



YOUR FALL REVENUE GUIDE TO PROMOTIONS



Introduction

Are you looking for ways to keep your revenue growing during the fall months?

Whether you're new to promotions or you're a pro, this guide will take you month-by-month to provide you with an action plan, case studies, and advertisers to target to build your \$30K, \$60K, or \$90K revenue plan.

So, what are you waiting for?

Follow the guide, plan ahead, prepare your sales team, and approach the right advertisers, and you can maximize your revenue this fall.



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WHAT'S IN THIS GUIDE:



Planning

How to set goals and build a detailed plan to help you reach your goals this fall.



Multi-Month Campaigns

Fall is the perfect time of year to lock in annual campaigns to drive in revenue all year long.



September

From football to tailgating, find all the ideas you need to maximize your September revenue.



October

Harvest new revenue opportunities during this month known for Halloween and autumn fun.



November

This month is all about Thanksgiving and community, so develop campaigns that put this at the forefront.

PLANNING



WHAT'S YOUR REVENUE GOAL?



set your goals and plan out everything you need to achieve them

For anyone who's ever tried to make a great family meal, you know how much work goes into preparing the feast. You wouldn't bring out the dessert before the appetizers.

So, what's your revenue recipe?

Setting a goal is one of the most important aspects of having a successful engagement strategy, yet it's often overlooked. Once you've set your revenue goal, you can begin planning out the best promotions and interactive content to reach your fall revenue goal.

Take a look at these fall revenue plans and see which one is right for you.

SEPTEMBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Fan Photo Contest (\$5,000)
Advertiser Sweeps (\$2,500)

OCTOBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Ticket Giveaway (\$3,000)
Advertiser Sweeps (\$2,500)

NOVEMBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweeps (\$2,500)

Make an
additional
\$30,000+
this fall by
adding a
pro football
pick'em.

\$ TOTAL REVENUE: \$34,500

Fall Revenue Plan B

SEPTEMBER

Multi-Month Campaign (\$1,000)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Fan Photo Contest (\$5,000)
Advertiser Sweeps (\$2,500)

OCTOBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Advertiser Sweeps (\$2,500)

NOVEMBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$4,000)
Ticket Giveaway (\$3,000)
Advertiser Sweeps (\$2,500)
Athlete of the Week Ballot (\$10,000)

\$ TOTAL REVENUE: \$66,500

Fall Revenue Plan C

SEPTEMBER

Multi-Month Campaign (\$1,000)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$3,000 each)
Fan Photo Contest with two sponsors (\$10,000)
Three Advertiser Sweepstakes (\$2,500)

OCTOBER

Multi-Month Campaign (\$1,000)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$3,000 each)
Three Advertiser Sweeps (\$2,500 each)

NOVEMBER

Multi-Month Campaign (\$1,000)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$2,000 each)
Three Advertiser Sweeps (\$2,500)
Athlete of the Week Ballot (\$10,000)

\$ TOTAL REVENUE: \$97,500

Adding a pro
football pick'em
can earn an
additional
\$30,000+

MULTI-MONTH CAMPAIGNS



Varsity 845 Scholar Athlete of the Month

Case Study: Photo Contest

Times Herald-Record | Middletown, NY | Circ: 80,000



Contest Drives
Month-After-Month
Revenue from
Multiple Sponsors

Vote for your favorite male and female athlete of the month by 1/22!

Already Entered?



Like Comment Share
160
24 Shares 71 Comments

Turnkey Available

THE GOAL

The paper was looking to increase their revenue, grow their email database, and promote goodwill among their readers. Varsity 845, the paper's designated local sports site, decided on a High School Athlete of the Month contest.

THE SOLUTION

While the paper was able to secure nine sponsors. From healthcare and home improvement to community colleges and automotive, their sponsors were proud to be a part of the contest. The year-long contest had categories for male and female athletes. Each month nominees are submitted and votes cast to pick the male and female winners. The two winners would receive a plaque, a gift card for \$250, and coverage in the paper. The paper also held a banquet in May to honor all of the winners.

