

## 20+ secrets for digital revenue growth

Thursday, September 12, 2019



# Today's agenda

- Analyze your advertising
- Consider your content
- Remember membership
- And other things to try





## Analyze your advertising



# New ad types

- Multi-sized ads
- Anchor ads
- Sticky ads
- Paging galleries with ads
- Infinity content ads
- Creative Template ads
  - Wallpaper ads
  - Reveal ad
  - Pencil expander
- Video pre-rolls
- Podcasts with ads

# In-article ads

- Placed algorithmically based on content length, view port, etc.
- Automatically follows Better Ad Standards
- Lazy loading and high viewability

## Titan boys, Wildcat girls bring home titles

Nick Blasnitz Apr 19, 2017

f t e p q

### Results

#### Boys team results

1, Thayer Central 147; 2, St. Cecilia 93; 3, Superior 83; 4, Lawrence-Nelson 77; 5, Deshler 76; 6, Aurora 35; 7, Sandy Creek 14

#### Boys individual results

Pole vault — 1, Keegan Casey, TC, 10-6; 2, Chase DeVries, SC, 10-6; 3, Adam Baker, Sup, 10-6; 4, Kole Fiala, Aur, 9-6; 5, Holden Ruhnke, Des, 9-6

Long jump — 1, Grant Hansen, Des, 19-11 3/4; 2, Colton Billoft, L-N, 18-6; 3, Ethan Freeman, Sup, 17-9; 4, Jarod Hergott, TC, 17-1 1/4; 5, Ian Boerkircher, Aur, 16-1 3/4; 6, Brett Mundhenke, Des, 16-0 1/2

Shot put — 1, Garrett Caldwell, Sup, 52-0 1/2; 2, Dietric Kenning, TC, 46-8 1/2; 3, Kyle Golay, L-N, 44-9 1/2; 4, Wyatt Heikinen, L-N, 43-2; 5, Jaden Hanson, Sup, 41-9; 6, Kyle Kugel, TC, 41-5

Triple jump — 1, Jake [unclear], STC, 37-1; 2, [unclear]

The Thayer Central boys track and field team relies heavily on its middle distance runners, and at Tuesday's Superior invite, they proved just how valuable they can be.

The combination of Aubrey Fangmeier, Evan Fuglestad, Zach Koss and Connor Mumm gave the Titans a 1-2-3 finish in the 400-meter dash and the 800-meter run. Those four were also part of the gold-medal winning 1,600 relay team, and two of them were on the first-place 3,200 relay team.

In just those events, the Titans racked up 68 points en route to the team championship with 147 points.

**Godfather's Pizza**  
• Daily Specials • Carry Out  
• Delivery  
We have the widest delivery area in town!  
• Catering  
If it fits in our oven, we can make it for you!  
Click here to order online  
1414 N. Burlington  
Hawarden  
402-393-1040  
www.godfathers.com

"They're guys who p...  
think they do...  
p...



# Digitize your ads

- Include ads online in a package or as an upsell:
  - Display ads
  - Video commercials
  - Coupon books
- SearchBoost program

## Today's Print Ads

The collage features several types of print ads:

- Real Estate:** Multiple ads for Ruhl & Ruhl REALTORS, including mobile app promotion and various property listings with photos and descriptions.
- Services:** An ad for "SENIORS WELCOME! HEAT AND WATER PAID 1 & 2 BEDROOM available" and an ad for "Hennigan-McGowan-Bethune Funeral Home".
- Coupons:** Several "YOU PICK YOUR DISCOUNT" coupons for Dugger's Cafe, offering 20% off or buy one get one 1/2 off.
- Local Businesses:** An ad for "Daho Electric Supply".
- Other:** A "VOTED QUAD-CITY TIMES READERS' CHOICE BEST BREWERY" badge.

## Showcase Podcast Roundup

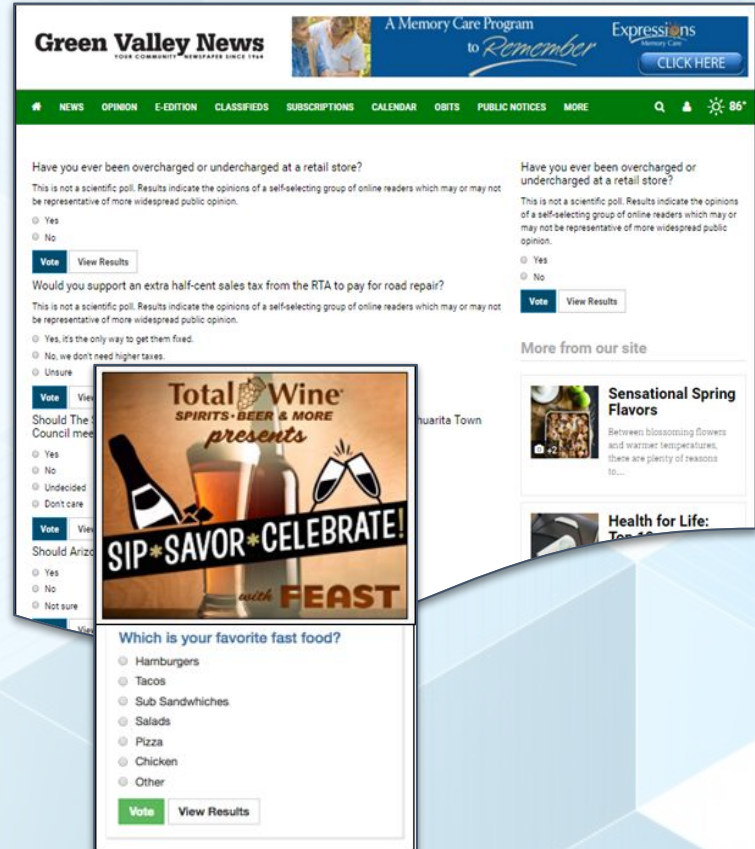
Each week we round up the best podcasts from our staff and present them here for easy listening. Click on your favorite podcast to begin! This page is updated each week on Sunday.

