Always Money Makers
How Newspapers are Driving Revenue & Audience Engagement with Promotions
Audience Engagement Software
Run contests and interactive content on your websites to:

- Grow your email & mobile database
- Generate revenue
- Engage your audience
Contests & Interactive Content

Enter to Win
- Sweepstakes
- Codeword Sweepstakes
- Photo Contests
- Video Contests

Quizzes
- Personality/Outcome
- Trivia

Voting
- Photo Voting
- Video Voting
- Custom Brackets

Ballots
- Best Of
- Niche
- Advertiser-Specific

Questionnaires
- Polls
- Surveys
Why Promotions?
87% of email database growth comes from contests & interactive content through Second Street.
Billions

$120 $125 $130 $122 $115 $149 $184 $194 $200 $222 $236 $246 $254 $262 $207 $219 $231 $241 $254 $263

Local Advertising

Local Promotions/Marketing

Gap is forecasted to start widening again

Credit: Borrell Associates
Digital Media’s Share Rose 10 Points Since Pandemic

Share of U.S. Local Advertising Expenditures for Digital vs. Non-Digital Media

2019:
- Non-Digital: 43%
- Digital: 57%

2022:
- Non-Digital: 33%
- Digital: 67%

Source: Borrell Associates Inc., June 2022

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Since the Pandemic, Local Ad Buyers Have...

- Learned the value of their “owned media” holdings
- Hired internal marketing staff to manage those tasks
- Preferred personal contact with ad-sales reps DIY
- Turned to media cos. that offer holistic marketing advice

Social Media and Website Development exhibited highest growth at peak of pandemic

Nearly half say decisions are now being made by an internal marketing team, not by the owner.

82% prefer to interact with a person when buying local advertising, 14% prefer a DIY platform.

85% say it is very to extremely important for sales reps to exhibit a high level of marketing expertise.

*Source: Borrell’s 2021 survey of 2,811 local ad buyers*
Money Makers

- “Best of” Ballots
- Recurring Revenue
- Database Growth
- Events
“Best of” Ballots
“Best of” Ballots

Bayou's Best of the Best
Houma Courier

Best of 716
Buffalo News

Best of the Pines
The Pilot
Best of Baldwin

Gulf Coast Media, Foley, AL

• “Fix your dang logos”
• 105,000 nominations
• 298,000 votes
• 18,000 users
• 6,319 new opt-ins for paper
• $85,000 revenue
• 240% YOY growth
Best of Sumter

*The Sumter Item, Sumter, SC*

- 305,091 votes
- 13,000 nominations
- 11,000 people
- 3,000 new opt-ins for paper
- $240,000 revenue
Best of the Best

*Chattanooga Times Free Press, Chattanooga, TN*

- 64,000 users
- 31,000 nominations
- 322,000 votes
- 5,164 new opt-ins for paper
- $650,000 revenue
Gallatin’s Greatest

Bozeman Daily Chronicle, Bozeman, MT

• 74,000 votes

• 777 new opt-ins for paper

• 92 sales lead opt-ins

• $110,000 revenue
Best of

Sun Media, Southwest Florida

• 74,844 votes

• 4,571 new opt-ins for paper

• $375,000 revenue
Recurring Revenue
Annuals
’Of the Month’
‘Of the Month’

### Bel’s Furniture Hometown Heroes
*Victoria Advocate*

### McHenry County Cutest Kid Contest
*Northwest Herald*

### Educator of the Month
*Idaho Press*

### Hines Furniture Athlete of the Year Bracket
*The Sumter Item*
Athlete of the Week/Year

The Sumter Item, Sumter, SC

- Sponsored by a Furniture store
  - Weekly Ballot
  - Avg **500-800** Votes Per Week
  - 18% Newsletter opt-in
  - 16% Contest opt-in
  - 20% Sponsor opt-in

- Year End Bracket
  - **20K** Votes

- Year 2!
  - **$1,000** per month
  - **$12,000** Per Year
Educator of the Month

*Post Register, Idaho Falls, ID*

- Sponsored by Credit Union
- Collecting leads for sponsor
- **$36,000** Revenue

Teachers are very special people and have a very important role in our children's lives. Each month, we would like to celebrate a teacher who truly stands out and has made a difference. This special person will be highlighted along with receiving a $250 gift card.

