



YOUR SPRING REVENUE GUIDE TO PROMOTIONS



This Spring, It's Time to Grow Your Revenue!

Spring is a season for new things. This year, make sure you're ready for finding new revenue opportunities to help you surpass your annual revenue goals.

We've designed this month-by-month guide to set you up for success - whether you're new to contests and interactive content or an experienced pro. Find an action plan, case studies, and advertisers to target, so that you can develop a plan to bring in \$30K, \$60K, or even \$90K over these spring months.

It's time to get started!


Follow our guide, plan ahead, prepare your sales team, approach the right advertisers, and it'll be raining revenue in no time.



LIZ HUFF

Director of Affiliate Success

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 [@emcridr](https://twitter.com/emcridr)

Planning



WHAT'S YOUR REVENUE GOAL?

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

Developing a great revenue strategy takes a bit of planning. A combination of different contests and interactive content will do better than just repeating the same thing over and over.

So, what's your revenue strategy?

It all starts with picturing what you want your results to be. Setting a revenue goal is important, but often it's an overlooked step in the planning process. Once you've set your goal, you can fill in all the most ideal contests and interactive content to achieve your goals.

Here are three revenue plans. See which one is right for you!

How to Make **\$30,000+**

● MARCH

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Fan Photo Contest (\$5,000)
Advertiser Sweepstakes (\$2,500)

● APRIL

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweepstakes (\$2,500)

● MAY

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweepstakes (\$2,500)



Add a college hoops bracket to make an additional \$7,500

How to Make \$60,000+

- **MARCH**

- Recurring Revenue Campaign (\$1,500)
- Quiz Bundle (\$4,000)
- Two Advertiser Quizzes (\$2,000 each)
- Ticket Giveaway (\$3,000)
- Fan Photo Contest (\$5,000)
- Advertiser Sweepstakes (\$2,500)

- **APRIL**

- Recurring Revenue Campaign (\$1,500)
- Quiz Bundle (\$4,000)
- Two Advertiser Quizzes (\$2,000 each)
- Two Ticket Giveaways (\$3,000 each)
- Advertiser Sweepstakes (\$2,500)

- **MAY**

- Recurring Revenue Campaign (\$1,500)
- Two Quiz Bundles (\$4,000 each)
- Two Advertiser Quizzes (\$2,000 each)
- Ticket Giveaway (\$3,000)
- Two Advertiser Sweepstakes (\$2,500 each)
- Mother's Day Sweepstakes (\$5,000)



How to Make \$90,000+

- **MARCH**

- Two Recurring Revenue Campaigns (\$1,500 each)
- Two Quiz Bundle (\$4,000 each)
- Two Advertiser Quizzes (\$2,000 each)
- Two Ticket Giveaways (\$3,000 each)
- Fan Photo Contest w/ 2 sponsors (\$10,000)
- Three Advertiser Sweepstakes (\$2,500 each)

- **APRIL**

- Two Recurring Revenue Campaigns (\$1,500 each)
- Two Quiz Bundle (\$4,000 each)
- Two Advertiser Quizzes (\$2,000 each)
- Two Ticket Giveaways (\$3,000 each)
- Three Advertiser Sweepstakes (\$2,500 each)

- **MAY**

- Two Recurring Revenue Campaigns (\$1,500 each)
- Two Quiz Bundle (\$4,000 each)
- Two Advertiser Quizzes (\$2,000 each)
- Three Advertiser Sweepstakes (\$2,500 each)
- Mother's Day Sweepstakes (\$6,000)