Advertisement 110

2 mins  
1 Ben and Jim Thomas: Life after the Rams  
6:04 - Jul 13, 2016

# iQ AdOps

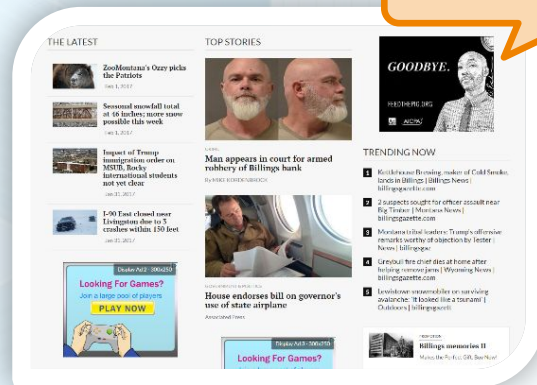
- Programmatic ads generate revenue with very little work
- Use programmatic to backfill local ads
- Create a targeted ad campaign for a big advertiser



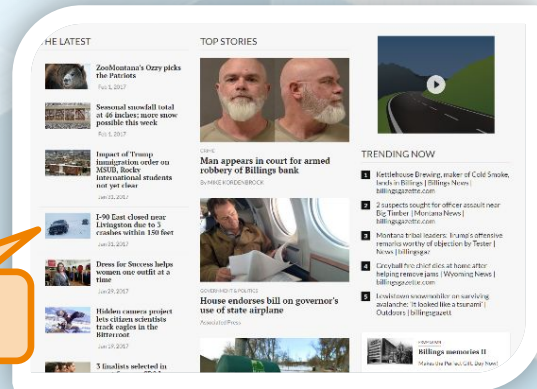
# iQ Engage

- Show more ads to “drive by” or social users
- Target more content to those who will consume more
- Decrease bounce rates with “More like this” for videos and articles