THE RESULTS

\$60,000
revenue

11,000+
votes

2,800+
opt-ins

READ THE CASE STUDY

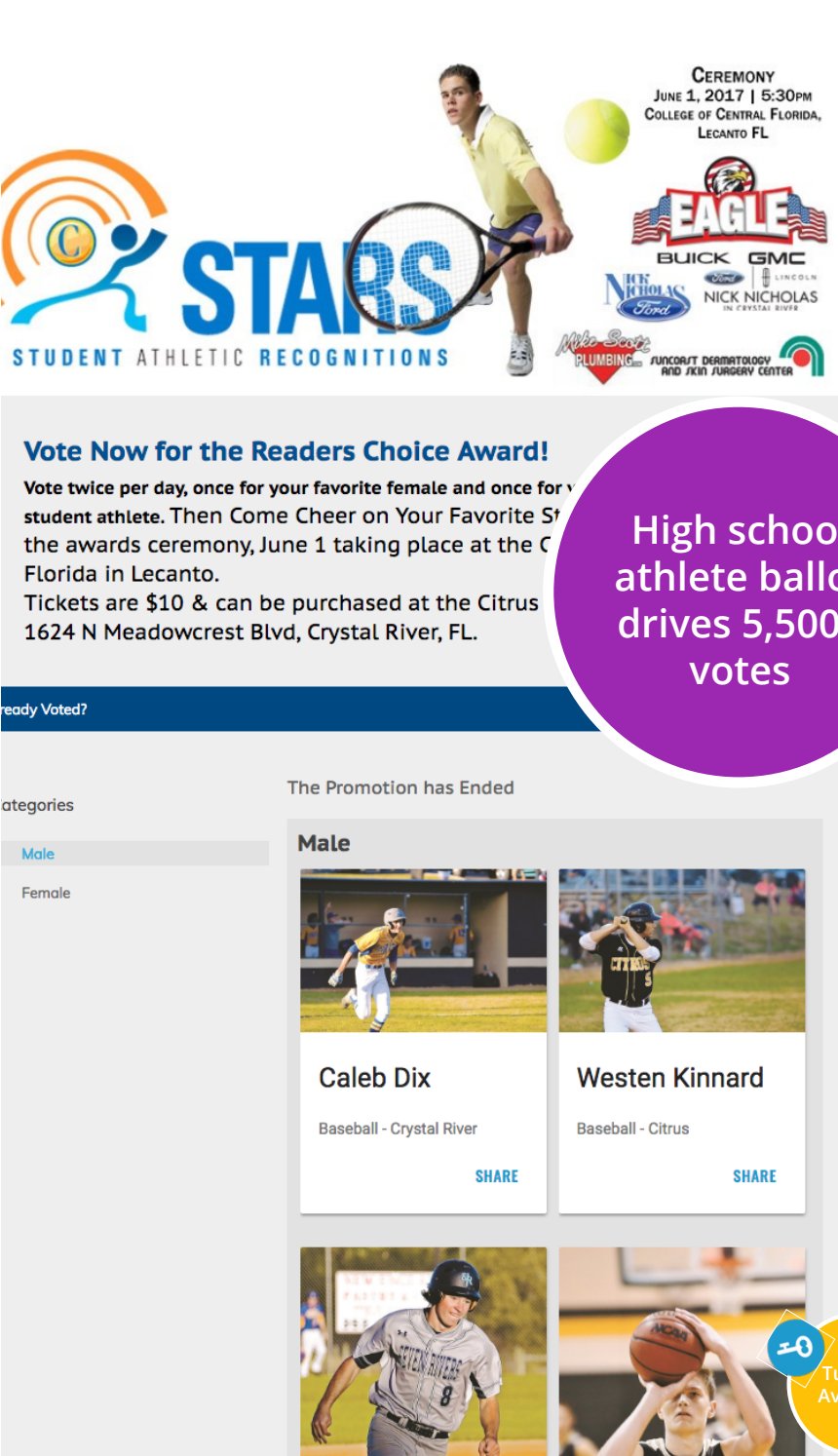
Inspiration for Multi-Month Campaigns



\$7,500
Revenue,
Multiple
Sponsors

Turnkey
Available

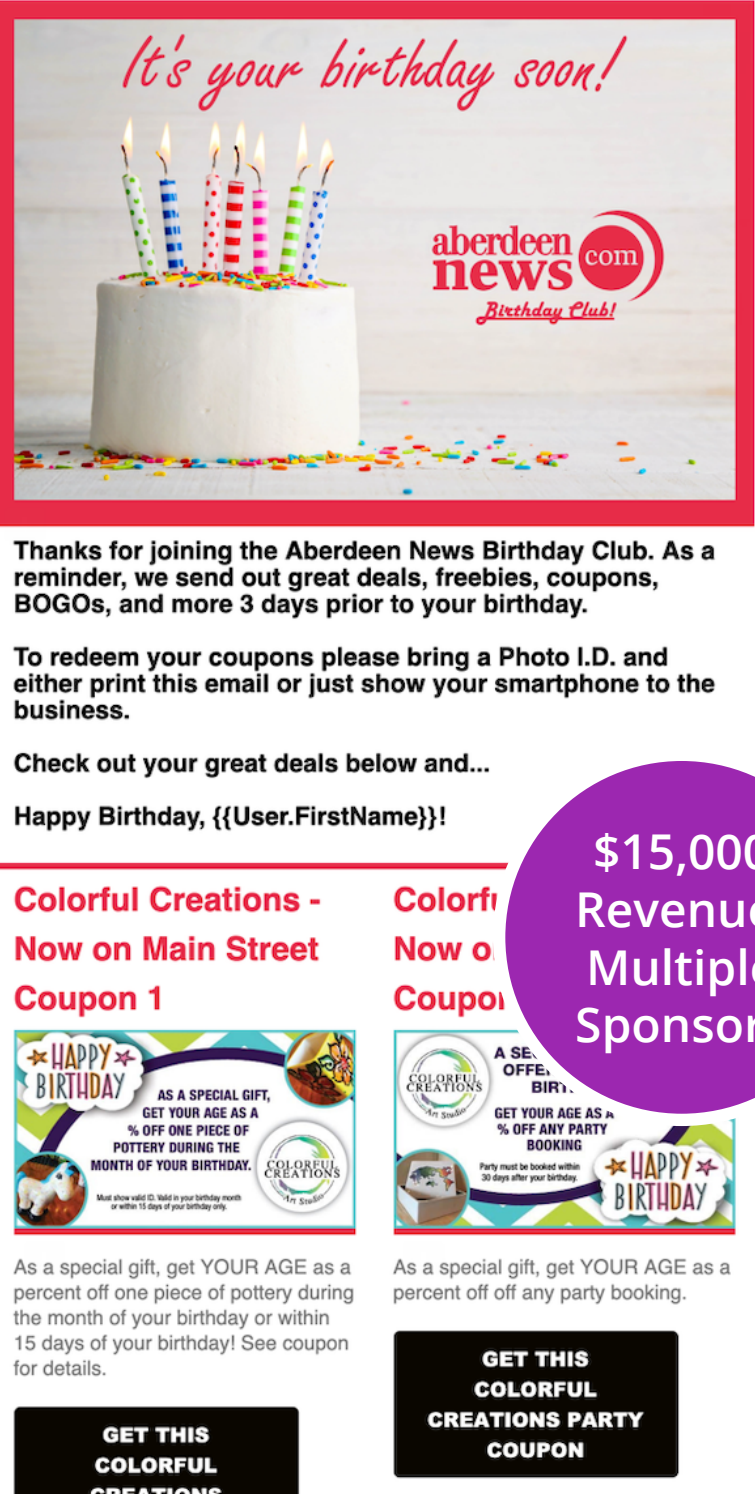
Teacher of the Month
KIDK-TV
Idaho Falls, ID | DMA: 160



High school
athlete ballot
drives 5,500+
votes

Turnkey
Available


STARS Student Athlete Recognitions
Citrus County Chronicle
Crystal River, FL | Circ: 30,000



\$15,000
Revenue,
Multiple
Sponsors

Birthday Club Email
Aberdeen American News
Aberdeen, SD | Circ: 81

SEPTEMBER

A large, stylized graphic of a football with laces, rendered in a lighter shade of blue, positioned diagonally across the background.

Advertisers to Target:

- Automotive
- Utilities & HVAC
- Bars & Restaurants
- Financial Services

The Wildest Sweepstakes

Case Study: Sweepstakes

Augusta Chronicle | Augusta, GA | DMA: 111

The screenshot shows the landing page for 'THE WILDEST SWEEPSTAKES' for the Georgia vs. Florida game. The page features a large title, a 'Brought to you by Wild Wing Cafe' logo, and a 'Thank-You Coupon Drives Foot Traffic to Local Sports Bar & Restaurant' callout. The coupon is for \$10.00 off the purchase of an entree. The landing page also includes a 'Turnkey Available' badge, social media links, and a 'Share how to enter with your friends' section.