Add a college hoops bracket to make an additional \$7,500

Multi-Month Campaigns



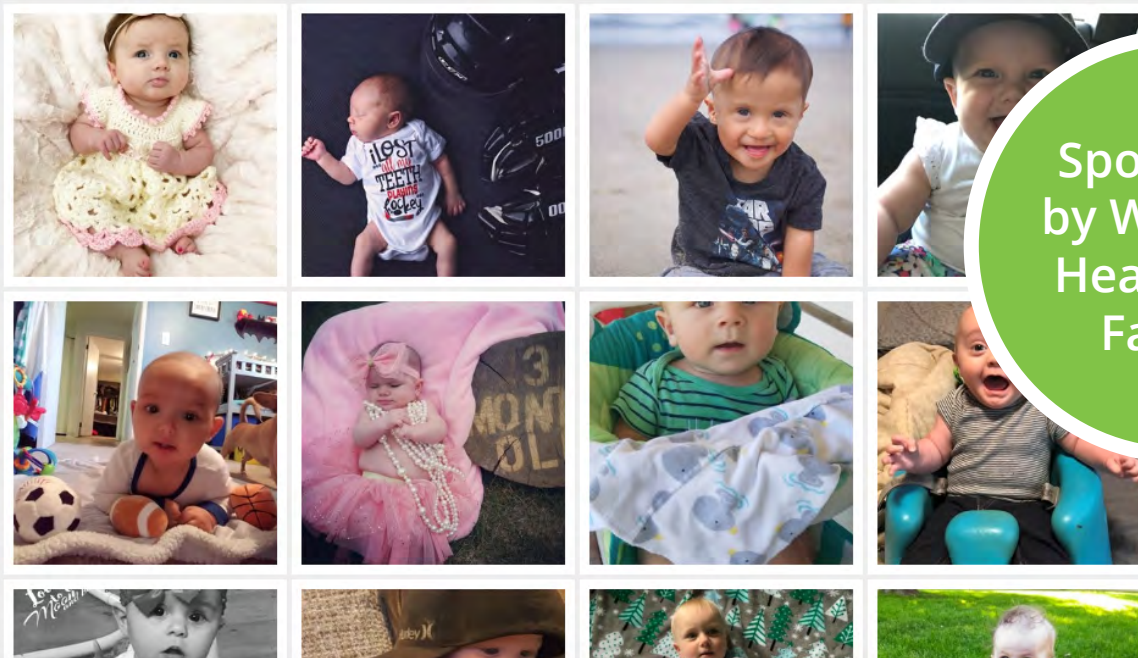


Show us your sporty baby and one randomly drawn cute baby's parents will win \$100 thanks to [Desert Sky Women's Healthcare!](#)

Already Entered?



The Promotion has Ended



Sponsored
by Women's
Healthcare
Facility

Cute Baby of the Month

KVEW-TV | Kennewick, WA | DMA: 126

THE GOAL

The team at KVEW-TV wanted to bring in recurring revenue with a cutest baby photo contest. They secured a Women's Healthcare clinic and had them sponsor a monthly cutest baby photo contest with different themes around holidays and more.

THE SOLUTION

They decided to run this contest as a photo sweepstakes and were able to collect data and entries from mothers. This ensured they would be able to reach their target audience to provide healthcare to women who were mothers of young children. They used different themes such as Sporty Baby of the Month, Halloween Baby of the Month, Messy Baby of the Month, and Summer Baby of the Month.

THE RESULTS



145

opt-ins for sponsors



900+

entries

Inspiration for Multi-Month Campaigns



Valli
INTERNATIONAL FRESH MARKET

**THE GREAT GROCERY.
GIVEAWAY**

Enter for your chance to win up to
\$500 WORTH OF GROCERIES!

Enter for your chance to win up to \$500 worth of groceries!

Three winners!
First prize: \$500 Valli's gift card
Second prize: \$250 Valli's gift card
Third prize: \$150 Valli's gift card

Email Required

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CONTINUE >

1,000+
Opt-ins for
Grocery
Store

Valli Produce Great Grocery Giveaway
Rockford Register Star
Rockford, IL | Circ: 58,000

DUNKIN'
HOT SPOTS



\$400K
Revenue in
Four Years!

Dunkin' Hot Spots 2019
HOT 96.9 Beasley Boston
Boston, MA | DMA: 7

[SEE THE CASE STUDY](#)

March

Top Advertisers to Target:

- Automotive
- Bars & Restaurants
- Financial



Pick-It March Mania

Spectrum Reach | San Antonio, TX | DMA: 32

THE GOAL

Spectrum Reach of Texas saw the opportunity to harness the excitement of the Men's NCAA College Basketball Championship in San Antonio. Spectrum was looking to win back a previous auto dealer sponsor, and found the perfect opportunity to do so.

THE SOLUTION

Spectrum Reach of Texas reached out to Lone Star Enterprises, an auto dealership, to sponsor a custom college basketball bracket. This allowed the dealership to engage with consumers and capitalize on the March frenzy.

Viewers made their picks for the first 64 team bracket and the sponsor maintained exposure throughout the entire tournament.

THE RESULTS

\$134,000
total revenue

4+ Months
of branding experience



The screenshot shows the 'Pick-It March Mania' website. At the top, there's a banner with the 'Pick-It MARCH MANIA' logo on the left and 'LONE STAR ENTERPRISES' with a list of car brands (CHRYSLER, JEEP, DODGE, RAM, MITSUBISHI) and a white pickup truck on the right. Below the banner is a navigation bar with 'Welcome', 'My Picks', 'Groups', 'Leaders', 'Winners', and a 'LOGIN / SIGN UP' link. The main content area features a 'WELCOME TO THE \$1,000,000 MARCH FEVER 2018 CHALLENGE' section with social media icons and a 'Local Leaders' table.

Name	Location	Score
jamieshot	TX	236
finalfour	TX	222
john	TX	218
shockwave	TX	210
donutgirl	TX	196

Below the table, there's a green circle with the text 'Sponsored by local auto dealership' and a yellow circle with a key icon and the text 'Turnkey Available!'.

Inspiration for March

KETK March Mattress Giveaway
Sponsored by Sleep Masters



MARCH MATTRESS GIVEAWAY



Enter Everyday. Share with Friends. Get Bonus Points!


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CONTINUE >

March Mattress Madness has Begun!
Want a chance to win a new Serta Pillow Top Queen Mattress? Enter now to win and you could be sleeping on a cloud this March!





\$1,500
Revenue &
500+ Opt-Ins
for Mattress
Store

March Mattress Giveaway
KETK-TV
Tyler, TX | DMA: 107

MUTT MADNESS

Presented By:
Cornerstone Animal Hospital
"Where Pets Are Family, Too"





\$2,500
Revenue &
600+ Opt-Ins
for Animal
Hospital

Mutt Madness Contest
Zimmer Radio Group
Joplin, MO | DMA: 148

SEE THE CASE STUDY



BIG SCREEN MADNESS

16 people
requested to be
contacted for an
insurance
review

Big Screen Madness
KFXX-AM
Portland, OR | DMA: 22

- ☒ Yes, I would like to receive special email offers from COUNTRY financial
- ☐ I would like to receive a no-obligation insurance review from COUNTY Financial at the telephone number above.

