission of AFCP is to help its members  
enhance their profitability and lead in  
strengthening the free publication industry."*

### Contact

**Cassey Recore**

[cassey@afcp.org](mailto:cassey@afcp.org)

Call (877) 203-2323

# HOW TO PLACE AN AD

Everything you need...facts, figures & forms...are included on the AFCP flash drive you received at registration.

Questions?

Contact Cassey Recore

[cassey@afcp.org](mailto:cassey@afcp.org)

877-203-2323



# NATIONAL ASSOCIATION COVERAGE



# NANI PROGRAM - CLASSIFIED

**\$895/week** 20 words

NANI Publishing Member

Participant Discount is 25%

**NET INVESTMENT \$671.25/week**

**\$40 each addl. Word**

NANI Publishing member

Participant Discount is 25%

**NET INVESTMENT \$30/word**

Prices reflect member investment levels; seller  
establishes retail price

***All ads must conform to NANI Guidelines***



# NANI PROGRAM – 2X2 DISPLAY

Prices reflect member investment levels; seller establishes retail price

***All ads must conform to NANI Guidelines***



**Effective June 1, 2015**

## Display Network Pricing

**Standard Price per ad:**

**\$1 100/week**

Special NANI Publishing Participant (member) Discount:

**\$250**

Net Purchase Price NANI Publishing Participant (member):

**\$850**

- 6,900,000 Homes
- 27 States
- 61% of readers are college educated
- 77% of readers do not subscribe to daily newspapers