ENTER FOR A CHANCE TO WIN!!
Grand Prize: 2 Tickets to the Georgia vs. Florida game in Jacksonville, FL. October 27, 2018

Second Prize: An Ultimate VIP Experience at the Wild Wing Cafe Tailgate Party in Augusta, GA. October 27, 2018

Email:

By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules

CONTINUE >

Thank-You Coupon Drives Foot Traffic to Local Sports Bar & Restaurant

Megan,

We've received your entry to The [The Wildest Sweepstakes](#) presented by Wild Wing Cafe brought to you by Chronicle Media.

Please enjoy this coupon as a thank you!

\$10.00 OFF
THE PURCHASE OF AN ENTREE
Good for one time use | Expires 10/28/2018

Share how to enter with your friends:

[f](#) [t](#) [e](#) [p](#)

[Terms of Service](#) [Privacy Policy](#) [Rules](#)

THE GOAL

When the *Augusta Chronicle* was able to secure two tickets to the big Georgia vs. Florida football game, they knew they had to act fast to turn this opportunity into a great contest.

THE SOLUTION

The paper reached out to Wild Wing Cafe, a local sports bar. The restaurant immediately agreed to partner with the *Augusta Chronicle* on the contest. Wild Wing Cafe was so excited, they offered up a second prize of a VIP Tailgate Party. Plus, to drive even more traffic to their restaurant, they included a \$10.00 off coupon in the thank-you email to all participants. The contest was a big hit with the paper's readers and the sponsor.