Inspiration for March



\$1,500
Revenue &
550+ Opt-Ins
for Restaurant

Did you know Tommy Condon's has live music 7 Days a week? Required

☐ Yes

☐ No

Did you know Tommy Condon's has open mic night every Monday night? Required

☐ Yes

☐ No

Have you been to our Happy Hour before? Required

☐ Yes

☐ No

St. Patrick's Day Giveaway
The Post and Courier
Charleston, SC | Circ: 96,000



\$60,000
Revenue &
58% Increase
in Pageviews!

Turnkey
Available!

**HOOPS Bracket
Challenge**
WLEX-TV
Lexington, KY | DMA: 64

SEE THE CASE STUDY



71% opt-in
rate for local
jewelry store
sponsor

College Hoops Last Four Trivia
KLQQ-FM
Clearmont, WY | DMA: 173

Inspiration for March

Finger Lakes
Pet Resort

ENTER
YOUR PET
PICTURES
TODAY!

MESSANGER POST MEDIA

PET
HOOPLA
PHOTO CONTEST

Upload a photo of your "sporty or not" pet!
Enter for a chance to win a \$100 gift card and a free lodging weekend from Finger Lakes Pet Resort!

Already Entered?

The Promotion has Ended

Pet Hoopla Photo Contest

Messenger Post Media
Canandaigua, NY | Circ: 14,500

Sponsored
by Pet
Resort

WHAT KIND OF COLLEGE
HOOPS FAN ARE YOU?

Question 1 of 8

#1

You support your team by wearing?

Lucky jersey or
bust out face paint

I think I have a
team hat
somewhere

I don't own any
team gear

I don't have a
team to root for

f t e

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Sponsored
by Local
Sports Bar

Turnkey
Available!

What Kind of College Hoops Fan are You?

KYTV-TV
Springfield, MO | DMA: 75

How Much Do You Know About
ST. PATRICK'S DAY?

Question 1 of 9

#1

What was the first colour associated with St. Patrick's Day?

Blue

Purple

Green

Gold

f t e

Terms of Service Privacy Policy

Powered by secondstreet

Sponsored by
Local Irish Pub
& Liquor Store

Turnkey
Available!

How Much Do You Know About St. Patrick's Day?

Nanaimo Bulletin
Nanaimo, BC | Circ: 6,000

FEATURED ADVERTISER OPPORTUNITY

Automotive

From dealerships and local car sales to car washes and service centers, automotive advertisers love to participate in sports contests and interactive content

Plan of Attack:

CAMPAIGN IDEAS

- College Basketball Bracket Title Sponsor
- Sweepstakes: Lease for a Year, Oil Changes, Car Washes
- Quiz Bundle: Which [Local Team] Player Are You? Test Your Basketball Movie IQ? Which Kind of College Hoops Fan Are You?

LEAD-GEN QUESTIONS

- How soon will you be purchasing a new vehicle?
- Did you know about our VIP Car Wash service?
- Where do you get your oil changes and services done?

EMAIL OPT-IN

Yes, I'd like to receive specials, discounts, and auto tips from ABC Automotive.

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



Drive into Spring Contest

Predict the first day the temperature will reach 70 degrees in Rochester!

Email Required

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CONTINUE >

Spring is coming soon. Winter driving means there is a lot of salt on the undercarriage of your car. To give your car a fresh start, we are giving away a **Spring Car Care** prize pack starting with two gift cards to [Royal Car Wash](#) to get all that salt, **undercoating service** from [Ziebart](#) to protect your vehicle and an oil change from [Bob Johnson Chevy](#).

To enter – register your prediction of the first day Rochester will see 70°. Select between March 1st and April 15th. The first person to predict the correct day will win! If the Rochester Airport does not reach 70 degrees before...

\$1,500 revenue for station

Three automotive advertisers

Dive Into Spring Contest

WHAM-TV

Rochester, NY | DMA: 79

march

April

Top Advertisers to Target:

- Lawn & Landscaping
- Real Estate
- Healthcare





Submit your photo of your outdoor area that you think needs a makeover for a chance at winning an outdoor living makeover! Total prize value \$5000! Prizes include: Grill, Outdoor Entertainment, Patio Furniture, Hardscape, Fire Pit and Landscape!

Already Entered?



The Promotion has Ended



\$12,500
Revenue
from Five
Lawn-Related
Sponsors

Turnkey
Available!

Yard Shaming Photo Contest

WTAT-TV | San Antonio, TX | DMA: 32

THE GOAL

The team at WTAT-TV wanted to tap into the prime lawn and landscaping season and drive significant revenue. They set out to create an out-of-the-box contest to get individuals in the Charleston area to show them their “shameful” yards. They hoped this would appeal to their viewers and potential advertisers alike.

THE SOLUTION

Their idea was a photo contest called “Yard Shaming.” They asked users to submit a photo of yards that were in desperate need of a fix-up. The WTAT team was able to secure five local sponsors including a contractor, a pool installer, and a landscaper. The “most shameful” yard would win a \$5,000 prize for a yard makeover – perfect to drum up qualified leads. The contest was a big hit with station viewers and generated a lot of excitement and some hilarious yard photos.