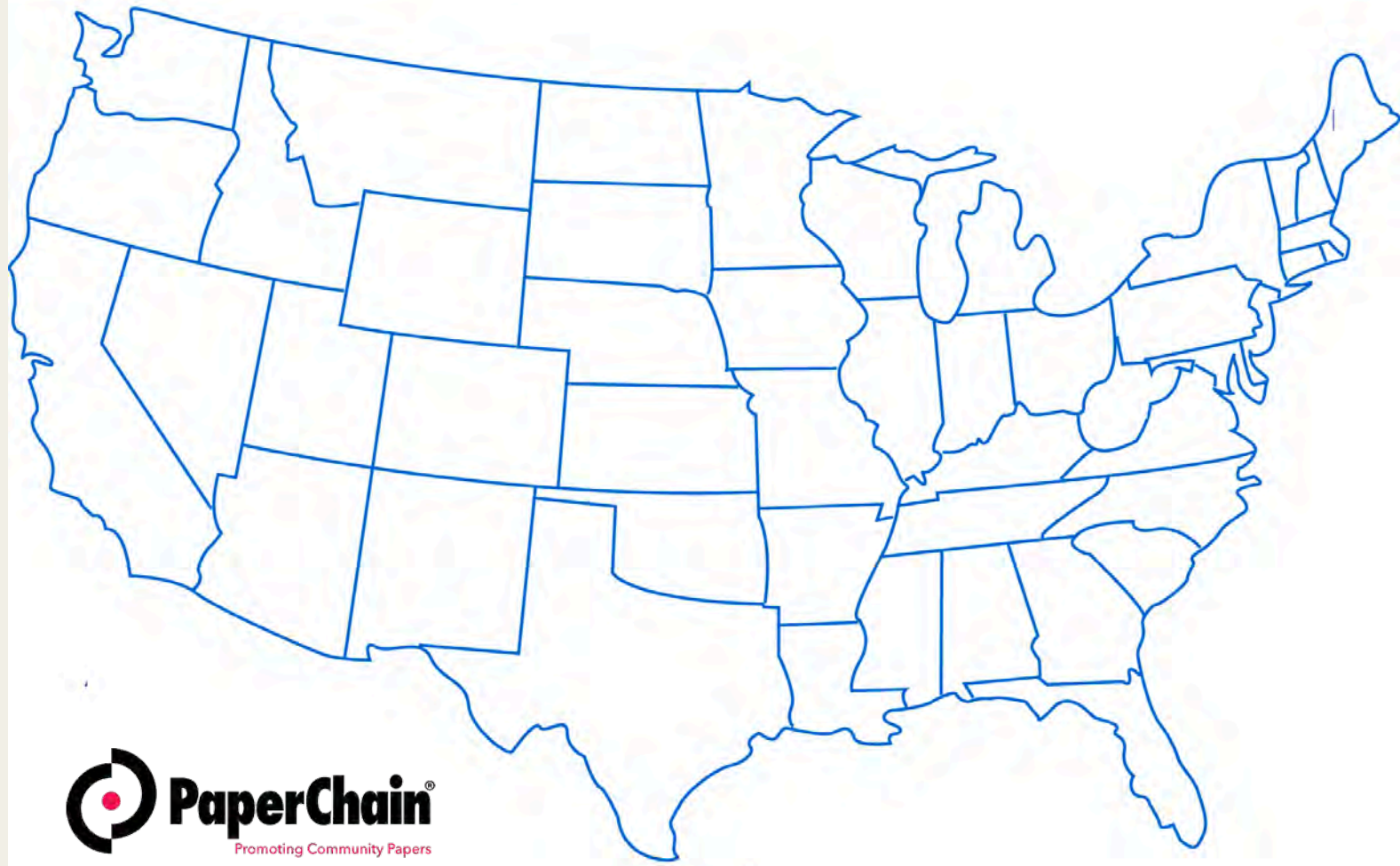
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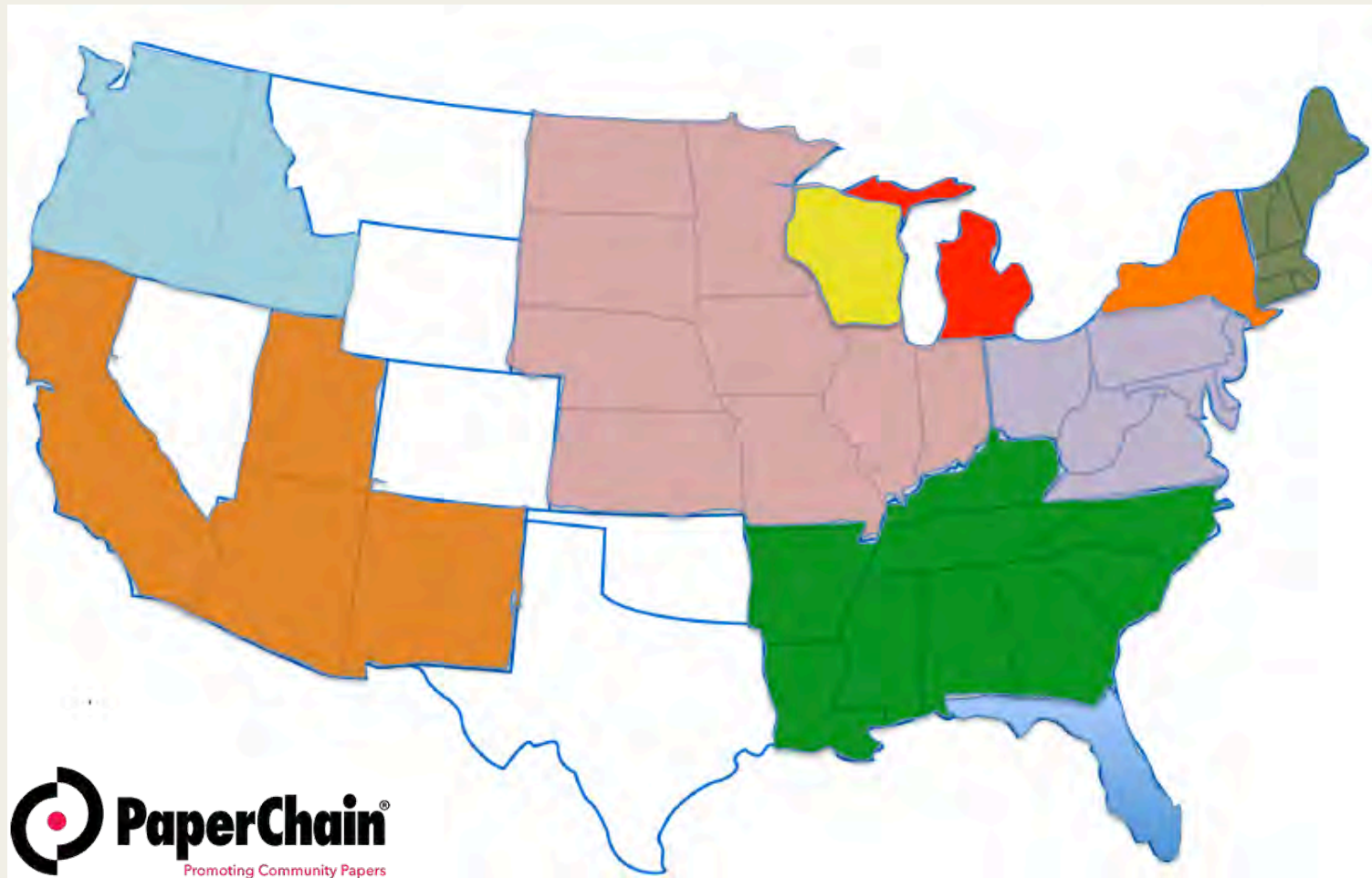


# REGIONAL ASSOCIATION COVERAGE





# REGIONAL ASSOCIATION COVERAGE



QUESTIONS?

THANK YOU!

## Selling Network Advertising

*Today's program goals:*

- Introduce advertiser value
- Revenue and cash flow opportunities for publishers
- Fund association member benefits
- Train/train the trainer in network selling.

***We're here to help you sell!***

**Tom Cuskey   tcuskey@fcpny.com   877-275-2726**

*Written by Tom Cuskey Copyright 2015 The Leadership Institute*