THE RESULTS

\$2,000
revenue for paper

470+
entries

220+
opt-ins for sponsor

Inspiration for September



1,400+ Opt-Ins for Station & 1,000+ for Sponsor

Show Us Your Game Face

The Post and Courier

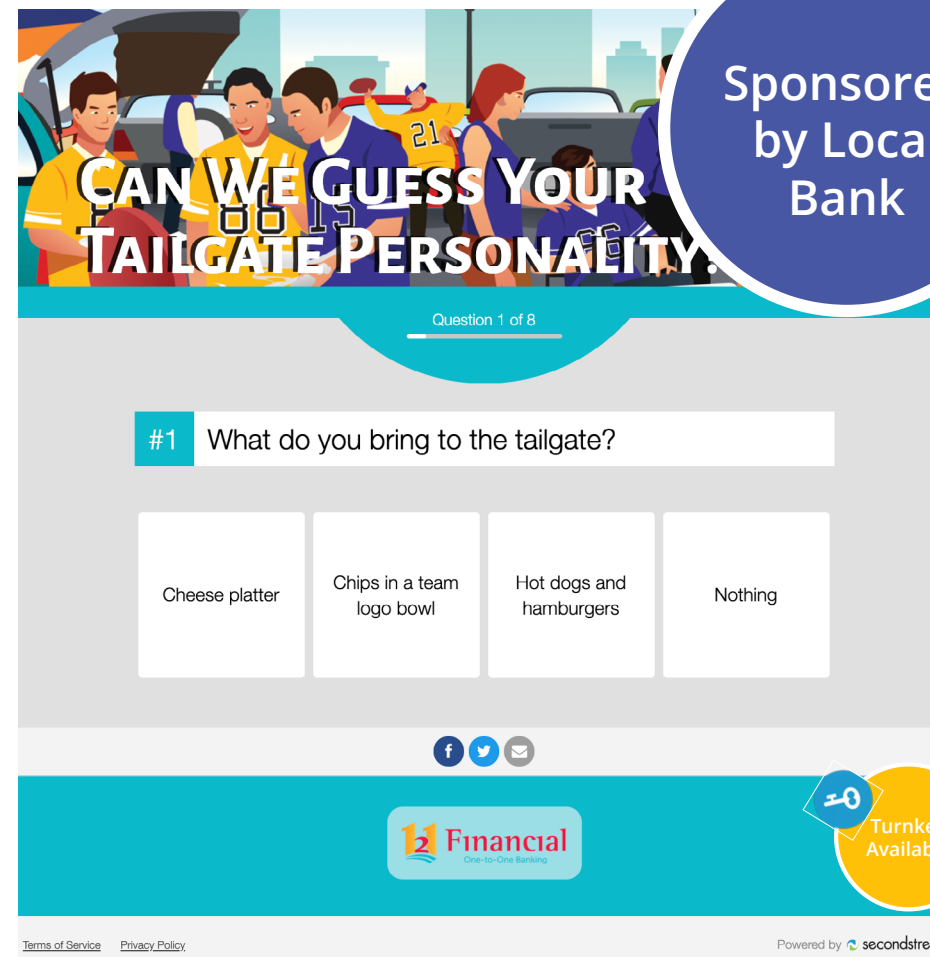
Charleston, SC | Circulation: 100,000



Ultimate Fan Cave

WPRT-FM

Nashville, TN | DMA: 29

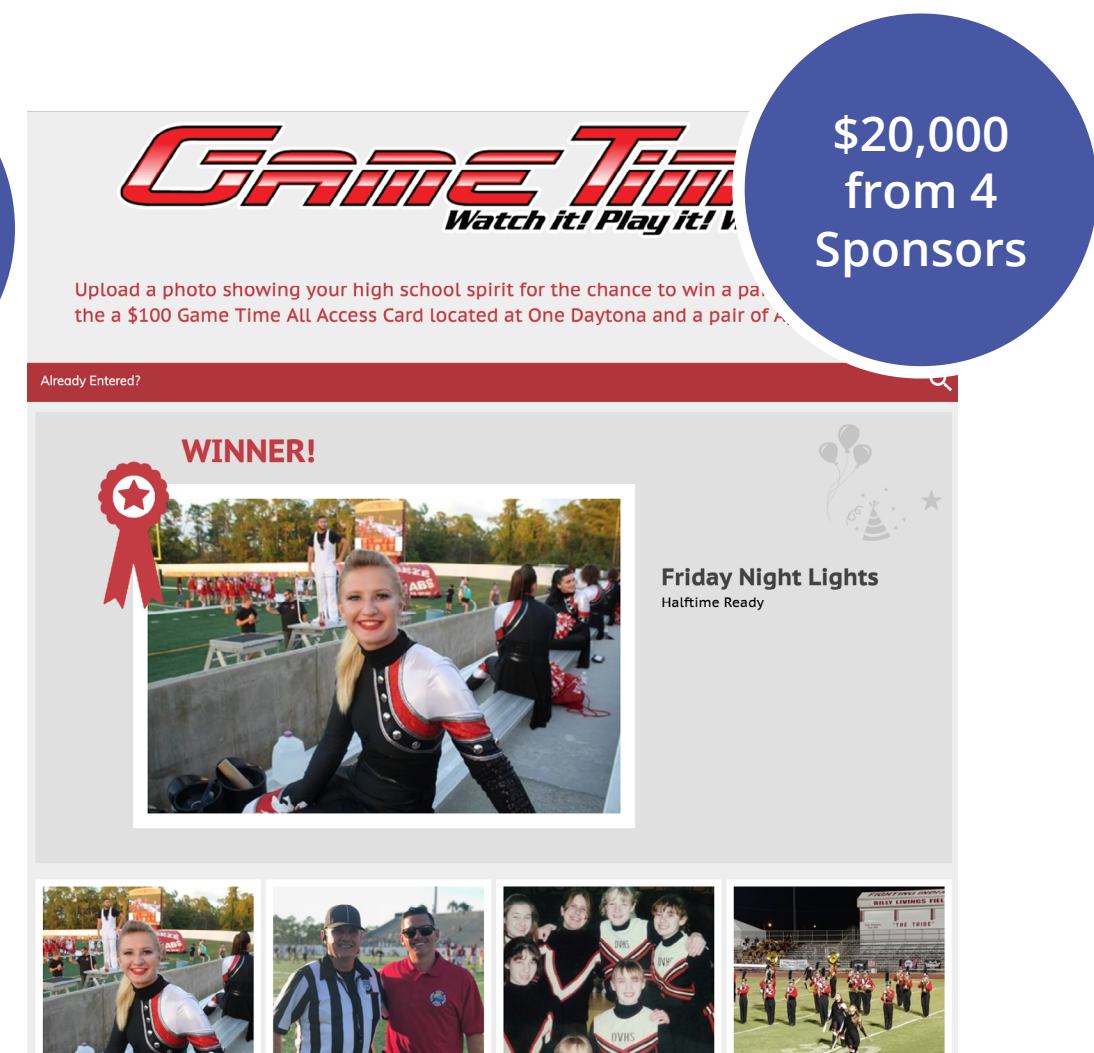


Sponsored by Local Bank

Can We Guess Your Tailgate Personality?

The Florida Times-Union

Jacksonville, FL | Circulation : 157,000



\$20,000 from 4 Sponsors

Game On Daytona Stadium

WVYB-FM

Daytona Beach, FL | DMA: 19

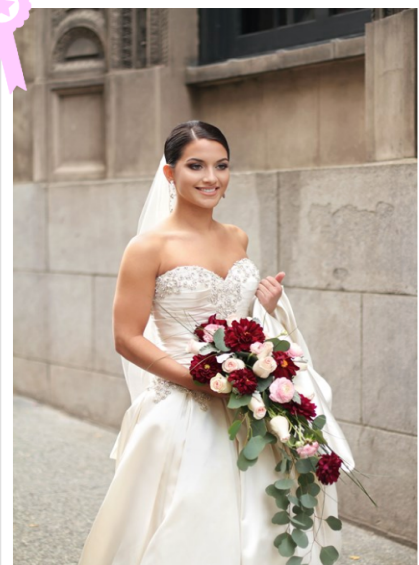
Inspiration for September



Which of these brides should be on the cover of Pittsburgh Magazine's Fall Weddings Issue? It's up to you! We have three finalists to choose from and you get to pick the winner.

Already Entered?

WINNER!