THE RESULTS

\$ **\$12,000**
total revenue

📷 **90+**
photo entries

\$ **5**
lawn care advertisers

✉️ **85+**
opt-ins for station

Inspiration for April

ENTER THE SPECTACULAR TAX SWEEPSTAKES!

Enter now so you can relax this tax season!



WIN A FREE TAX RETURN AND \$250!

Enter daily and you could win a \$250 Visa Card and free tax preparation from Orange County Tax, Inc.

Brought to you by:



Email

Required

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CONTINUE >



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Spectacular Tax Sweepstakes

Times Herald-Record

Middletown, NY | Circ: 80,000

FAVORITE
BASEBALL
PHOTO
CONTEST



Enter: May 7 – June 8th
Vote: June 12 - 25th
Winner selected: June 27

Enter your favorite photo involving America's Favorite Pastime. Maybe it's you and your besties in front of Busch Stadium, or maybe your daughter in t-ball, or you and your dad in the backyard playing catch with your son...it all works.

The photo that garnishes the most votes will win 4 All-inclusive tickets to the Cardinals Baseball Game on August 19th versus the Brewers.


Johannes
AUTO & PARTS
TERRI > PENROD

POWERED BY
Cape Gir

Already Entered?




Three
Sponsors from
Automotive
and Real
Estate

Turnkey
Available!

Favorite Baseball Photo Contest

Southeast Missourian

Cape Girardeau, MO | Circ.: 15,000



Test Your
Lawn Care
IQ

TAKE THE QUIZ TO WIN!

Test Your Lawn Care IQ and you could win a year of FREE lawn care service!





Question 1 of 8

#1 When is the best time to run a spring system?


Late at night

Early afternoon

Early morning



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13 Users
Requested
Consultation
from Sponsor

Test Your Lawn Care IQ

Lubbock Avalanche Journal

Lubbock, TX | Circ: 41,317

Inspiration for April

ARE YOU A MASTER MOVER?
Make Your Move Kid Friendly!

You Could Win a \$100 Hy-Vee Gift Card!

SHELLY RAGAN

CBSHOME
A BERKSHIRE HATHAWAY AFFILIATE

Question 5 of 5

#5 What are some good ideas to help children of all ages say "goodbye" to neighborhood & school friends before moving?

A going-away party Creating a photo album Calling cards or phone allowances All of the above

Powered by secondstreet

Are You A Master Mover? Quiz

Omaha World-Herald

Omaha, NE | Circ: 184,000

\$5,000
revenue

FIX MY YARD

Enter for your chance to win a "Fix My Yard" package!

Email

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

Enter for your chance to win a landscaping package from Cutting Edge Lawn Service, plus additional prizes from Watsons' Backyard Living, The Potting Shed, and Clark Grading & Paving! One winner will be chosen at random on April 10th. For complete list of details including prize info, visit the Rules link at the bottom of the screen.

CONTINUE >

CUTTING EDGE
LAWN SERVICE, LLC
DESIGN • INSTALL • MAINTAIN

WATSON BROTHERS
PAINT AND SEASON

POTTING SHED
SHADE HOUSE

CHRIS CLARK
GRADING & PAVING

Turnkey Available!

Powered by secondstreet

Fix My Yard Makeover Sweepstakes

Opelika-Auburn News

Opelika, AL | Circ: 14,986

\$2,000
revenue,
4 sponsors

Buckeye Tax & Financial Services, Inc.

WINNER BEST OF ALLIANCE

Do you know what the new tax changes are for 2018?

Take the quiz and find out!

TEST YOUR KNOWLEDGE

Take the quiz and register for your chance of winning a \$100 VISA Gift Card!

Question 1 of 8

#1 The reformed 2018 Child Tax Credit is maximum of \$_____ per qualifyir child.

\$1000 \$2000 \$3000 \$4000

Turnkey Available!

Powered by secondstreet

\$1,500
Revenue &
Leads for
Tax Service
Sponsor

Turnkey
Available!

Buckeye Tax Quiz & Sweepstakes

The Alliance Review

Alliance, OH | Circ: 13,200

Inspiration for April

LAWN
MOWER IQ

DUNLAP
Lawn & Garden
Equipment

Sunny 106

\$1,000
revenue
& 100+
hot leads

TEST YOUR IQ. ENTER TO WIN!

Question 1 of 10

#1 On average, how many hours a week do Americans spend taking care of their lawn?

12

20

1

4

Turnkey Available!

When do you think the next time you'll be shopping for lawn & garden equipment?

-- Select One --

Rules

Terms of Service

Lawn Mower IQ

WDSN-FM

Du Bois, PA | DMA: 101

KSPR 33

EARLY WARNING
WEATHER

SURVIVE THE STORM

GIVEAWAY

sponsored by

Identified 1,200+ Locations to Buy Storm Shelters within 6 Months

Start Form Over

☐ Please send me sales and promotional emails from Missouri Storm Shelters

Missouri Storm Shelters...

Like Page 755 likes

Are you considering purchasing a storm shelter in the next 6 months? Required

☐ Yes ☐ No

Are you considering purchasing a gun safe in the next 6 months?