More ads



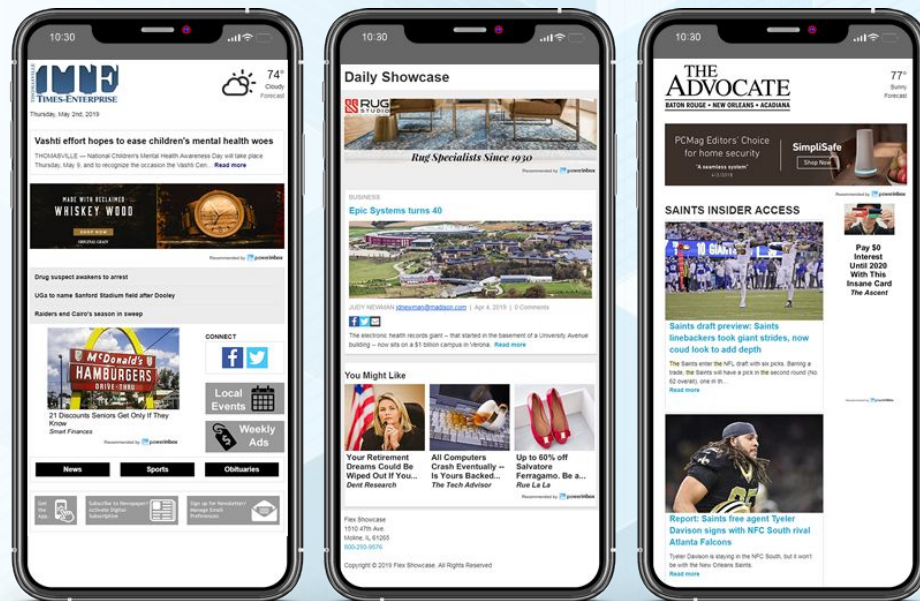
More content





# Programmatic ads for email\*

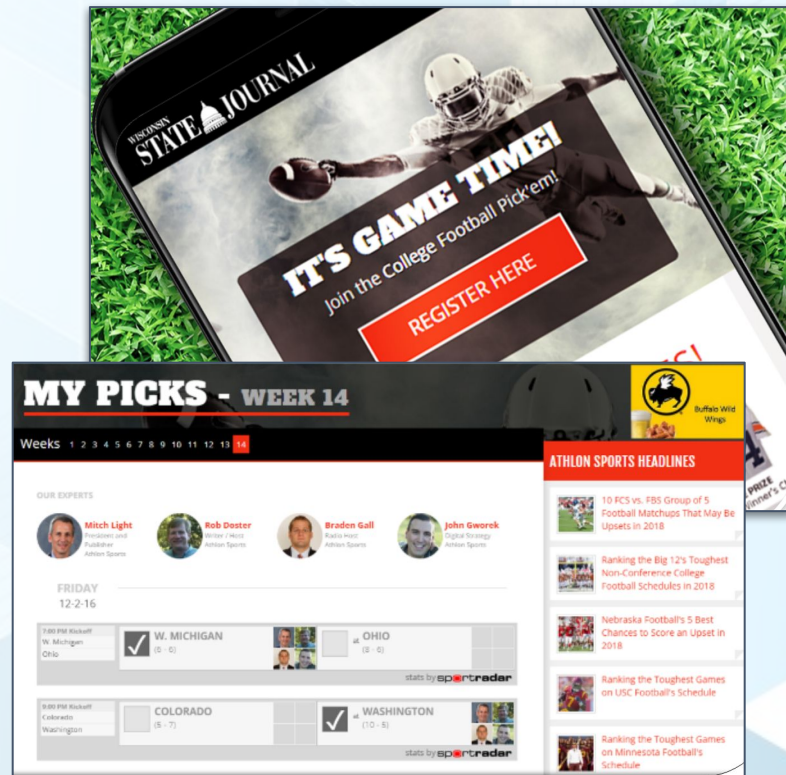
- In-newsletter banner ads
- Inline native ads
- Resizeable paid recommendations widget



*\*Available with Email Reach and BLOX Notifier*

# GamesPerform

- Local, prep, college, or pro sports
- Advertising opportunities
  - Wallpaper ads
  - Banner ads
  - 300 x 250 ads
  - 728 x 90 leaderboard ads
- Sponsorships  
Presenting sponsor, prizes, email newsletters, experts, bonus questions





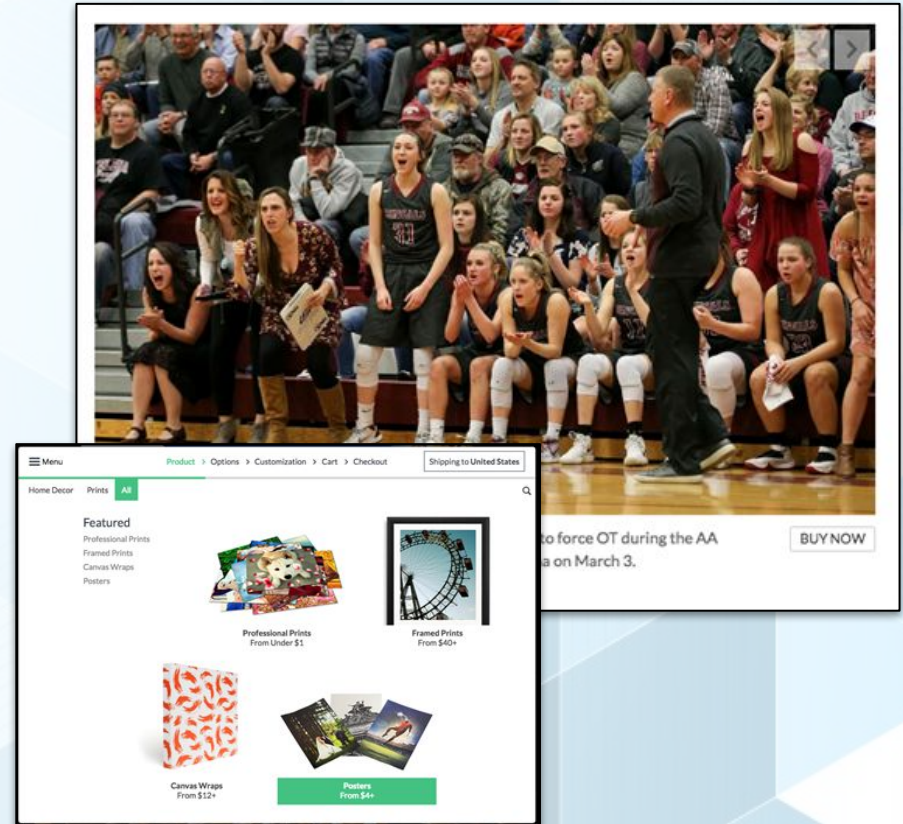
## Consider your content





# Photo sales

- Monetize local photos
  - High school prom
  - Graduation
  - Sports events
  - Parades
  - Music festivals
- Take extra photos
- Promote your URL



# BLOX Live e-Editions

- Banner ad spots
- Grow subscription revenue
- Include specialty magazines and guides online



# Email newsletters

- Create new email newsletters
- Email sponsorships
- Featured content in newsletters

## Email Me Weekly Job Openings

Receive the latest job openings from around the area + advice on how to build your resume, grow your career, and more.

\* Email

## Get Local Events sent to your Email Inbox!

Simply sign up below with your email and we'll send you local events each week.

\* Email

By submitting this form, you are consenting to receive marketing emails from: Richland Source, 40 W 4th St, Mansfield, OH, 44902, US, <http://richlandsource.com/newyork1.com/ownnews-staging.com>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Sign Up!