Leo Gigliotti & Gabriella DaPra

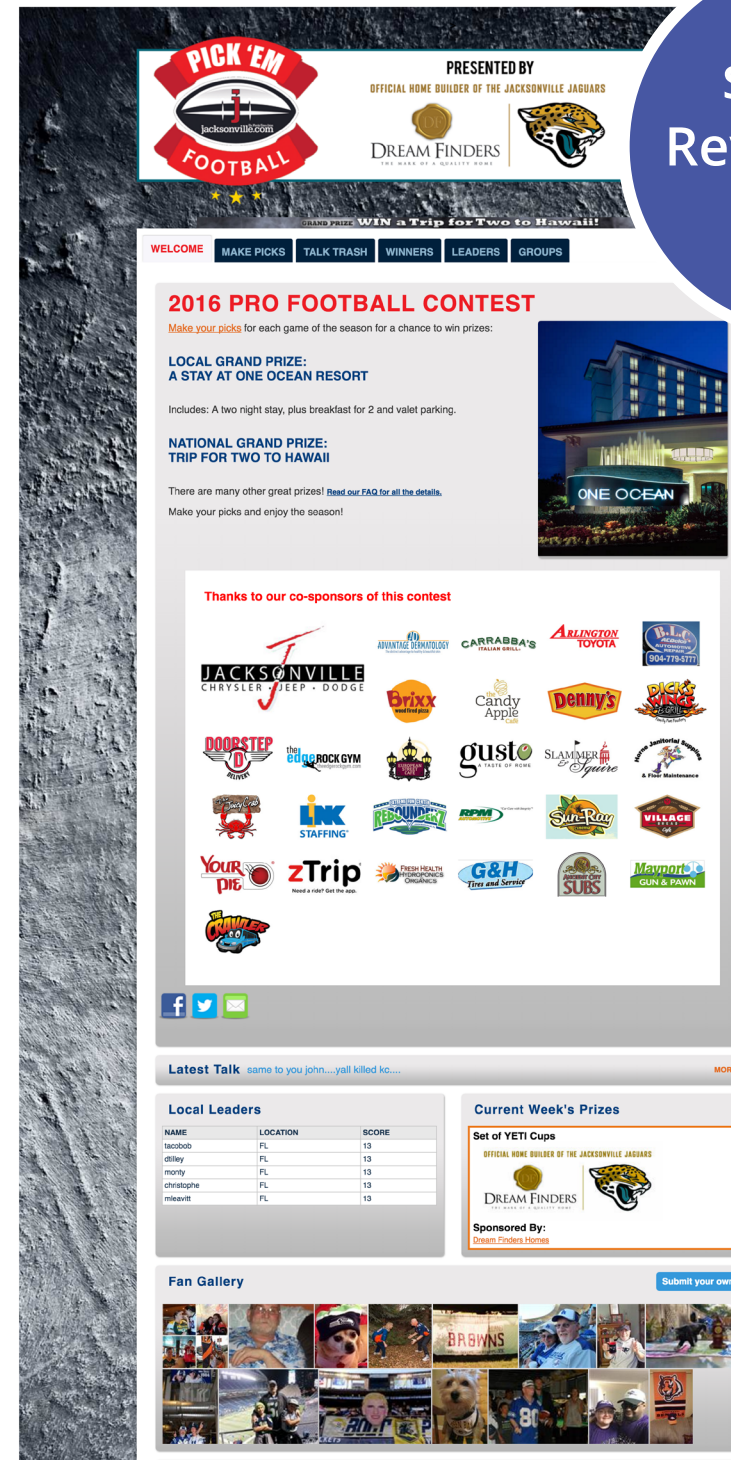
Drive BIG
Revenue from
Bridal
Services

Turnkey
Available

Fall Wedding Cover Contest

Pittsburgh Magazine

Pittsburgh, PA | Circulation: 50,000



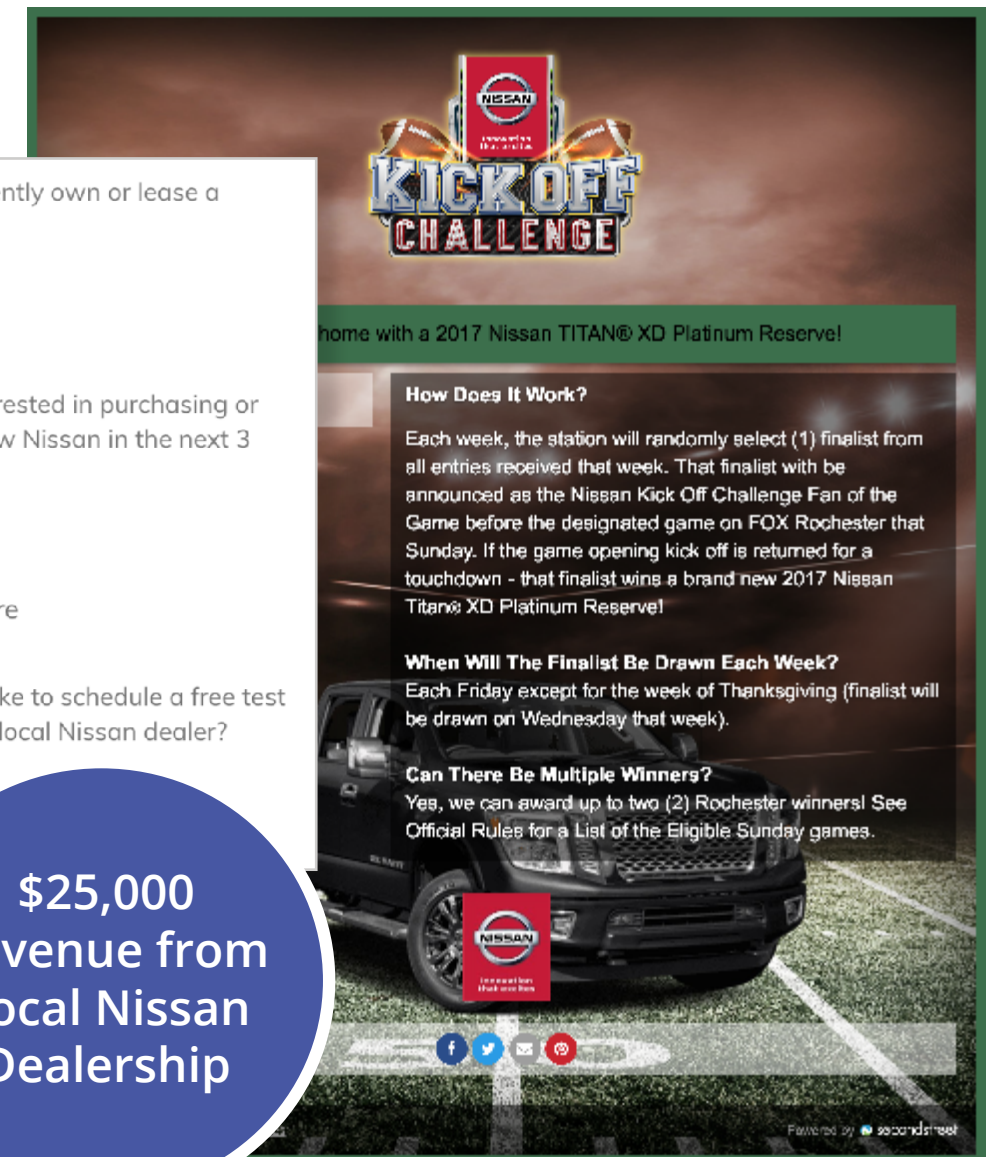
\$47,000
Revenue for
Paper

Turnkey
Available

Pick'em Football Challenge

The Florida Times-Union

Jacksonville, FL | Circ: 157,000



\$25,000
Revenue from
Local Nissan
Dealership

Nissan Kick Off Challenge

WHAM-TV

Rochester, NY | DMA: 79

Inspiration for September

VOTE NOW

Honor your favorite local school mascot by voting for them in our Best Mascot Contest.

Brought to you by
SPRINGFIELD CLINIC SPORTS MEDICINE

ALL STAR PREPS CAPITAL REGION 2018 BEST MASCOT CONTEST

Honor your favorite local school mascot by voting for them in our Best Mascot Contest. Vote for your school's mascot for a chance to win "Best Mascot" recognition during the Best of Preps Event. Choose your favorite school in the form below. Vote once between now and June 19th!

Email Required

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CONTINUE >

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Best of Preps Mascot

The State Journal Register

Springfield, IL | Circulation: 50,000

WHAT KIND OF FOOTBALL FAN ARE YOU? ARE YOU THE BEST OR A PEST?

Clear99 Steve's Pest Control, Inc.
Today's Best Country Professional Pest and Termites Elimination Services

WIN MIZZOU FOOTBALL TICKETS AND SWAG!

Question 1 of 9

Please answer the survey questions below to be entered to win.

Do you own your home? Required

-- Select One --

Do you worry about (or currently have problems with) the following: (check all that apply)

☐ Termites

☐ Spiders

☐ Mice / Rodents

☐ Cockroaches

☐ Flies / Wasps

☐ Fleas / Mosquitos

☐ None of the above

Do you have a current pest control provider? Required

-- Select One --

What do you normally wear to football games?

A team jersey

War paint on my face

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What Kind of Football Fan Are You: Are You the Best or a Pest?

KCLR-FM

Columbia, MO | DMA: 137

KDSM Present

Iowa Pork College Football Tailgate Giveaway

Enter Now to Win!

Email Required

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CONTINUE >

FOX 17 and the Iowa Pork Producers want you to be the most popular person at your next college football tailgate. Enter here for a chance to win \$25 in pork from the Iowa Pork Producers. Each week we'll select one lucky winner to amp up their tailgate with Iowa Pork. If at first you don't win, be sure to come back each week and enter for another chance to win! A total of 12 lucky folks will get \$25 worth of delicious Iowa Pork. Good Luck!

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Iowa Pork College Football Tailgate Giveaway

KDSM-TV

Des Moines, IA | DMA: 72

FEATURED ADVERTISER OPPORTUNITY

HVAC & Utilities Companies

With cold weather on its way, HVAC and utilities companies are looking to get in front of their target consumers now. Create custom engagement campaigns to deliver results for them.

