GATEHOUSE promotions!

Local Media Association Digital Revenue Summit
April 22-23, 2019 | Crowne Plaza O’Hare, Chicago
Dedicated department supporting GateHouse Media Markets with planning, sales strategy, marketing and execution of all promotions

Over 10x Revenue Growth in 3 Years
2016, 2017, 2018 Award Winner From Secondstreet for Top Group-wide/ Company Promotions Strategy

146 Daily Newspapers with total paid circulation of approximately 1.6 million

331 Weekly Newspapers with an approximate weekly reach of 1.7 million

1,160+ In-Market Sales Representatives

5M+ Small and Medium Businesses in Our Markets
MASSIVE MARKET OPPORTUNITY

Research from Borrell Associates

Promotions work for advertisers because they produce measurable results and activate customers in a way that traditional advertising can’t.

Advertisers understand this, and the data from Borrell Associates indicates there has been a massive shift in spend toward promotions.

*All dollar amounts are in billions.
6 PROVEN CHANNELS OF REVENUE GROWTH WITH PROMOTIONS:

- Best of the Best - Leveraging Growth Opportunities
- Community Enterprise - Multi Month Impact with School Year and Full Year Programs
- Expansion of National Promotions
- Increasing Special Section and Local Event Revenue with Promotions
- Seasonal Promotions - 400+ such as Mother's Day, Memorial Day, Etc.
- Custom Advertiser Promotions
ANNUAL & ONGOING PLANNING ALIGNS TO THE 6 PROMOTIONS CHANNELS

<table>
<thead>
<tr>
<th>Category</th>
<th>Channel</th>
<th>Description</th>
<th>2023 Promotions Timeline</th>
<th>2024 Promotions Timeline</th>
<th>2025 Promotions Timeline</th>
<th>2026 Promotions Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>Product</td>
<td>An annual product promotion strategy focusing on increasing market share and customer engagement.</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
</tr>
<tr>
<td>Marketing</td>
<td>Campaign</td>
<td>A series of marketing campaigns targeting new and existing customers to drive sales.</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
</tr>
<tr>
<td>Customer Support</td>
<td>Service Support</td>
<td>Providing excellent customer service to ensure customer satisfaction and loyalty.</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
</tr>
<tr>
<td>PR</td>
<td>Press Release</td>
<td>Publishing press releases to increase brand visibility and credibility.</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
</tr>
<tr>
<td>Social Media</td>
<td>Engagement</td>
<td>A strong social media presence to engage with customers and build brand awareness.</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
</tr>
<tr>
<td>Events</td>
<td>Conference</td>
<td>Attending and hosting conferences to network with industry peers and potential clients.</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
<td>Jan 1 to Dec 31</td>
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</tbody>
</table>

*Note: The table contains detailed information on each promotion channel. GATEHOUSE promotions!*

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**GATEHOUSE promotions!**
Take your Reader’s Choice program to the next level!

Best of the Best is an Oscars-style awards ceremony for the top three vote-getters in a readers’ choice program. Glitz, glamour, food, and bottomless drinks are staples of this event, and provide the leaders of the local business community an opportunity to network and celebrate their success and honor of being named “Best of the Best.”

Adding an event to an existing Readers Choice program will deepen the level of buy-in customers have for the program and create new six-figure plus revenue opportunities. The event is guaranteed to be the talk of the town!

Watch a video from one of our Best of the Best award banquets.
(you will be directed to open a new browser window)
BEST OF THE BEST

Nomination Packages  The Voting Ballot  Winner’s/Finalists Packages  Event & Special Section  Reward Packages
VIDEO FROM PALM BEACH EVENT
COMMUNITY ENTERPRISE

Annual Programs From Some Of the Most Popular Promotions
COMMUNITY ENTERPRISE

Enter your furry friends each month to win furbulous prizes!

Annual Programs From Some Of the Most Popular Promotions
NATIONAL PROMOTIONS

All National Promotions come with National Prizes, Leadership and Sales Prizes to help accelerate participation. Local Prizes are also encouraged.

Big Game Challenge January
College Hoops March
NEW Ultimate Summer Vacation June
Blockbuster Bucket List September
Holiday Wish & Win November
VIP Big Game Experience December
NATIONAL PROMOTIONS

Over $50k In sales
- 1353 Entries
- 810 Unique Entries
- 57% opt-in rate
- 47 People Asked asked for the Pre- Winter Inspection

Over $50k In sales
Why?
- Increase Special Section Revenue
- Build O & O Revenue
- Build Thrivehive/Ontarget Revenue
- May also build Thrivehive revenue by adding ThriveHive direct Email
- Increase Results for Advertisers

Adding promotions to your events, special sections and initiatives delivers advertisers with more value through marketing & sales leads

Recommended Best Practices
- Maximize Audience Based Packages with Promotions, Content and Media
- Be Aware of Content Opportunities to Develop Account Target Lists for Your Team
- Leverage ThriveHive to Extend the targeting opportunities- Email, Social, ontarget
- Partner with Local Entertainment and Sports for Prize Packages

$70k Promotions + Special Section
MW Missouri added $4950 in Additional Revenue packaging a Quiz with their NEMO FARMER special section!
SEASONAL PROMOTIONS
SEASONAL PROMOTIONS

Howe Lumber was searching for a unique way to market their business during the Father’s Day shopping season.

