

Localize the World Wide Web

Profit from your online edition

Written by Susan Kremers, TLI Faculty Member



"Inspiring Dreams, Realizing Potential"



Profiting from your Online Edition

WELCOME

**Welcome to Localizing the World Wide Web—
Profiting from your Online Edition!**



Profiting from your Online Edition

It took radio 38 years to reach an audience of 50 million.

Television took 13 years and cable 10.



The Internet has surpassed that milestone in just 5 years!

- Morgan Stanley Technology Research



A NEW
MILESTONE



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Where do we start?

- ✓ *Content and positioning*
- ✓ *Marketing*
- ✓ *A sales strategy*

WHERE DO WE
START?



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Portal Positioning

✓ Think past your print

- Visitors Guide
- Classifieds
- Community calendars
- Contests
- Business Directory
- Local time and temperature
- Community Links
- Polling and trivia
- Local news – expanded content
- National Content
- Special Sections
- Blogs
- Videos

News

TV Listing

Stock Quotes

Horoscopes



THINK OUTSIDE
THE BORDER



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Marketing your Niche

✓ Advertising your Online Business

- Promoting to build hits

Content

Timeliness

Interactivity

- Advertising to your advertisers
- Dual Purpose Ads
- External Promotion

PROMOTE
YOUR ONLINE
WORLD



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Content

CONTENT

Glencoe OnLine
www.glencoenews.com
Your community website.



Global Banner Ad
McLeod County Chronicle Pages
Minnesota Newspapers
Glencoe Time & Temperature
Weekly Polling Question
Glencoe Information
Real Estate Auctions Automotive
Local Links

What our online readers have to say:

Reasons to Visit www.glencoenews.com

- It's informative
- It's local
- It's educational
- It's FREE
- You can shop online

Check out the **NEW** Glencoe News homepage today!
www.glencoenews.com

GOOD BYE
"I guess it's time I got rid of this heap."



"I finally have time to restore a collectable!"

GOOD BUY

www.mcrecord.com



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Timeliness

TIMELINESS



**Daily Trial Updates
On The Internet**

Citizen Editor Rahn Larson has attended every session of the Flores trial. Each evening he writes a comprehensive report on the day's proceedings. The story is then posted on the *Citizen Online* at 7 p.m. For breaking coverage of the final days of the Flores first-degree murder trial, check the *Citizen Online*.



 **Cottonwood
County Citizen
ONLINE**

<http://www.windomnews.com>



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Monticello, Big Lake and Tichenor.



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Interactivity

INTERACTIVITY



Would you like to share your opinions?



Post them on our Sound Off discussion board at
www.mcrecord.com

Also on our web site:

Around the County	Obituaries	Fitness Zone
The Way I See It	Sound Off	PBS on the Web
Editorials	Select Special Sections	Internet Library
Timely News in:	Color Photos	Send a Postcard
Education	CLASSIFIEDS	Explore Minnesota
Government	Place a Classified	Quick Trips
Sports	E-mail Pen Pals	Recipe Box
Society	Parent Time	ENTERTAINMENT GUIDE
Feature Stories	The Pet Channel	

**On Dasher, On Dancer
On Prancer... On Line!**



Send Santa a letter on the Internet. FREE!

Santa has gone on line! You can send and receive **FREE** Santa letters via the Internet. Let Santa know if you have been naughty or nice, let him know what special gift you would like to find in your stocking this year, send him a personal message. Access Santa on the World Wide Web by logging in at <http://www.mypaper.com> click on the "Letter to Santa" box and follow the instructions. After you have completed your letter to Santa, click on the "Send" envelope and your letter is on the way to the North Pole via the Internet! Santa will send a reply by e-mail to the computer you used to send your letter. It's easy, it's fun and best of all it's **FREE!**

*This is a small way to say "Thank you for reading our paper,"
and is a courtesy of:*



25th ANNIVERSARY YEAR
WINONA POST
and SHOPPER

and Midwest Free Community Papers
<http://www.mypaper.com>



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Online Circulation

- ✓ Unique Visitors – Different Computers
- ✓ Visits or Visitors Sessions – Repeat Visits
- ✓ Page Views – Number of Pages Read
- ✓ Hits – Every Icon or Graphic on a page.
- ✓ Views and “Clicks”

LEARN THE
LANGUAGE



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MORE MONEY
IN YOUR
POCKET!