**Nominate an educator that has made a difference in your child's life and/or in your community!**

They could win a $250 gift card and you can win a $25 gift card just for entering!

*Last day to nominate is the 20th of the month; winners will be announced the last Sunday of each month.*

*Sponsored by:*
National Sweepstakes
National Sweepstakes

$1,500 Back to School Sweepstakes - Financial
WNUZ-FM

$1,500 Back to School Sweepstakes – Real Estate
KYYZ-FM

$1,500 Back to School Sweepstakes - Grocery
Leader-Telegram
National Sweepstakes

Gary & Nelson’s $15,000 Year End Bonus
KFGE-FM

$15,000 Sweepstakes by Impressions Flooring
Baltimore Magazine

$15,000 Rent or Mortgage Sweepstakes
Hot Springs Sentinel-Record
$15,000 Rent or Mortgage Giveaway

APG

• 810 entries
• 437 email opt-ins
• $42,000 revenue
Purdue Farms Giveaway

*The Daily Sun, Port Charlotte, FL*

- Brand New!
- Sold across 10 markets
- $20,000 in Q1 2022
Database Growth
Email Growth

Wehco Media, Inc.

• 500,000 emails
• 27,000 subscription conversions
• 4.7%-7.7% conversion rate
• LTV = $9 per email address
Email Growth

Adams Publishing Group

• 20% email growth in last 12 months
Editorial Opt-Ins on Everything
Editorial Opt-Ins on Everything

Work From Home Photo Contest
Chattanooga Times Free Press

Back to School Photo Gallery
El Dorado News-Times

Find it!
El Dorado News-Times
Content Quizzes
Welcome to the Times Union News Quiz. We will test your knowledge of the week's local, national, and world news with a fun quiz each week. The questions will be tougher and the prize even BIGGER. We run a quarterly contest where your scores will be tallied after 13 weeks. A grand prize winner will be chosen among the highest scores each quarter to receive a $250 Visa gift card. Be sure to return every Friday for a new batch of brain teasers. Good luck!

**Question 1 of 10**

What two regional financial institutions announced plans to merge?

- Berkshire Bank and Key Bank
- SEFCU and CAP CDM
- Trustco Bank and Citizens Bank
- Summark FCU and First New York FCU

**Severe Weather Awareness Quiz**

**Question 1 of 10**

Highway overpasses provide shelter from tornado winds

- True
- False

**How much do you know about the State Legislature?**

Not your knowledge of Arkansas politics.

**Question 1 of 10**

How many members are there in the Arkansas House of Representatives?

- 50
- 75
- 200
- 435

**Weekly News**

*Albany Times Union*

**Severe Weather Awareness**

*Chattanooga Times Free Press*

**How much do you know about the State Legislature?**

*Arkansas Democrat-Gazette*
Question of the Day Polls
Question of the Day Polls

COVID Poll
El Dorado News- Times

Census Poll
Northwest Arkansas

Who Ya Got?
Chattanooga Times Free Press
Events
Events

20 Under 40
Presented by Baptist Health
The Oldham Era

Influential Women
Breaking Ground Institute

Augusta Home and Garden Show Sweepstakes
Augusta Chronicle
Events

Best of Baldwin
*Gulf Coast Media*

Best of the Best Chesapeake
*Star Democrat*

Best of the Best
*Chattanooga Times Free Press*
Events

**Best of Baldwin**

- 400 attendees
- Inaugural gala
- Only the 3rd annual Best of Baldwin
What can we help you tackle today?

Find definitive best practices, guidance, and thought leadership from our world-class team of industry and product experts.
Thank you!

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