☐ Yes ☐ No

CONTINUE >

GRAND PRIZE:
Storm Shelter from Missouri Storm Shelters
 The winner will have a choice of a standard unit, or a Patented Trilogy Safe Room.

Restrictions for the contest rules include:

- Winner must have concrete slab that passes inspection for proper installation
- Includes delivery within 75 miles of Springfield. An additional \$150 delivery fee for distances outside of the 75 mile radius
- Does not include sales tax. Winner will be responsible for paying \$90 in sales tax.
- See rules for full details.

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Powered by secondstreet

Survive the Storm Giveaway

KSPR-TV

Springfield, MO | DMA: 75

WORST-LAWN IN AGGIELAND 2

ENTER TO WIN **\$1000** WORTH OF LAWN CARE!

ABC HOME & COMMERCIAL SERVICES

Who usually performs lawn care at your house?

☐ ME
☐ Family Member
☐ Professional Service

Which lawn care services are you most interested in?

☐ Mowing
☐ Landscaping
☐ Tree Trimming
☐ Sprinkler System Repair
☐ Fertilization
☐ I want ABC Home & Commercial Services to contact me with a **FREE QUOTE** on lawn care services!

Worst Lawn in Aggieland 2

KNDE-FM

College Station, TX | DMA: 94

FEATURED ADVERTISER OPPORTUNITY

real estate

With the winter weather thawing out, this is the perfect time to focus on real estate gearing up for their peak season.

Plan of Attack:

CAMPAIGN IDEAS

- Quiz Bundle: What's Your Home Decor Personality?, Test Your Homebuying IQ, and Household Safety Trivia
- Sweepstakes: New AC Unit or Furnace

LEAD-GEN QUESTIONS

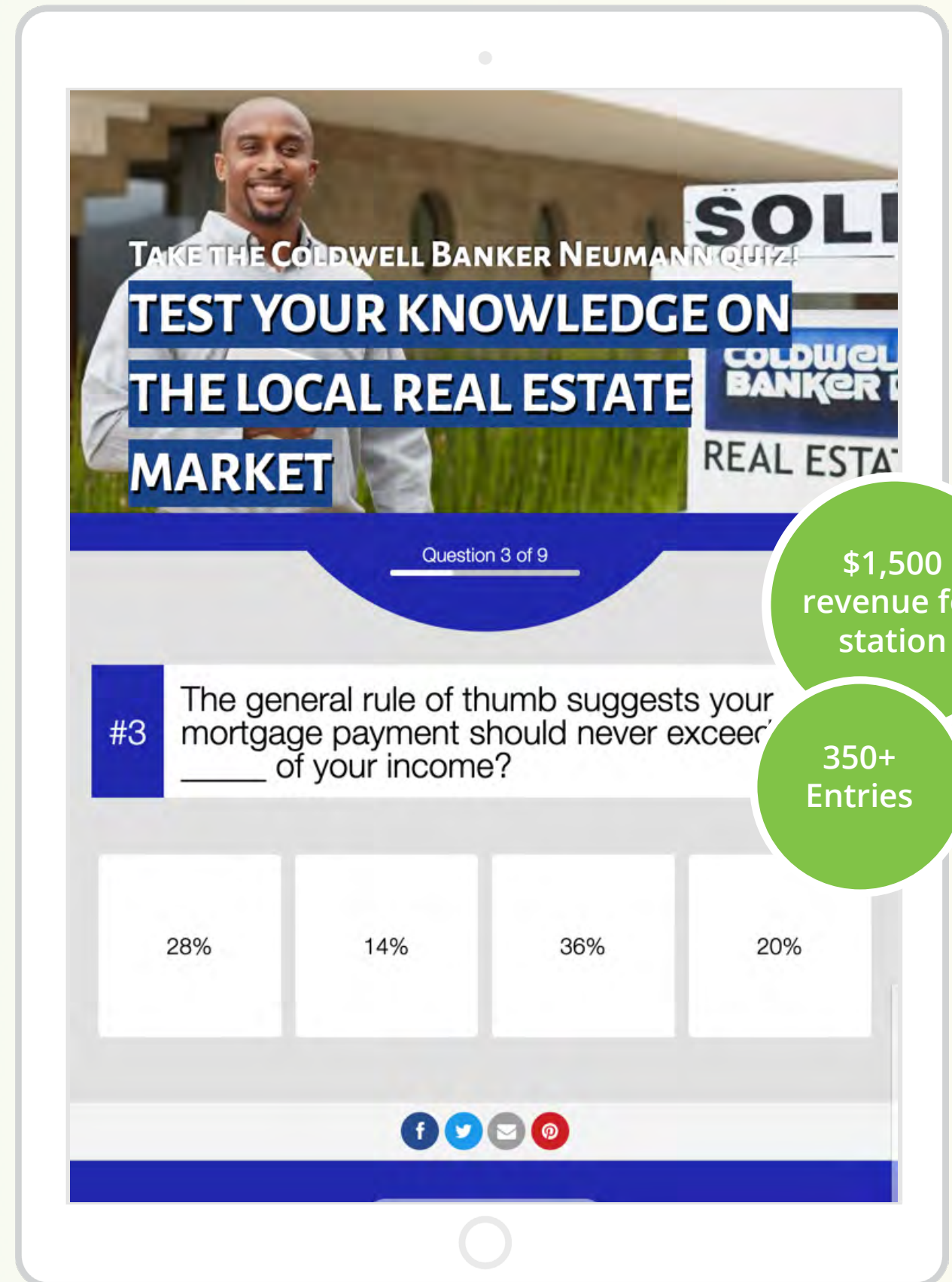
- How soon are you looking to sell or buy your home?
- What's your household income?
- What area are you looking to live in?