Revenue Generators

- ✓ Classified Line Ads
- ✓ Upload Display Ads
- ✓ Directories
- ✓ Online “Billboard” Advertising
- ✓ Special Sections
- ✓ Top Ads
- ✓ In-Story ads
- ✓ Videos
- ✓ Blogs



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SPECIAL SECTIONS

Special Sections

- Automotive
- Real Estate
- Bridal Guide
- Visitor' s Guide
- Christmas Gift Guide
- Summer Fun Directory
- Car Care
- Senior Editions
- Recipe Box
- Book Reviews
- Movie Reviews
- Bed & Breakfast (lodging)
- At the Fair
- Golf Guides
- Home Improvement
- Prom Guide
- Graduation
- Yearbooks
- Health & Fitness
- 4-H
- Love Lines
- Athlete of the Week
- High School News
- Contests
- Holidays



MOTIVATION



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How do we motivate?

- ✓Painting the Vision
- ✓Education
- ✓Proper Tools
- ✓Bite Size Chunks
- ✓SPIFFS



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Preparing the Sales Effort

✓ Announce the Grand Opening

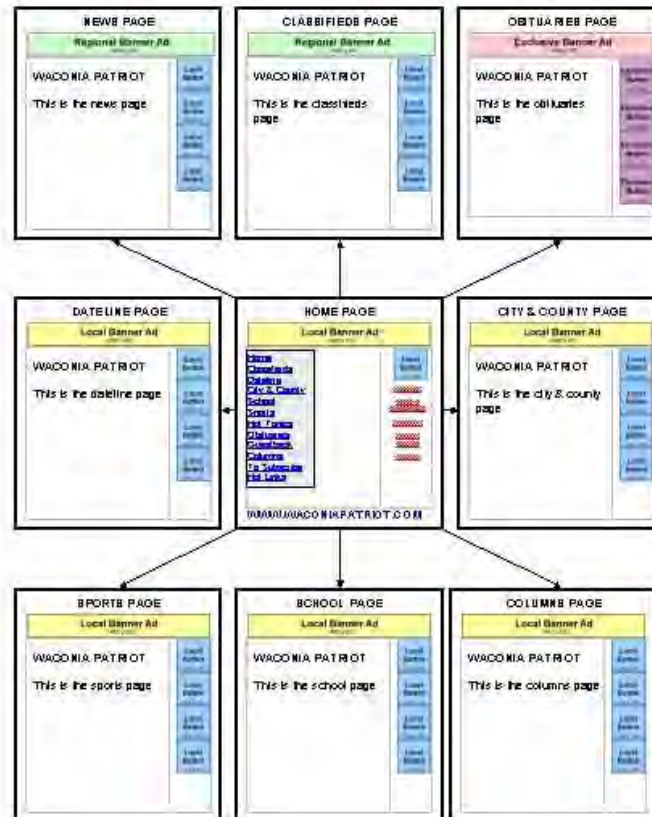
- Free Business Directory
- Free ad placement.
- Introductory Letter to the advertiser
- “House Ads” for publication
- Color-coded sales handouts (Packages)
- Offline “snapshot” of your web site
 - .PDF file format
- Hardcopy walk-thru of your web site
- Qualify potential accounts

PREPARE



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WACONIA
PATRIOT



www.waconiapatriot.com Advertising Opportunities

Option #1:	Local Banner Ad: This banner rotates on 6 pages with 1 ad per page creating 6 local banner ad spots. 24 total ads will be sold, therefore the same ad will appear in one of those 6 spots 1 out of every 4 times viewed.	\$99 /month Rotates on the top of the following 6 pages: home, date line, city & county, sports, school, and the columns page.
	Local Banner Ad (468 x 90)	
Option #2:	Local Button Ad: This button rotates on the home page and 7 other pages with 4 ads per page creating 28 local button ad spots. 56 total ads will be sold, therefore the same ad will appear in one of those 28 spots 1 out of every 2 times viewed.	\$50 /month Rotates on the right side of the following 8 pages: home, news, classifieds, date line, city & county, sports, school, and the columns page.
	Local Button (48 x 36)	
Option #3:	Regional Banner Ad: This banner rotates on 25 different newspaper web sites. It will rotate on their home page or their news A/B classified page. Your ad will receive over 200,000 views per month.	\$149 /month Rotates on the top of the home page or the news A/B classified page.
	Regional Banner Ad (468 x 90)	
Option #4:	Exclusive Banner or Button Ad: The obituaries page is one of the highest hit pages, but the target market is narrow. The banner ad will have 1 spot on the obituaries page and 4 ads will be sold. The button ad will have 4 spots on the obituaries page and 8 ads will be sold.	Banner: \$99 /mo. Rotates on the top of the obituaries page. Button: \$50 /mo. Rotates on the right side of the obituaries page.
	Exclusive Banner Ad (468 x 90)	
Option #5:	Business Categories: Specific business categories will be linked off the home page. A link to your page or site will be placed under any category that pertains to you. Each category will be utilized in the Waconia Patriot listing the businesses found there.	Links: \$30 /mo. Page: \$45 /mo.* Site: \$60 /mo.* *Setup fee required

For Internet Advertising Opportunities call
16121 442-4414

Space is limited call today!