## Newsletters

### e-Edition Updates

Would you like to receive an email when a new e-Edition is posted? **Signup today!**

### News Updates

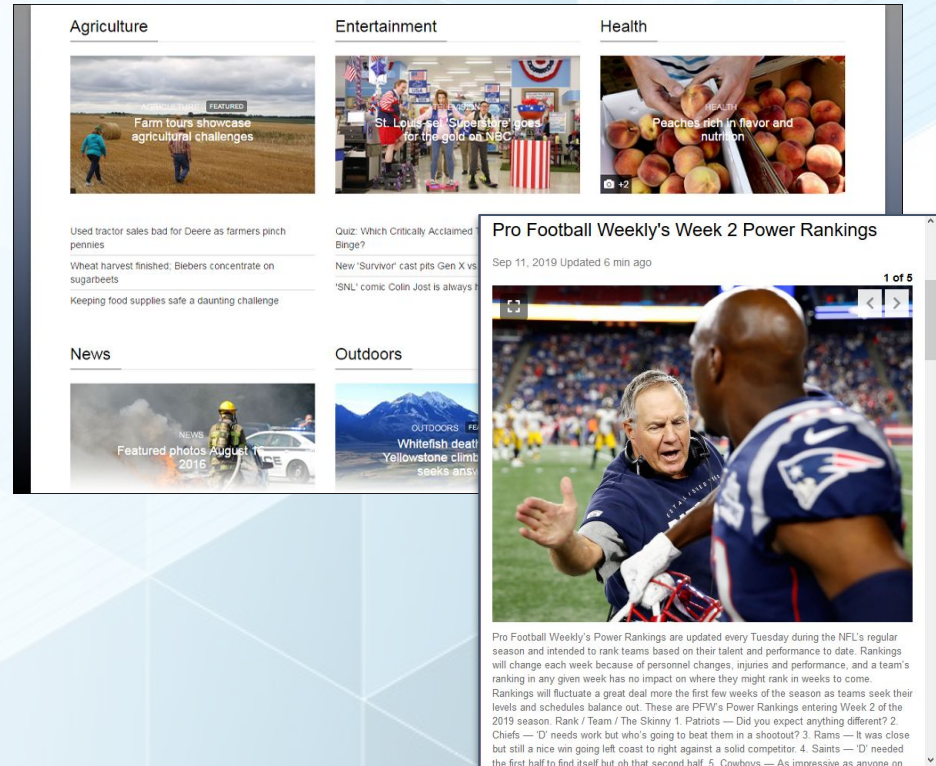
Would you like to receive our daily news? **Signup today!**

Manage your lists



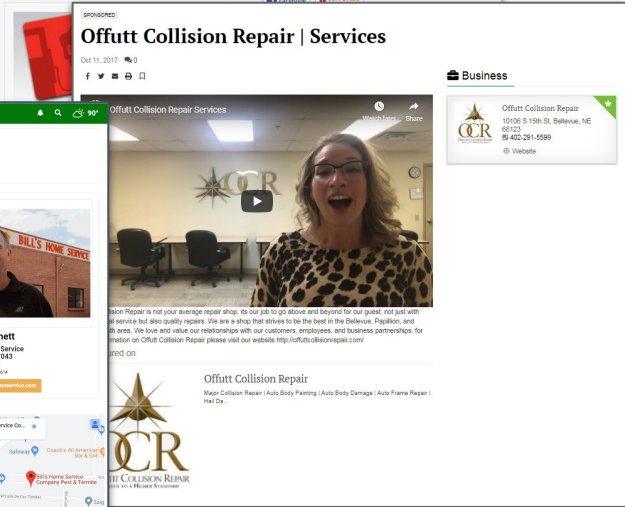
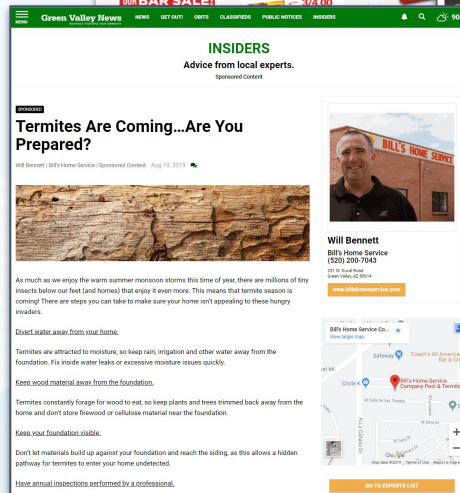
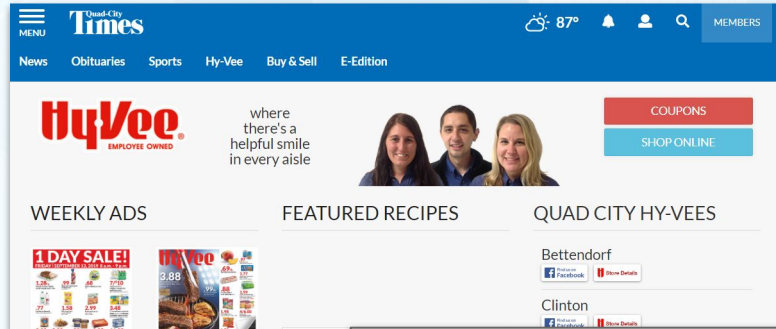
# TownNews Content Exchange