Plan of Attack:

CAMPAIGN IDEAS

- Quiz Bundle: What Season Are You?, What's Your Energy Efficiency?, HVAC Repair or Replace - Do You Know?
- Sweepstakes: New AC Unit or Furnace Giveaway

LEAD-GEN QUESTIONS

- How soon are you looking to replace your furnace or AC?
- How old is your current HVAC unit?
- Do you own a home?

EMAIL OPT-IN

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC HVAC.

Find more of these including prize ideas and customer needs analysis questions for 30+ advertisers, in the Seller's Guide.

DOWNLOAD THE SELLER'S GUIDE

Football Tailgate Sweepstakes

Daytona Beach News-Journal

Daytona, FL | Circ: 83,169



The form is titled "Football Tailgate Sweepstakes" and features a football field background. It includes a football and a blue helmet. The text "FOOTBALL TAILGATE SWEEPSTAKES" is written diagonally across the field. The form is divided into two main sections: a top section with prize details and a bottom section for user input.

PLAY THE TOTAL COMFORT FOOTBALL TAILGATE SWEEPSTAKES!
You could win a tailgate party package that includes:

\$150* GIFT CARD | **2** GAS TANK REFILLS
AND
COOLER FILLED WITH GOODIES

*Gift card to Lowe's/Home Depot towards a new grill

TOTAL COMFORT
Heat/Air Conditioning • Electrical • Propane Gas • Plumbing

Enter Every Day!

Email Required

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CONTINUE >

466 opt-ins for HVAC company

OCTOBER

Advertisers to Target:

- Healthcare
- Seasonal Attractions
- Retail Stores
- Bridal Services



Which Horror Creature Are You?

Case Study: Quiz

WAFX-FM | Chesapeake, VA | DMA: 42



Question 1 of 6



Do you hold onto grudges or forgive easily?

☐ I forget easily so I'm forgiving.

☐ I have no memory at all!

☐ I live for my hate of others!

☐ I am very forgiving, after I cut you up!



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Station Secures
\$8,500 Revenue
from Local
Haunted House

Result

A Werewolf!



You're a Werewolf! By day, you walk this world as a normal human with a terrible secret. By the light of the full moon you transform into a hideous man-eating doglike monster. Capable of killing dozens by moonlight only to transform back the next morning to remember nothing.

Wicked Whispers is coming September 2018! Haunted Hunt Club Farm is a terrifying Halloween festival featuring the Village of the Dead, the Field of Screams and Hampton Roads' Best Haunted Hayride! [MORE INFO HERE](#)

THE GOAL

WAFX-FM had success the previous year with local haunted house attraction, Haunted Hunt Club Farm, and was looking for a creative contest opportunity for them beyond a traditional enter-to-win sweepstakes.

THE SOLUTION

The station put together this creative personality quiz. Users answered a variety of questions and were paired with a specific outcome such as Werewolf or Vampire at the end of the quiz. Not only did the station include an email opt-in for the sponsor, they also updated the Results Page of the quiz to include more information about the haunted house and a link to purchase tickets. The station promoted the contest through email, website ads, on-air ads, and on social media.

THE RESULTS

 **\$8,500**
revenue for station

 **1,100+**
entries

 **900+**
opt-ins

Inspiration for October



SUBMIT YOUR FAVORITE FALL PHOTO WITH THE HASHTAG #CAMPBELLSMAZEDAZE FOR A CHANCE TO WIN!

1ST PLACE WINNER:
ALL INCLUSIVE VIP PARTY FOR UP TO 10 PEOPLE. INCLUDES ALL ACTIVITIES, FOOD, BONFIRE, PICTURE AND MORE! \$100 VALUE!

2ND PLACE WINNER:
FALL PORCH DISPLAY THAT INCLUDES MUMS, PUMPKINS, HAY BALES AND MORE! \$50 VALUE!



Campbell's Maze Daze Fall Photo Contest

KY3-TV
Springfield, MO
DMA: 75



Cedar Point Halloween Ticket Sweepstakes
WEWS-TV
Cleveland, OH
DMA: 18



Fall Fun Activity & Giveaway
WKML-FM
Fayetteville, NC
DMA: 27

Inspiration for October



WIN

A 2-Night Hotel Stay Plus a \$100 Gas Card!

14 WINNERS OVER 14 DAYS



Co-Sponsored by:

Astar	Genzyme	New Hope Community	Temple Sinai
Ethan Allen	Healey Brothers	Northstar Energy	United Cerebral Palsy
Ettinger Law Firm	Jimmy Sturr	ProBuild	Warehouse Furniture
Flanagan Tree Service	Manza	Serrano II	
Friends of Harmony Hall	Millsbaugh	Sohns	

Enter Every Day to Increase Your Chances of Winning!

We Will Choose a Winner Every Day For 14 Days!

Winners will receive a 2-night stay plus a \$100 Gas Card.

Winners can choose from any of the participating Wyndham, Marriott, Hilton or Hyatt properties in NYS (Excluding NYC)

Email Required

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CONTINUE >

\$27,000
Revenue from
19 Sponsors






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Powered by  secondstreet

Fall Road Trip

Times Herald-Record

Middletown, NY | Circulation: 80,000

**Drove
Qualified
Leads from
Lead-Gen
Questions**



**IS YOUR SCARY,
WORN-OUT FLOOR
CREAKING AND HAUNTING
YOUR HOUSE?**

WIN a 12' x 12' carpeted room
(underlay and basic installation included)
from your favourite flooring
store as we celebrate our
50th year in Abbotsford!

ALL TREATS & NO TRICKS
with our industry leading
BOO-TEE-FUL GUARANTEE!

the Beautiful

GUARANTEE

CARPET ONE

TIP TOP
FLOORS

CELEBRATING
50 YEARS
OF SERVICE

ENTER TO WIN NEW FLOORING FLOORS! (VALUED AT \$500)

Email Required

By clicking the button below, I agree to the
[Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

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[Terms of Service](#)
[Privacy Policy](#)
[Rules](#)

When are you planning to replace your floors? Required

- ☐ Less than 3 months
- ☐ 3-6 months
- ☐ 6-12 months
- ☐ 12 months or more
- ☐ No plans to replace your floor

What type of flooring material are you interested in? Required

- ☐ Wood
- ☐ Laminate
- ☐ Tile / Stone
- ☐ Carpet
- ☐ Luxury Vinyl Plank / Tile

What area of your home are you considering for new flooring? Required

- ☐ Main living area
- ☐ Bedroom(s)
- ☐ Basement
- ☐ Other

Squeaky Floor Sweeps

Abbotsford News

Abbotsford, BC | Circulation: 44,500

\$100 VALUE

WHAT COSTUME SHOULD YOU WEAR?