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STAR NEWS

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News

Sports

Mainstreams

Obituaries

Neighbors

Opinions

Police Report

Happenings

School Honor Rolls

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Hometown Source

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in the greater Elk River area



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Home Page

News

Sports

Mainstreams

Obituaries

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Police Report

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Capitol Roundup

Sports Prep Zone

Hometown Source

ECM Publishers



Elk River Branch

858 Railroad Drive

Elk River, MN 55330

765-441-3842



Posted: 5/11/05

Area roundup for events Tuesday (5-10): Elk girl golfers win again, and are ranked No. 1 again

By Bruce Strand, Sports Editor

GOLF

Top-ranked Elk River girls win 11th straight meet, at Red Wing

The Elk River girls golf team, re-installed at No. 1 in the state rankings earlier Tuesday, picked up its 11th victory in 11 starts Tuesday afternoon, cruising to first place by 20 strokes in the Red Wing Invitational.

The Elks, who'd been ranked first by the coaches association before slipping behind Moorhead in last week's poll, were back at No. 1 Tuesday based on a 335.2 stroke average to Moorhead's 339.3. On Friday, the Elks won the Bemidji Invitational with Moorhead placing fourth.

Meanwhile, Elk River has three of the top four individuals in the rankings as senior Rochelle Schmidt is first with a 77.9 stroke average after earning the medal at the Bemidji meet. Rachael Schmidt is third with 78.8 and Anne Martin is fourth with 79.6. Moorhead's Matti Nelson of Moorhead second with 78.3.

In Red Wing's meet at Mississippi National Golf Club., the Elks shot 339, with Caledonia at 359 and Red Wing at 365 leading the rest of the pack.

Minnehaha Academy sophomore Katie Detlefsen, the state's best golfer with a 73.6 average and ranked No. 1 in Class A, was medalist with 75. It was the second straight day she's won the medal in an event where the Elks were team champs. Monday's meet was at Hillcrest.

The Star News did not have Elk River's individual scores for the Red Wing















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CITYLINK

The screenshot shows the CityLink website interface. At the top, there's a navigation bar with links like Home, News, Sports, Business, and more. Below the navigation bar, there are several large ad slots. On the left, a 220 X 175 slot is labeled "EVERYTHING YOU NEED!". In the center, a large 400 X 280 slot is labeled "Video Ad". To the right of the video ad, there's a 220 X 300 slot. Below the video ad, there's a 220 X 175 slot. At the bottom left, there's a 220 X 300 slot. At the bottom right, there's a 220 X 175 slot. The website also features a "SPECIAL SECTIONS" area with links to "CNY Employment Guide" and "CNY Sports Feed".

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The screenshot shows the Cnylink website interface. At the top, there's a navigation bar with links like Home, News, Sports, Business, and more. Below the navigation bar, there are several large ad slots. On the left, a 220 X 175 slot is labeled "EVERYTHING YOU NEED!". In the center, a large 400 X 280 slot is labeled "The Number One Volume GM Dealer in CNY". To the right of the video ad, there's a 220 X 300 slot. Below the video ad, there's a 220 X 175 slot. At the bottom left, there's a 220 X 300 slot. At the bottom right, there's a 220 X 175 slot. The website also features a "SPECIAL SECTIONS" area with links to "CNY Employment Guide" and "CNY Sports Feed".



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CITYLINK



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THE DAILY
NEWS

The screenshot shows the homepage of the Troy Daily News website. At the top, there's a navigation bar with links: HOME, ARCHIVES, COMMUNITY, FORMS, GENEALOGY, CONTACT US, and SUBSCRIBE HERE. Below this is a large banner for 'Splish Splash' with the URL www.splishsplashaatobath.com. The main content area includes a 'Troy's great pumpkin patch' article with a photo of pumpkins, a 'Our featured video advertiser' section with a video player, and a calendar for October. On the left side, there's a 'Subscriber Login' section with fields for phone number and password, and a 'Subscriber Services' section with links to 'Pet Calendar' and 'Results'. The bottom of the page features a 'Home' logo and a 'lane closure' notice for MIAMI VALLEY.