EMAIL OPT-IN

Yes, I'd like to receive listings, tips, and other information from this real estate office.

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](#)



Test Your Knowledge: Real Estate
CHYM-FM
Kitchener, ON | DMA: 9

[SEE THE CASE STUDY](#)

april

May

Top Advertisers to Target:

- Home Improvement
- Retail
- HVAC



Mother's Day Sweepstakes

WDHN-TV | Dothan, AL | DMA: 169

THE GOAL

WDHN-TV had a goal to drive more revenue around the Mother's Day holiday. They knew there would be a lot of competition with other Mother's Day contests this time of year, so it was important for their contest to stand out amongst the crowd.

THE SOLUTION

Their team focused on picking advertisers who could provide valuable prizes. They emphasized mothers needed a day to spoil themselves, so they sought out five sponsors: jewelry store, mattress company, plant store, salon, and retail store. They pushed the contest on-air, on social, through email, and on their website.

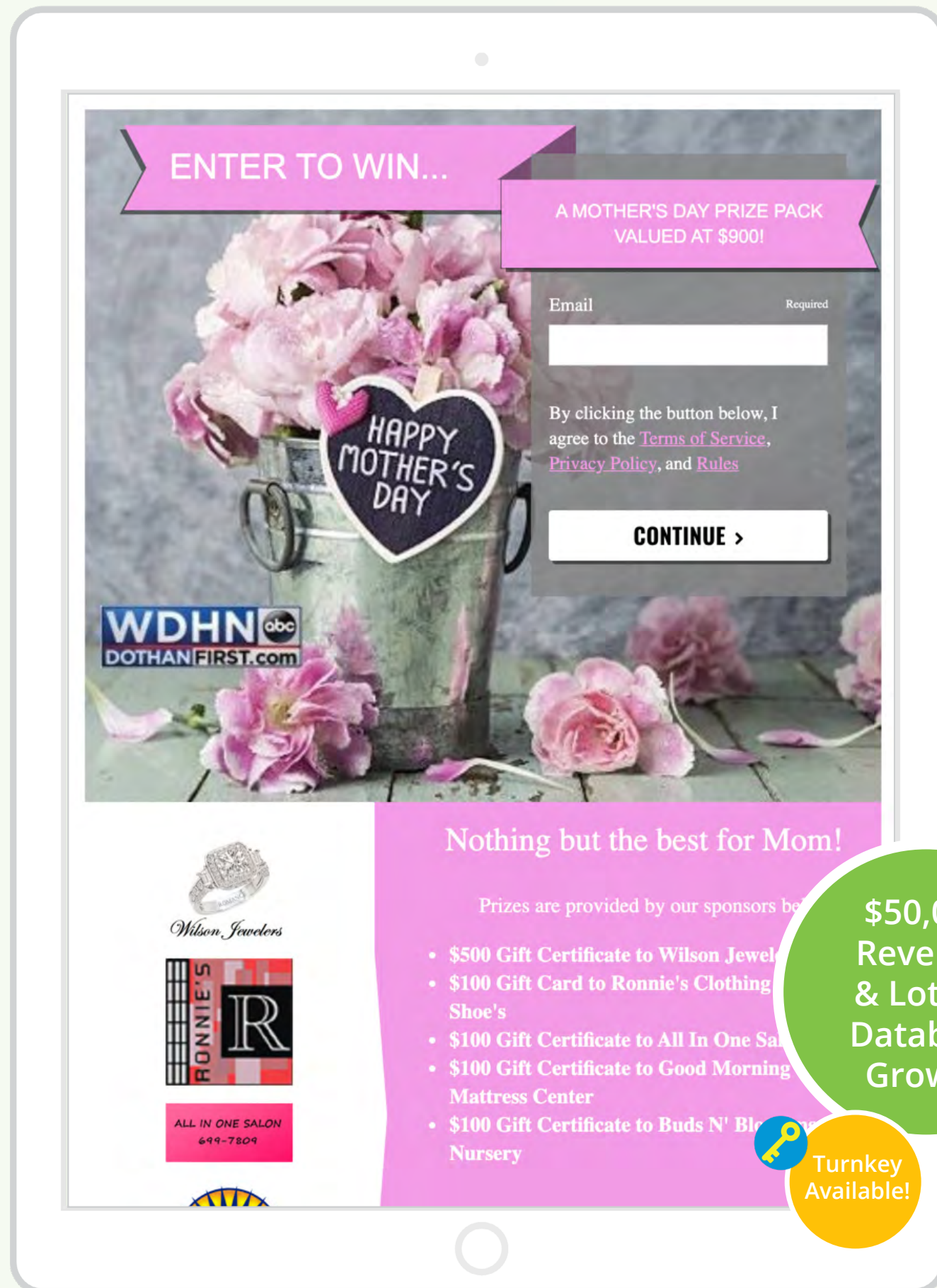
THE RESULTS

\$50,000
total revenue

750+
opt-ins for station
contest newsletter

1,100+
entries

500+
opt-ins for station
breaking news newsletter



Inspiration for May

ENTER TO WIN

AN AMERICAN STANDARD

HEATING AND COOLING UNIT FROM

**FULLER**

HEATING • AIR CONDITIONING • PLUMBING & ELECTRICAL

AL HVAC 91114
AL PLUMBING MPG-3489
AL ELECTRICAL 01889

Is your old AC is SO OLD it once rocked acid washed jeans, wore a pager, and did the Macarena? It may be time for a New AC unit and you could win one from Fuller Heating & Air!