Goodwill Industries of Southeastern Michigan

ENTER TO WIN A HALLOWEEN PRIZE PACKAGE!

Question 1 of 3

Witch or Warlock

#1

When at a Halloween find me...

silently hanging out in the background

hosting the party, of course!

being social, but hanging out with the p

gossiping with friends

because I'm sleeping

hanging with everyone

Sponsored by Goodwill, Drove Opt-ins

You're a traditionalist with a slight inkling for stirring up trouble – witch we love! Keep with the classics this year and rock a witchy look!

Turnkey Available

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What Costume Should You Wear

The Daily Telegram

Adrian, MI | Circulation: 50,000

Inspiration for October



200+
Entries &
150+ Opt-Ins

Halloween Joke Contest Ballot

St. Louis Post-Dispatch

St. Louis, MO | Circulation: 238,000



\$2,000
Revenue from
Escape Room

Escape Room Giveaway

Times Herald-Record

Middletown, NY | Circulation: 80,000



Fall Personality Quiz

KYTV-TV

Springfield, MO | DMA: 75

FEATURED ADVERTISER OPPORTUNITY

Healthcare

October is a perfect month to target healthcare professionals, clinics, and hospitals as it's a dedicated as National Breast Cancer Awareness month.

Plan of Action:

CAMPAIGN IDEAS

- Quiz Bundle: Test Your Breast Cancer Knowledge, How Much Do You Know About Mental Illness?, How Healthy Are You?
- Sweepstakes: Win a Whiter Smile

LEAD-GEN QUESTIONS

- Do you see your primary care doctor on a regular basis?
- Are you considering [*teeth whitening, cosmetic surgery, etc.*]?
- Where do you get your prescriptions filled?

EMAIL OPT-IN

Yes, I'd like to receive health tips and news about events and local causes from ABC Hospital Group.


Find more of these including prize ideas and customer needs analysis questions for 30+ advertisers, in the Seller's Guide.

DOWNLOAD THE SELLER'S GUIDE

Breast Cancer Awareness Month Quiz

The Florida Times-Union

Jacksonville, FL | Circ: 157,000



The screenshot displays the quiz interface for the Breast Cancer Awareness Month Quiz. At the top, the Baptist MD Anderson Cancer Center logo is visible, along with the text 'Breast Cancer AWARENESS MONTH QUIZ'. A pink ribbon graphic is prominently featured. A circular callout asks 'How much do you know about breast cancer?'. Below the header, a banner reads 'KNOWLEDGE IS POWER • TAKE CONTROL • TAKE THE QUIZ'. The main content area states: 'Knowledge is Power! Take the quiz and register for your chance to win a fluffy white robe, the book *Better* by Amy Robach and a \$50 gift card!'. The quiz progress is shown as 'Question 1 of 10'. The first question is: '#1 You can get breast cancer even if it doesn't run in your family.' Below the question are two buttons: 'True' and 'False'. A circular callout on the right indicates '\$5,000 Revenue'. Another circular callout below it states '500+ Opt-Ins for Sponsor'. A third circular callout at the bottom right says 'Sponsored by Local University Cancer Care Center'. At the bottom of the quiz interface, there are social media icons for Facebook, Twitter, Email, and Pinterest. A footer section includes links for 'Terms of Service', 'Privacy Policy', and 'Rules', and mentions 'Powered by secondstreet'.

NOVEMBER

Advertisers to Target:

- Grocery
- Retail Stores
- Financial Services

Holiday Grocery Dash Contest

Case Study: Sweepstakes

Times Herald Record | Middletown, NY | Circ: 80,000



Enter to win a Shopping Spree where you will get two minutes to grab as many groceries as possible on December 13th at one of three ShopRite locations.

Plus, \$50 Gift Card given away each week!

Enter every day and for every friend that enters, you earn an extra entry! Use our social media link, you earn an extra entry! Use our social media link, you earn an extra entry!

\$10,000
Revenue for
Paper



- **THE GOAL**
To capitalize on the season of giving, the Times Herald-Record was looking for a promotion that could really give back to the community while driving revenue and results. And when it comes to November, everyone could use a little help with grocery money.
- **THE SOLUTION**
The Great Grocery Dash was a sweepstakes where users would register to win a two-minute shopping spree to a local grocery store. The paper reached out to ShopRite, and the grocery store was thrilled to participate. Not only would the store get the brand awareness on the promotion itself, but they would also collect email opt-ins to grow their database.
- **THE RESULTS**
 - ✉ **\$10,000**
revenue
 - ✉ **4,300+**
opt-ins for sponsor
 - 👥 **17,000+**
registered users
 - ✉ **4,100+**
opt-ins for paper

Inspiration for November

KITCHEN TABLES

400+ Opt-Ins for Kitchen Store

What Thanksgiving Food Are You?

Question 1 of 8



#1 Do you play with your food?

Never.

Absolutely.

Yes, but you'll never catch me.

Just the veggies.

Turnkey Available

f t e p

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What Thanksgiving Food Are You? Quiz
WSNY-FM
Columbus, OH | DMA: 32

SUBMIT AN ACTIVE MILITARY MEMBER TO WIN A CARE PACKAGE

Sponsored by WESTMARK CREDIT UNION

Nominate a soldier for their chance to win a great care package, courtesy of Westmark Credit Union!

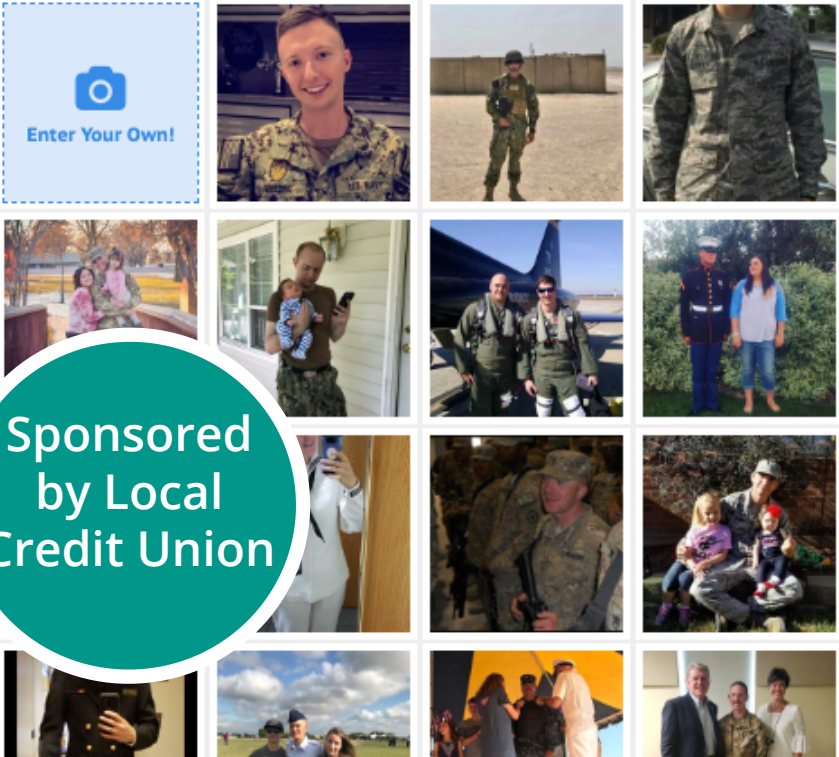
Already Entered?