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TOP ADS



2003 TownNews DemoSite Newsletter

module. There is even a way for site users to view all Top Ads at the bottom of the module. Top Ads is a perfect compliment to the PDF Ad Converter and the software allows simple import of converted ads.

Top Ads - Vertical Modules

Top Jobs	Top Homes	Top Cars	Top Display Ads
Technical Instructor New Horizons Communication Specialist AT&T Wireless Database Administrator Intranet Solutions Oracle Programmer Analyst CATS Company More Job Ads	\$100,000  3 Bed, 1 Bath \$103,900  3 Bed, 2 Bath \$104,900  4 Bed, 2 Bath \$103,900  3 Bed, 2 Bath	2002 Audi Quattro  \$42980 2002 Audi Quattro  \$42980 2003 Ford Escape XLT  \$28,900 2001 Chevy Corvette 	 click here to view  click here to view 

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PEOPLE'S
PRESS



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HASTINGS STAR GAZETTE

Tuesday April 26, 2005

Photo
Order reprints here!

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Hastings Star Gazette
Your online connection to Hastings, Minnesota

Going the extra mile

Haynes Watt, Megan Whitham and Brandon Gutnick take to the track at the Hastings Middle School track. The Hastings Elementary students can the mile for Day 100th physical education class Wednesday morning. Other said that students have been improving their mile time since the school began the reverse program pathway, which gives the kids a chance to run in each during repeat.

NEWS

Council approves first-floor condos amendment
Downtown condos: A sensitive combination of words about which the Hastings City Council has been in discussion and debate for some time. [Full Story...](#)
Thursday, April 21, 2005

Hastings man admits to sex abuse
A Hastings man, who in November was charged with sexually abusing his ex-girlfriend's daughter, pleaded guilty Monday to one count of first-degree criminal sexual conduct. [Full Story...](#)
Thursday, April 21, 2005

Upgrade to Veterans Home nears completion
For almost eight years, the sounds of saws, pounding nails and drills have become almost a way of life for residents and staff of the Minnesota Veterans Home, Hastings.

By late this summer, the major renovation and update work at the Veterans Home will be done. [Full Story...](#)
Thursday, April 21, 2005

Pick up a copy of the Hastings Star Gazette today!
Click here for newsstand locations

Get the full story today!
Click here for newsstand locations

Find Your New Job Today!
Click here for newsstand locations

46 F

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Find Your New Job Today!
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Childcare & Preschool Directory

Find It! ONLINE BUSINESS DIRECTORY

Hastings Auto Dealer

Click & Save!!!

2005 Spring Sports Guide

BRIDES 2005
PLANNING THE PERFECT WEDDING IN THE RIVER VALLEY COMMUNITIES

Unique & Personalized Italian Charm
Brossets to remember that Special Day!
Cheryl Brownell • Prescott, WI • 715-262-4404

Planning that special day can be hard. Knowing where to go for the quality services you need makes it much easier to plan the perfect wedding. The River Valley Bridal Guide will help you plan that perfect wedding you've always dreamed of.

To pick up a free print copy of this guide just stop by any of our newspaper offices located throughout eastern Minnesota and western Wisconsin.

Farmington Independent
Resamont Town Pages
300 Third St.
Farmington, MN. 55024

Hastings Star Gazette
741 Spiral Blvd.
Hastings, MN. 55033

Hudson Star Observer
236 Locust St.
Hudson, WI. 54016

Lake Elmo Leader

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One specialty is wedding cakes... and special they are! Our celebrated party staff will design your beautiful wedding cake.
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JEFFCONEWS



An advertisement for Abrusci's Ristorante Italiano. The top section features the restaurant's logo and the tagline 'THE BEST DAMN ITALIAN FOOD...PERIOD.' Below this, there is a section titled 'HOME' with a map of the restaurant's location. To the right of the map, there is a section titled 'WE HAVE THE BEST DAMN ITALIAN FOOD...PERIOD.' with a paragraph of text. The bottom section features a paragraph of text and a small image of the restaurant's interior.