Complete the form below for your chance to win !

Email Required

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CONTINUE >

Prize of New HVAC Unit Drove Qualified Leads!

Have you ever done business with Fuller Heating, Air Conditioning, Plumbing, & Electrical?

-- Select One --

Do you anticipate needing a new heating and cooling system within the next year? Required

-- Select One --

☒ Yes, I would like to receive specials and offers from Fuller Heating, Air Conditioning, Plumbing, & Electrical.

Fuller Heating & Air Giveaway
WQLT-FM
Florence, AL | DMA: 82





102.5 THE GAME
94.9 GAME 2
ESPN NASHVILLE

102.9 BUZZ
NASHVILLE ROCK STATION

CLASSIC HITS
93.3
Nashville

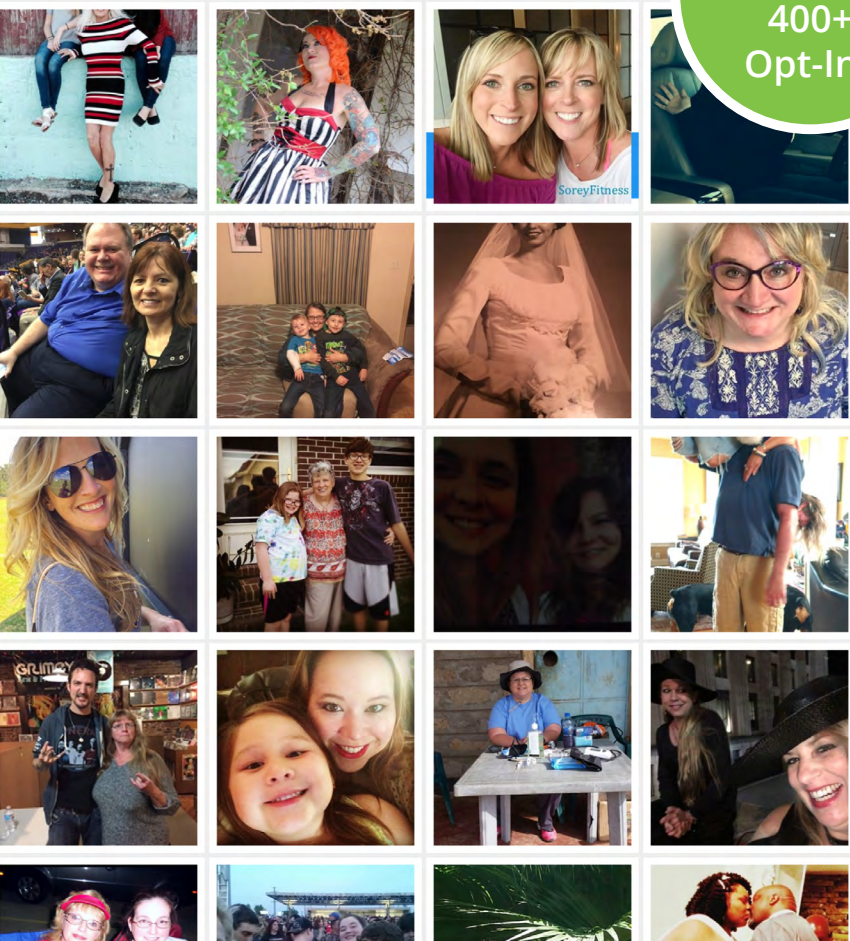
YOUR FUEL GOOD STATION
The Light
102.1 PM NASHVILLE

Mother's Day Photo Contest
SUBMIT a picture to win over \$1,000 in prizes for your MOM!



Already Entered?

The Promotion has Ended



\$6,000+ Revenue & 400+ Opt-Ins

Mother's Day Photo Contest
WPRT-FM
Nashville, TN | DMA: 29

**Dickerson Park ZOO**

Making Mother's Day
FabZOOlous!

What Should You Get Your Mom For Mother's Day?

Enter for Your Chance to Win a Family 4 Pack of Dickerson Park Zoo Tickets, and Tokens to Use at Giraffe Deck, Train or Petting Zoo!

Question 1 of 7

#1 What kind of movies does your mom like to watch?


Comedy

Documentaries

Romantic

Suspense or Thriller

 Turnkey Available!

Rules    

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What Should You Get Your Mom for Mother's Day?
KYTV-TV
Springfield, MO | DMA: 75

Inspiration for May

WHAT'S YOUR HOME DECOR PERSONALITY?

CAROL HOUSE Furniture
BECAUSE YOU LIKE NICER THINGS

Take this quiz to find out what decor style matches your personality and be entered to win a \$1000 gift card to Carol House Furniture! Contest ends September 24 at 11:59

Question 1 of 4

#1 Which bedroom set do you prefer?