Round 2

Enter until 7/1 @ 1:59am Central

Enter Your Own!

Sponsored by Local Credit Union



Care Package for Soldiers
KIFI-TV
Idaho Falls, ID | DMA: 162

BOZEMAN DAILY CHRONICLE PRESENTS:

Montana Hunter Photo Contest

Enter to win:

- A Craftsman 20 piece full polish ratcheting combination wrench set from Sears
- A CamelBak 100oz Antidote reservoir from Mountain Hot Tub
- A \$50 Gift Certificate to Daniel's Meat's and Sausages
- A pair of Bridger Ridge Kenetrek Boots


REGISTER TO ENTER & VOTE
Sep. 15 - Dec. 7
LEARN MORE

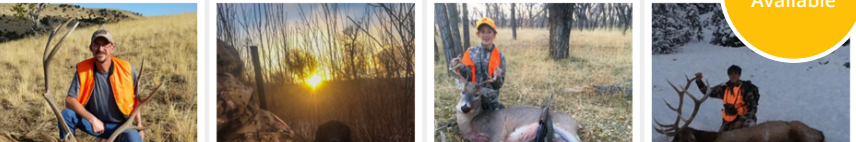
Already Entered?

WINNER!

Proud Papa
Proud Papa

Turnkey Available





Mountain Hunter Photo Contest
Bozeman Daily Chronicle
Bozeman, ID | Circ: 17,000

Inspiration for November



Which Pie Should You Make For Thanksgiving?

Question 1 of 8

#1 What is your favorite season?

Winter

Spring

Summer

Fall

6,300+
Entries,
Sponsored by
Local Grocer

±0
Turnkey
Available

Which Pie Should You Make for Thanksgiving? Quiz

The Columbian

Vancouver, WA | Circ: 54,060



Sponsored
by Outlet
Mall

Black Friday Sweepstakes

KRDO-TV

Colorado Springs, CO

DMA: 91



\$74,000
Revenue from
24 Sponsors

Shop Local Sweeps

WLEX-TV

Lexington, KY | DMA: 64

Inspiration for November



KENOSHA NEWS

Festival Foods Great Grocery Giveaway

Kenosha News

Kenosha, WI | Circulation: 24,000

GREAT GROCERY GIVEAWAY!



\$3,750
Revenue
and 6,200
Entries

Turnkey
Available



Thankful for Family photo contest

ENTER BELOW TO WIN
A \$100 GIFT CERTIFICATE!

sponsored by



#GIVINGTUESDAY
PEE DEE

Vote Now for your favorite photos! Voting ends on December 5, 2017!

Already Entered?

Thankful for Family Photo Contest

Florence Morning News

Florence, SC | Circ: 30,590



Sponsored by
Restaurant,
Community
Center, &
Non-Profit

Homemade Holidays

Online Reader Recipe Contest

Recipe submissions: November 12th -26th
Voting: November 27th-30th
Winner announced: December 1st

Sponsored by: Ann Harkey Marion City Council • Marion Pharmacy • Killough's Music
Buckner Plumbing • Cassie Kelley-ERA Mountain View Properties

Share your favorite holiday recipes on mcdowellnews.com for a chance to win a \$100 Visa Gift Card

Homemade Holidays Online Reader Recipe Contest

Share your favorite holiday recipes on mcdowellnews.com for a chance to win a \$100 Visa Gift Card.

Already Entered?

The Promotion has Ended



Multiple
Sponsors for
Holiday
Recipe
Contest

Homemade Holidays Recipe Photo Contest

Hickory Daily Record

Hickory, NC | Circulation: 20,000

FEATURED ADVERTISER OPPORTUNITY

Grocery Stores

Thanksgiving is centered around family and food, so now is the perfect time to approach your grocery stores for targeted advertising opportunities.

Plan of Action:

CAMPAIGN IDEAS

- Quiz Bundle: What Thanksgiving Food Are You?, Can You Guess the Calories?, What Should You Make for Dinner?
- Sweepstakes: Giftcard Giveaway or Shopping Spree

LEAD-GEN QUESTIONS

- Where do you most often shop for groceries?
- Have you ever shopped at ABC Grocery?
- Who are you most often buying groceries for? (*self, family*)

EMAIL OPT-IN

Yes, I'd like to hear about weekly sales and seasonal offerings from ABC Grocery.

Find more of these including prize ideas and customer needs analysis questions for 30+ advertisers, in the Seller's Guide.

DOWNLOAD THE SELLER'S GUIDE

Grocery Dash

KSTU-TV

Salt Lake City, UT | DMA: 80



The screenshot shows a contest landing page for Macey's Groceries. At the top, it says "YOU COULD WIN A \$500 Gift Card for Macey's Groceries!". Below this is a blue button that says "ENTER TODAY!". To the left of the button is a form with an "Email" input field and a "Required" label. Below the input field is a "CONTINUE >" button. To the right of the form, there is text explaining the contest: "One lucky winner will receive a \$500 gift card to spend on Macey's groceries! Enter your email to get started for your chance to win. Good luck!". Below this text is a link to "Macey's Anywhere" with the URL "http://maceys.com/anywhere". Further down, there is more text about Macey's Anywhere and a list of bullet points: "Shop from anywhere on any device", "Select a time pickup time that works for you so", and "Pick up your order and you're on way!". At the bottom of the page is the Macey's logo and social media icons for Facebook, Twitter, Email, and Pinterest. The footer contains links for "Terms of Service", "Privacy Policy", and "Rules", and a note "Powered by secondstreet".

1,800+
opt-ins
for sponsor

ADDITIONAL RESOURCES

for more information on how you can
succeed with promotions, visit:

lab.secondstreet.com