- More page views for you
- Additional sections and sponsorship opportunities
- Boost your own SEO by sharing content
- Canonical link sends SEO back to you



# Sponsored content

- Local advertorials filmed or written by staff or advertiser
- Sponsored sections within navigation



# Featured content

- Classifieds
- Calendar events
- Business Directory
- Enhanced Businesses (with easy fulfillment)
- Press releases

## Promoted Events



**Rivertown Peddlers Faire**  
📅 Saturday, September 21st, 2019 @ 9:00 am - 3:00 pm  
G St. Mercantile



**Brentwood Rotary's Gala Carnivale**  
📅 Saturday, September 21st, 2019 @ 6:00 pm - 10:00 pm



## The Full Kit

Get Sponsored



Adidas Busenitz Pure Boost-  
Light Solid Grey/Solid  
Grey/Silver Metallic

**\$130**

## Featured Events



DISCOVER  
Giving the gift of mobility



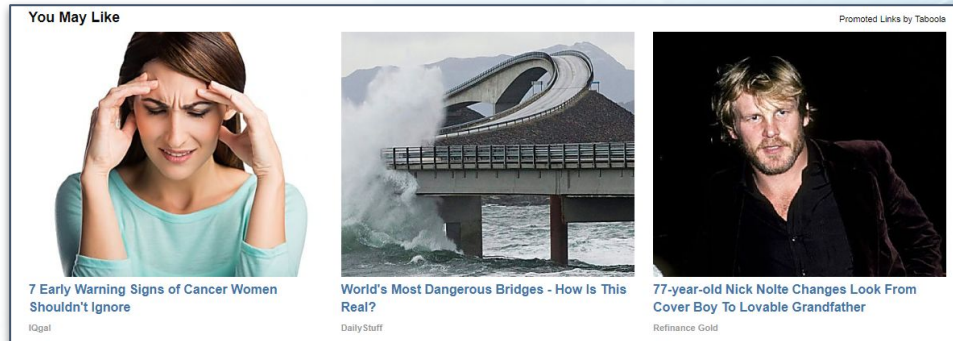
## Events

- DEC 18** Shelley Cords-Swanson Art Exhibit  
Mon, Dec 18, 2017
- DEC 18** Christmas in the Gallery  
Mon, Dec 18, 2017
- DEC 18** Wanda J. Skogerboe Juried Exhibition  
Mon, Dec 18, 2017
- DEC 18** Boys & Girls Basketball: Central Lyon vs. West Central  
Mon, Dec 18, 2017
- DEC 19** Shelley Cords-Swanson Art Exhibit  
Tue, Dec 19, 2017
- DEC** Christmas in the Gallery



# Paid recommendations

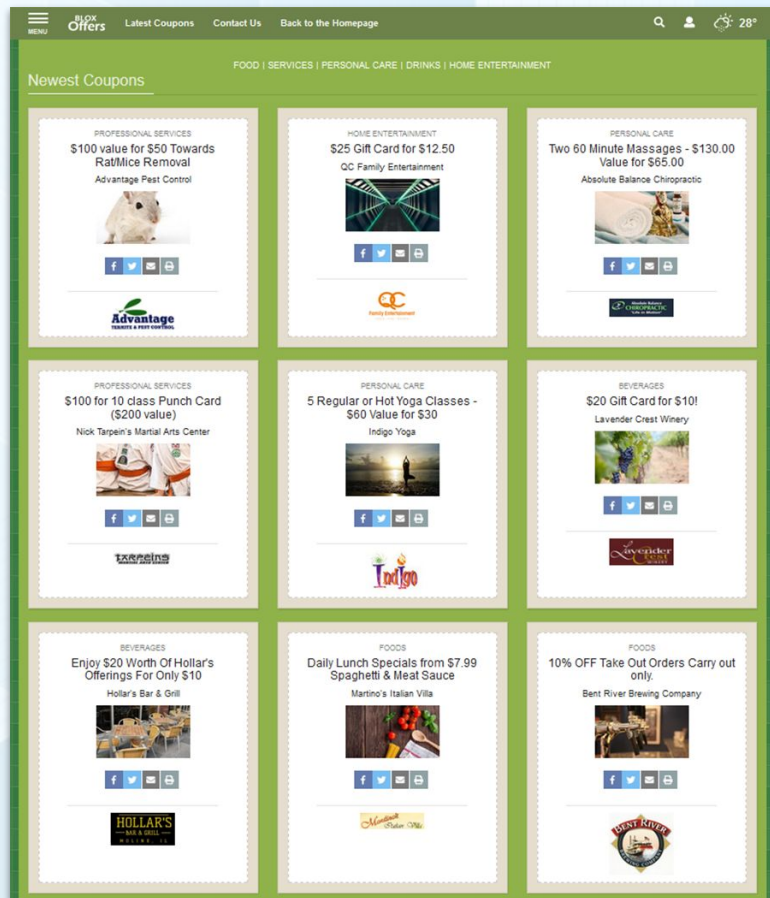
- Personalized content for individual users
- Place below article for optimal conversion
- COMING SOON: Paid recommendations block for section fronts