**OBJECTIVE & GOALS**
- Build their Email Database
- Generate Customer Leads
- Increase Brand Awareness
- Gain Consumer Knowledge
- Generate Foot Traffic

**CHALLENGES**
Create a marketing campaign which would generate high participation and meet all of the goals of the campaign.

**SOLUTIONS**
The “Father’s Day Sweepstakes” was created, encouraging members of the community to enter to win a $500 gift card. A $10 off coupon was offered as an incentive to enter and increase sales. Participants were asked questions as they entered gathering consumer data. A fully integrated campaign was developed, and ran across multiple platforms, to reach a vast amount of people all across the community.

**PRODUCTS**
- RCP Print Ads in the Worcester Telegram & Gazette
- Digital Ads on telegram.com
- Logo Inclusion on Promotional Ads
- Posts on Telegram & Gazette Facebook Page
- Direct Emails
- Branded Online Sweepstakes Page
- Home Page Promotion on telegram.com

**RESULTS**
- 1,492 Entries Were Received
- 970 People Entered
- 61% Opted-in for Emails from Lowe Lumber
CUSTOM ADVERTISER PROMOTIONS

**WHAT ADVERTISERS WANT** and How Promotions Can Deliver

- Engage Target Audience
- Collect Data
- Increase Traffic to Website
- Increase Social Following
- Increase Email & Mobile Databases
- Generate Sales Leads
- Increase Foot Traffic
CUSTOM ADVERTISER PROMOTIONS

**Rochester Red Wings**

**Baseball VIP Pack Sweepstakes Generates Many Marketing Leads**

**BACKGROUND**
The Rochester Red Wings is a local minor league baseball team and has been a long standing client. They were looking to do something different that would create excitement and engage the community just prior to opening day.

**OBJECTIVE & GOALS**
- Build their Email Database
- Generate Sales Leads for Events
- Increase Brand Awareness
- Increase Ticket Sales
- Engage the Community

**CHALLENGES**
Finding one solution that would meet all of their objectives in one campaign.

**SOLUTIONS**
The “Red Wings VIP Ticket Pack” Sweepstakes was created, encouraging members of the community to enter to win a day at the ballpark. A fully-integrated campaign was developed, and ran across multiple platforms, to reach a vast amount of people all across the community. Bounce back offers were incorporated promoting discounted ticket sales and they were asked if they were interested in holding an event at the ballpark.

**PRODUCTS**
- Print Ads in all Messenger Post Media publications
- Digital Ads on www.mgnow.com
- Direct Emails to over 30K people
- Branded Online Sweepstakes Page
- Social Media Posts
- Home Page Promotion on www.mgnow.com

**RESULTS**
- 3,429 Entries Were Received
- 1,089 People Entered
- 778 Opted-in for future promotional Emails
- 118 said yes, they would like to be contacted about holding a group event at the ballpark

**Wendy’s**

**Wendy’s Gains Awareness and Database with Sweepstakes**

**BACKGROUND**
The local Wendy’s in Columbus, OH was adding a new menu item and was looking for ways to market it.

**OBJECTIVE & GOALS**
- Increase awareness of their new menu item and drive traffic to their location
- Collect new email addresses to build upon their current database
- Grow their social audience

**CHALLENGES**
Identifying the right promotion that would generate awareness, traffic and entries with a high opt-in rate.

**SOLUTIONS**
A fully-integrated sweepstakes campaign was created and ran for 3 weeks throughout the Columbus Market.
The prize of a ‘Wendy’s Gift Card’ specifically for the new menu item was offered assuring awareness of their new summer salad.

**PRODUCTS**
- ROP Print and ROS Digital Ads
- Wendy’s Branding throughout Campaign
- Social Posts
- Direct Emails
- Home Page Promotion
- Targeted / Retargeted Digital Ads

**RESULTS**
- 5,083 Entries
- 3,666 Unique Entries
- 74% Opt-in Rate
RESOURCES

- **COMPENSATION:** Compensation for Promotions Managers and MMSES
- **PLANNING BEST PRACTICES:** Leadership strategy sessions, best practices and tools for building promotions plans
- **REGIONAL DIRECTORS:** that work hand in hand with Market Champions
- **REPEATABLE MODELS OF SUCCESS FOR BEST OF THE BEST** and all promotions programs. Increased value in media packages, new promo packs and expanded
- **MONTHLY PROMOTIONS CALLS** - focused on sharing successes and programs you can activate in your market
- **IN MARKET AND ON DEMAND SALES TRAINING** for promotions
- **SALES COLLATERAL** to support proposal sales as well as sales collateral for each individual program
- **Over 70 CASE STUDIES** that demonstrate measurable success across advertiser categories
- **BI-WEEKLY NEWSLETTER** that shares market successes, scalable opportunities and top seasonal opportunities
- **FULL CONTEST SETUP** and all contest marketing collateral
- **PRICING CALCULATOR** to help markets build turnkey and custom packages as well as to communicate full value
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