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KPC NEWS

The screenshot shows the KPC news.com website. The header includes the KPC logo and the tagline "Keeping People Connected". The main content area features a large article titled "Auburn's Red Hat Day" with a photo of people wearing red hats. Below this, there is a section titled "Meningitis infection raises concern" which is circled in red. To the right of this section is a large advertisement for "Speech Therapist" by Judy Losinski, which is pointed to by a black arrow. The website also includes a sidebar with various links and a bottom section with more advertisements and a calendar.



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SAMPLES



Need a New Ride?



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BANNERS



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THIELEN MEATS & VILLAGE FURNITURE



Welcome to Thielen Meats of Little Falls
Specials for the week of March 19-25, 2000

Updated 3/17/2000

THIELEN MEATS "A Family Tradition Of Quality"
of Little Falls **632-2821**

Store Hours: Monday thru Thursday 8:00 to 9:00 pm.
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Bring in your Venison
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tasting Wieners, Bologna,
Brats, Country or Polish
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Minnesota's most modern
Sausage Kitchen!

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Wild Rice Sausage from
Wild Game Trimmings

Boneless		
Pork Cutlets	LB.	\$1.99
Chopped Ham		
Luncheon Meat	LB.	\$1.99
Colby		
Cheese	LB.	\$2.89
Boneless Seasoned		
Pork Roast	LB.	\$1.89

Coffee of the Month **MOCHA JAVA** **\$7.49**



Page Title:

Village FURNITURE



WELCOME TO VILLAGE FURNITURE IN COTTONWOOD, ARIZONA.

As we celebrate 20 years of service to the Verde Valley - Sedona area and greater northern Arizona, we thank all of our customers and look forward to meeting new ones. We boast major brand names such as La-Z-Boy, Bassett, Overcraft, Douglas, Riverside, Legends, and Oak Interiors in our beautiful 10,000 square foot showroom. This is complemented by our nearly 3,000 square foot Sleep Center that proudly features 24 mattress sets by Simmons, Beautyrest and Spring Air, plus futons and daybeds.

As a family owned business

we take great pride in our personal, courteous service from the time you come into our store for the very first time, until long after your most recent delivery. We offer a low key sales approach that we are sure will enhance your experience as you purchase your new home furnishings. It is our goal to have you enjoy the selection experience as much as you will appreciate and enjoy your new home furnishings for years to come.

Come in to see for yourself

the reasons we have been serving this area longer than anyone else under the same name and the same ownership. Thank you for visiting our web page and letting us acquaint you with the way we do business. Please feel free to talk into some of our home furnishing lines or call us at 634-2011 or 1-800-953-2011. We look forward to meeting and serving you

Links to Vendors

[LA-Z-BOY](#)
[Bassett](#)
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[Simmons](#)
[Keller](#)
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[Weekly Ad](#)
[Location of Village Furniture](#)



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VICTORIA'S FANCY WEDDING CAKES

Victoria's
Fancy Wedding Cakes

Elegant and Exclusive
Wedding Cakes of European
Influence

Specializing in hand piped Austrian string
work



Tour Victoria's Fancy Wedding Cakes



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austin@sankherald.com

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Website Maintained by www.vfwc.com

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are protected under International Copyright Law. All Rights Reserved. Copying of Design is Prohibited by Law.

NOTE: There are visible and INVISIBLE copyright marks within each cake design.

*VFWC stands for Victoria's Fancy Wedding Cakes

We launched  since February 18, 1998



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VICTORIA'S FANCY WEDDING CAKES



This design is exclusively Victoria's as are all her designs. this design won out of 600 entries nationally, the 1993 People's Choice Award at Christies East New York City, N.Y. Sponsored by "Domaine Cameros" this Event was recognized on CBS Good Morning and People Magazine. This design is one of a kind yet very typical of Victoria's style. Each of Victoria's designs are her own original designing. Who does all the elegant designing, decorating, baking, delivery, setup and dressing of the cake table?

Victoria Personally!

Victoria is accustomed to meeting clients at a convenient location to taste cake and view endless designs or Victoria is capable of designing a new special theme.

Victoria will personally fly anywhere to deliver and setup her elegant cakes.

Victoria's

Fancy Wedding Cakes

Victoria Austin

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FANCY
WEDDING
CAKES



This
Top Tier has
Australian
string work
with
hand piped
sugar lace along
the separator
plate.

FRAGILE!

Victoria's
Fancy Wedding Cakes

Victoria Austin

austin@saukherald.com - 612-853-0011

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[Back to the home page](#)



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OBJECTIONS

Overcoming Objections



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CONCLUSION

Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