# BLOX Offers

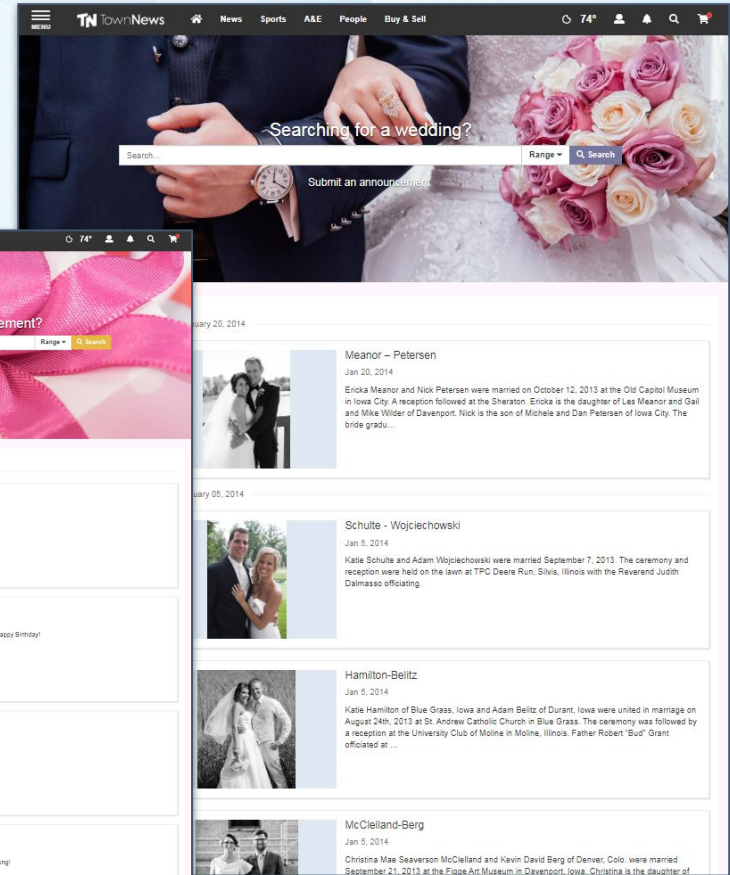
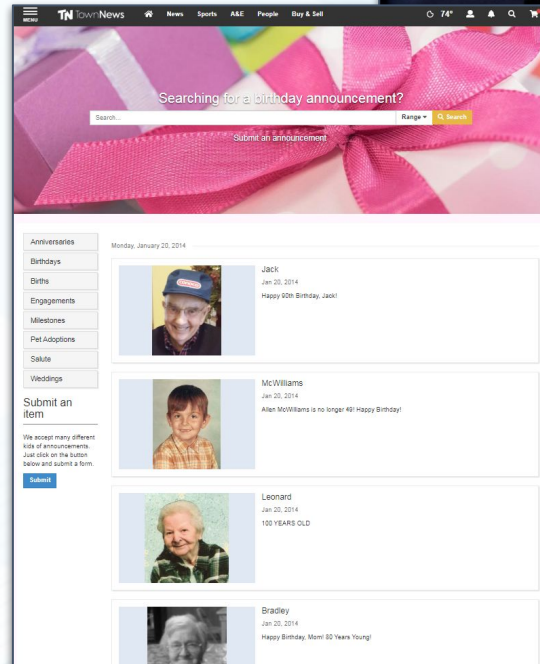
## Create a local coupon guide

- Digitize print coupons
- Include local videos
- Feature coupons
- Provide special content
- Announce upcoming sales events



# Obits & announcements

- Featured obits and announcements
- Additional categories
  - Veterans/heros
  - Generations
  - Pet memorials
  - Pet adoptions
  - Graduations





# Contests


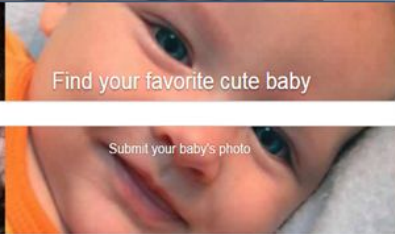
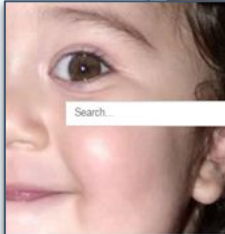
- Sponsorships and advertising
- Giveaways
- Cutest Baby, Pet
- Best Holiday Lights
- “Best Of” business contests

## Cutest Pet Contest



Submit your furry friend's photo to be featured in this year's Cutest Pet photo contest. On July 1st we will choose the pet who has received the most likes on Facebook as the winner! Click here to view submissions so far.