1 2 3 4

Turnkey Available!

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What's Your Home Decor Personality?
St. Louis Magazine
St. Louis, MO | Circ.: 38,200

ECO DEPOT.
It's Time For Solar
It's Time for Eco Depot

MegaWatt Solabration Sweepstakes

Enter to win a 1800W Solar System from Eco Depot!

Eco Depot has installed OVER 1 MILLION WATTS of solar energy in our community- that's a lot of power to the people! To celebrate, they are giving away a free 1800W solar system and announcing the winner at the MegaWatt Solabration event on June 28th. If you're a homeowner and want to pay less to power your home, don't miss your chance to work with a trusted, proven, and local company. Enter Now!

.....

- A solar system is a fantastic way to reduce or even eliminate your monthly energy costs
- An 1800W system most likely won't fully power your home, but it will reduce your monthly bill
- You can receive a 30% Federal Income tax credit for using solar electricity
- Solar customers in Washington can get paid to go solar through energy credits on their bill and an annual incentive payment from the Utility

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CONTINUE >

Turnkey Available!

Terms of Service Privacy Policy Rules

Powered by secondstreet

MegaWatt Solabration Sweepstakes
KXLY-TV
Spokane, WA | DMA: 75

Mother's DAY Look-Alike Photo Contest

ENTER YOUR FAVORITE PHOTO NOW!

\$2,500 Revenue from Jeweler Title Sponsor

Mother's DAY Giveaway

Sponsored by: *Monroe Jewelers*
FINE JEWELERS SINCE 1925
MONROE, NY 14645-755-2961

Enter for a chance to win a \$100 Monroe Jewelers' Gift Certificate and a massage from Subtle Energies!

[Click here to see all contests!](#)

Email Required

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CONTINUE >

Turnkey Available!

Mother's Day Campaign
Times Herald-Record
Middletown, NY | Circ: 80,000

Inspiration for May



The Great Pave Off

WHAM-TV

Rochester, NY | DMA: 79

SEE THE CASE STUDY

\$250K booked in business for the sponsor



Home Improvement Giveaway

WPRT-FM

Nashville, TN | DMA: 29

\$10,000 Revenue



\$50,000 Revenue

Calling all homeowners - now is your chance to win up to \$2,500 in credit to be used at any of the Ultimate Fix Up sponsors below! Whether you need furniture and appliances, or home improvement services, we've got you covered.

Increase your chances of winning! You may submit up to five (5) entries in this contest, one entry per sponsor box below. So get started today, and give your home the Ultimate Fix Up!



Giron Roofing LLC

How's the health of your roof? Enter for a chance to win up to a \$2,500.00 credit to repair, replace or maintain your roof from Giron Roofing LLC! Giron Roofing LLC has always put customers first, they strive to be Eco-Friendly, are proud to install Malarkey Certified Roofing Systems & your satisfaction is their main goal!

ENTER



TerraFirma Foundation Systems

Got a foundation, waterproofing or crawl space issue? Enter for a chance to win up to a \$2,500.00 credit to TerraFirma Foundation Systems! TerraFirma Foundation Systems are the experts in foundation repair, basement waterproofing and crawl space encapsulation for all of Oregon and western Washington!

ENTER



Ultimate Fix Up
Entercom Portland
Portland, OR
DMA: 21

SEE THE CASE STUDY

FEATURED ADVERTISER OPPORTUNITY

Home Improvement

As people head into summer, they're thinking about the big house projects they want to accomplish. Prepare your sales team with the best ideas to target these food and dining advertisers.

Plan of Attack:

CAMPAIGN IDEAS

- Photo Contest: Fix My [Room or Project]
- Quiz Bundle: Do I Need a New Roof? What's Your Kitchen Decor Personality? What Color Should You Paint Your [Room]?
- Sweepstakes: Free Services & Discounts on Services

LEAD-GEN QUESTIONS


- How soon do you want to update your [room]?
- Can we contact you for a offer free estimate?
- How old is your roof?

EMAIL OPT-IN

Yes, I'd like to receive specials and discounts from ABC Home Improvement Store.

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](#)



Spring ROCK Your World! SWEEPSTAKES

ENTER EVERY DAY
May 4th - 31st to win a
\$1,500
Gift Certificate from
HAWLEYWOOD HILLS QUARRY

<http://promotions.wayneindependent.com/contests>

Hawleywood Hills Quarry wants to help fix up your yard and "Rock Your World"!

If you have ever dreamed of a backyard fire pit, patio, or stone walkway - this is your chance!
For the DIY-ers out there \$1500 will go a long way in materials to build that stone wall or dress up your foundation with fieldstone.
If you have a larger project in mind, Hawleywood Hills has you covered! Their full service masonry and landscaping division will happily accept the gift certificate toward those jobs too!

Enter the Spring "Rock Your World" Sweepstakes daily from 4th-31st to win \$1,500 Gift Certificate from Hawleywood Hills Quarry!

Email Required

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

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\$4,600 revenue for paper

350+ leads identified from lead-gen questions

Spring "Rock Your World!" Sweepstakes
Tri-County Independent
Honesdale, PA | Circ: 3,750

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


lab.secondstreet.com



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Director of Affiliate Success

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