

TN TownNews

**Special Offer:**  
**Supercharge reader  
revenue with Audience+**

March 2022

A silhouette of a person sitting at a desk in front of a large window. The person is wearing a dark hoodie and is looking out the window with their hand to their face. On the desk, there is a laptop, a dark mug, and a black speaker. The window shows a blurred outdoor scene with trees and buildings. The overall lighting is dim, with the primary light source being the window, creating a strong contrast between the dark interior and the bright exterior.

**We live in an increasingly  
digital world**



**1,800 newspapers have closed in  
the United States since 2004**

(that's 100 a year)

# Local news is gaining traction with digital subscriptions

Lee Enterprises	57% annual growth
Hearst	50% annual growth
Gannett	46% annual growth

# Traditional metered paywalls limit growth

One-size-fits- all  
experience

Transaction in  
circ system

Complicated  
purchase path



# Readers now expect easy, personalized experiences

Easy  
payment

Discount /  
trial offers

Access  
anytime,  
anywhere

High quality  
content

Fast load  
times



**"Audience+ has helped us better understand our audience, segment them, and serve them different offers based on their reading habits."**

- Jeremy Feldman, Director of Audience Development, EO Media Group

**130%**

Increase in new digital starts (conversions)

[WenatcheeWorld.com](http://WenatcheeWorld.com)

**5,253%**

Increase in email newsletter signups

[BendBulletin.com](http://BendBulletin.com)

**250%**

Higher conversion rate than average

[EastCentralIowaNews.com](http://EastCentralIowaNews.com)

**187%**

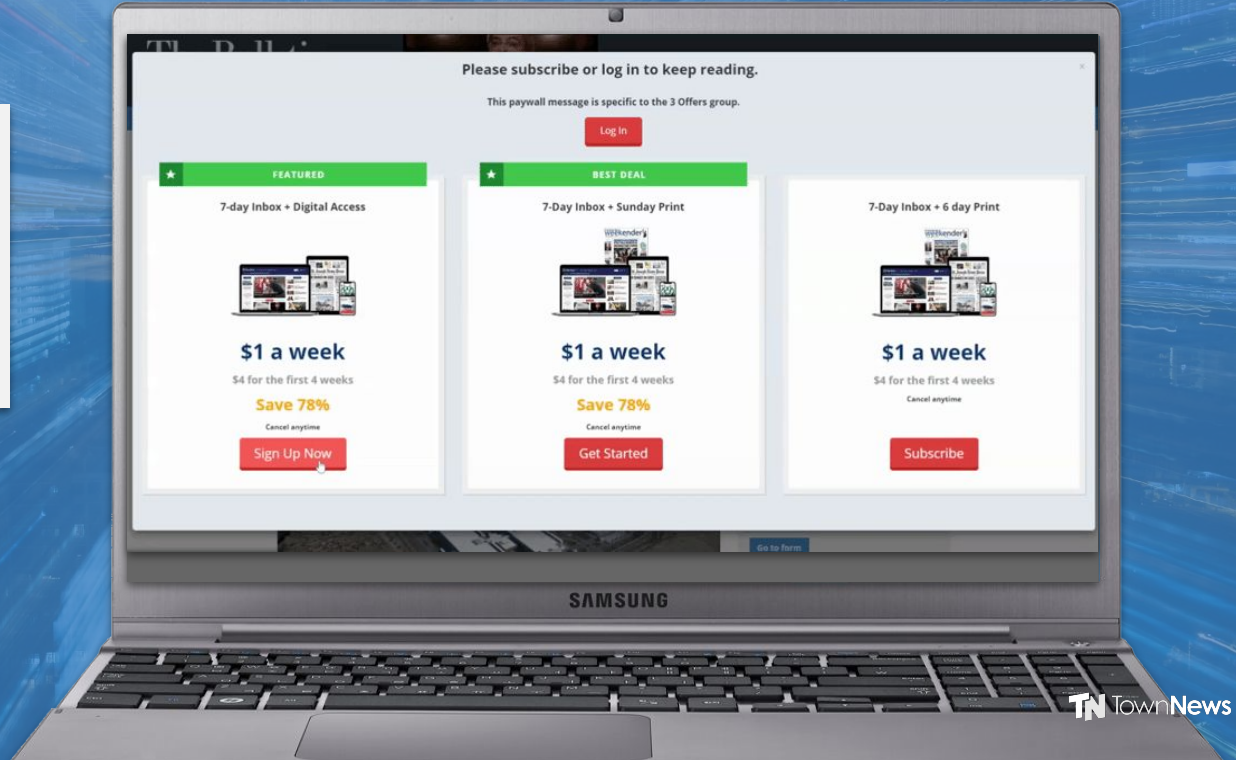
Increase in new digital starts (conversions)

[Lee Enterprises](http://LeeEnterprises)

**Audience+ is proven to increase performance**

# Supercharge growth with a reimagined user experience

- ✓ Fast, frictionless payment
- ✓ Easy login and signup
- ✓ Targeted offers and messages
- ✓ Grow emails & 1st party data
- ✓ Modify the paywall without HTML



# Amazing features, incredible value

Special Feature	Standard Paywall	BLOX Audience	Full Audience+
Basic metering, paywall & registration wall options	Limited	✓	✓
Metering based on section, keyword or asset type	Section only	✓	✓
<b>NEW</b> Frictionless 1-page payment & login	✗	✓	✓
<b>NEW</b> Custom Subscribe landing page	✗	✓	✓
Target audiences with custom offers and messages	✗	✓	✓
Strategy consultation with experts	✗	✓	✓
Ad blocker & private browsing detection	✗	Adblocker only	✓
Segment visitors into Brand Lovers, Loyal Readers	✗	✗	✓
Advanced metering by start time, referrer, browser and more!	✗	✗	✓



# How we can help

✓ Easy setup on an accelerated timeline

✓ Realigned internally to launch quickly

✓ Discounted pricing



**LIMITED TIME OFFER!**

# Upgrade your Audience Strategy

Lock in lower monthly rates and FREE setup today!

Offer ends March 31, 2022  
Rates will increase beginning April 1.

\* Setup fee waived when you sign by the deadline. Additional payment handler setup fee may apply.

**BLOX Audience**

**Full Audience+**

Daily Newspapers

**\$295/mo.**

**\$395/mo.**

Multi-day Newspapers

**\$149/mo.**

**\$295/mo.**

Weekly Newspapers

**\$99/mo.**

**\$295/mo.**

- ✓ New Paywall
- ✓ 1-Page Payment
- ✓ Subscribe Landing Page

- ✓ New Paywall
- ✓ 1-Page Payment
- ✓ Subscribe Landing Page
- ✓ Audience Targeting
- ✓ Highly Advanced Metering

**NO SETUP FEE!\***  
**SAVE \$250**

**NO SETUP FEE!\***  
**SAVE \$750**

# Questions?

## 2 Easy ways to lock in these Audience+ discounts:

- Email us at [Info@TownNews.com](mailto:Info@TownNews.com)
- Contact your sales rep

To learn more, visit:

[TownNews.com/AudiencePlus](https://TownNews.com/AudiencePlus)

## Documentation

[help.TownNews.com](https://help.TownNews.com)

## Support

800-293-9576  
[support.TownNews.com](https://support.TownNews.com)

## Community

[community.TownNews.com](https://community.TownNews.com)

## Status

[TownNews.status.io](https://TownNews.status.io)