[Submit your pet's photo](#)






Find your favorite cute baby

Search... Range ▾ Q Search


[Submit your baby's photo](#)

Featured Baby Photos





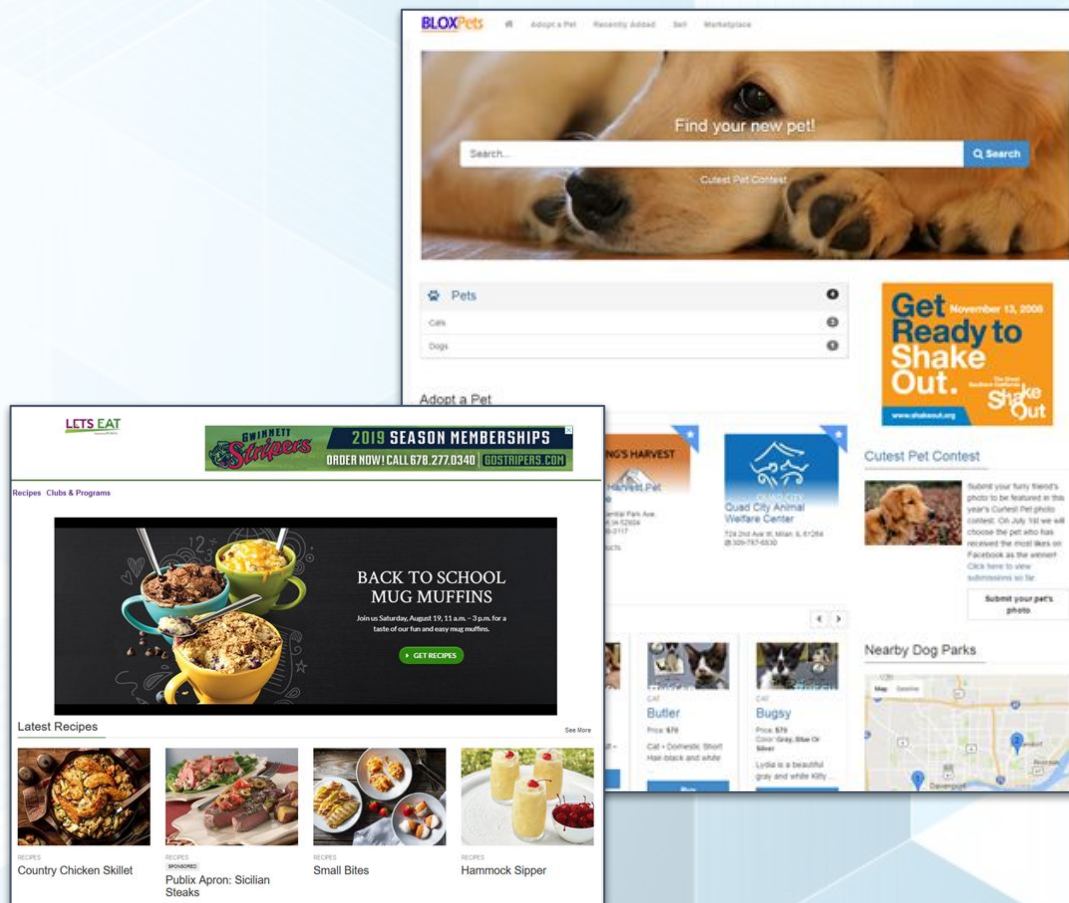
Infant/Child First Aid & CPR  
1-800-658-9609  
admin@eracademy.com  
www.eracademy.com

[f](#) [t](#) [in](#) 

[Photo Contest](#)

# Local guides

- Rental guide
- Dining guide
- Tributes
- Real Estate
- Automotive/boats
- Travel
- Pets





## Remember membership





# Membership

- Special offers
- Show fewer ads\*
- Faster page load times
- Commenting
- Immediate access to enterprise content

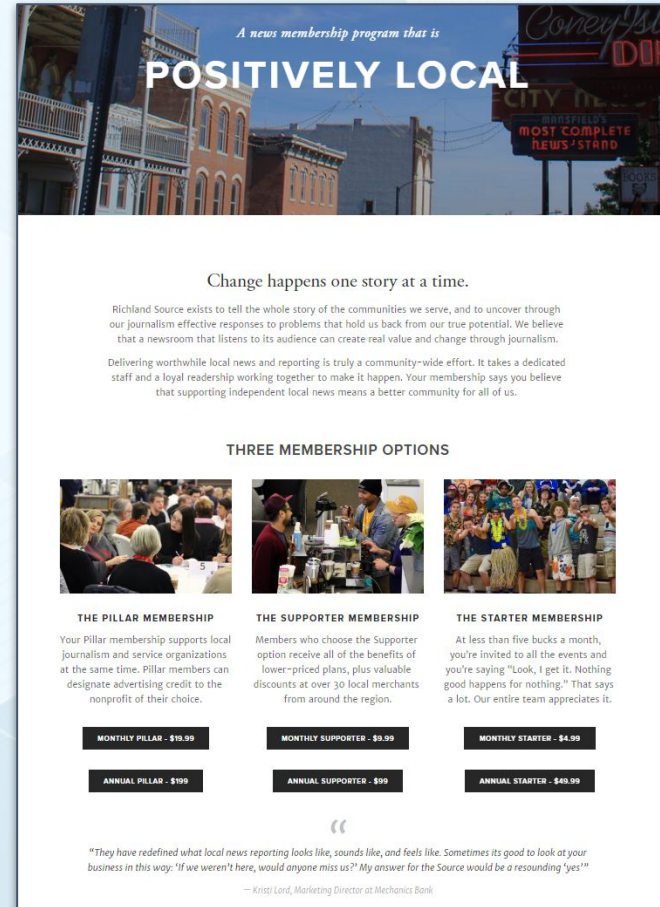
*\*available with iQ Engage*

The screenshot shows the Omaha World-Herald website. At the top, there's a weather widget for 76° Partly Cloudy, the newspaper's logo, and a search bar. Below the navigation bar, a blue banner introduces the 'SUBSCRIBER PLUS PROGRAM'. The main content area features 'Recent Subscriber Plus stories' with a headline about Husker QB Adrian Martinez. To the right, a list of benefits for subscribers is provided. At the bottom, a large purple banner promotes a 'SMALL BUSINESS SALE' for '\$3 FOR 13 WEEKS'. Below this, a table lists five membership tiers: Digital Basic, Digital Plus, Silver, Gold, and Platinum, each with its price and contact information.

DIGITAL BASIC	DIGITAL PLUS	SILVER	GOLD	PLATINUM
for the low price of	starting at	Call us at	Call us at	Call us at
\$5	<del>\$9.99</del>	800-452-7570	800-452-7570	800-452-7570
per month	\$3 for 13 weeks	to get started	to get started	to get started

# Other benefit ideas

- VIP email newsletter
- Local chats
- Get content first
- Private groups
- Webcam feed
- Local business discounts



A new membership program that is


## POSITIVELY LOCAL

Change happens one story at a time.

Richland Source exists to tell the whole story of the communities we serve, and to uncover through our journalism effective responses to problems that hold us back from our true potential. We believe that a newsroom that listens to its audience can create real value and change through journalism.

Delivering worthwhile local news and reporting is truly a community-wide effort. It takes a dedicated staff and a loyal readership working together to make it happen. Your membership says you believe that supporting independent local news means a better community for all of us.

### THREE MEMBERSHIP OPTIONS




**THE PILLAR MEMBERSHIP**

Your Pillar membership supports local journalism and service organizations at the same time. Pillar members can designate advertising credit to the nonprofit of their choice.

MONTHLY PILLAR - \$19.99

ANNUAL PILLAR - \$199




**THE SUPPORTER MEMBERSHIP**

Members who choose the Supporter option receive all of the benefits of lower-priced plans, plus valuable discounts at over 30 local merchants from around the region.

MONTHLY SUPPORTER - \$9.99

ANNUAL SUPPORTER - \$99



**THE STARTER MEMBERSHIP**

At less than five bucks a month, you're invited to all the events and you're saying "Look, I get it. Nothing good happens for nothing." That says a lot. Our entire team appreciates it.

MONTHLY STARTER - \$4.99

ANNUAL STARTER - \$49.99

“They have redefined what local news reporting looks like, sounds like, and feels like. Sometimes its good to look at your business in this way: ‘If we weren’t here, would anyone miss us?’ My answer for the Source would be a resounding ‘yes!’”

— Kristi Lord, Marketing Director at Mechanics Bank

# Google Surveys

- A great way to monetize “metered” free article views
- Lots of options to sample or limit the number of surveys
- Members don’t see the surveys





## Other things to try



# Local specialties

- Historical events or individuals
- Company headquarters
- Local inventions
- Agriculture or geography

Monetize those specialties:

- Merchandise, books, magazines, posters
- Podcasts
- Events or fairs

MADE in the 419 RICHLAND SOURCE  
www.richlandsource.com

*Limited Time Offer*

Time to bundle up.  
**419 Buckeye tee, matching scarlet beanie, great local music.**

**Only \$39**

[Shop Now](#)

The advertisement shows a bundle of merchandise including a dark blue t-shirt with the 'MADE in the 419' logo, a red beanie with the '419' logo, and a 'newsroom after hours' poster. The background features a close-up of a dog's face.

MADE in the 419

MADE in the 419

[Shop Now](#)

**Save 15% with code 419WEB**

The advertisement shows a woman wearing a dark blue t-shirt with the 'MADE in the 419' logo. The background features a close-up of a dog's face.



# Event Sponsorships

- Local running events
- High school sports rivalries
- Bridal shows
- Job fairs
- Food fairs
- Virtual events





# Questions



# Stay connected

- Documentation: [help.bloxcms.com](https://help.bloxcms.com)
- Support: Call 800-293-9576 or visit [support.townnews.com](https://support.townnews.com)
- Partner Community: [community.townnews.com](https://community.townnews.com)
- Service Status: [townnews.status.io](https://townnews.status.io)
- Follow us on Twitter, LinkedIn, Facebook, YouTube

**Stay connected**

☐ **TownNews Bulletin**  
Tips, tricks, news, and info from TownNews.

☐ **TownNews iQ Newsletter**  
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**  
News, tips and info focused on video management and OTT.

☐ **Content Exchange Newsletter**  
Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ **Software release notes**  
Software announcements for BLOX CMS and related products.

☐ **BLOX Total CMS release notes**  
Software notes and service alerts for BLOX Total CMS.

☒ **Webinar announcements**  
Receive invitations to TownNews webinars.

Enter email address

[Sign up](#)





Thank you!

