



YOUR  
**WINTER REVENUE**  
GUIDE TO PROMOTIONS



# Make the Biggest Retail Season Your Biggest Revenue Season

Winter is traditionally the most profitable time of year for media companies. This year, let's make it your most profitable season ever.

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

It's time to get started!


Follow our guide, plan ahead, prepare your sales team, approach the right advertisers with the right ideas, and you'll set yourself up for your most successful winter yet.



**LIZ HUFF**

Director of Affiliate Success

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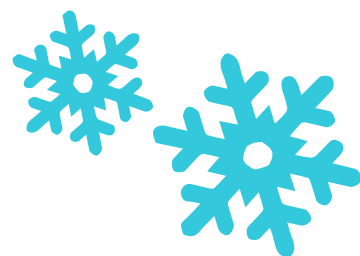


# Planning

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# 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. Much like creating a great workout routine for the gym, a combination of specific exercises and stretches will do better than just repeating the same thing over and over.

So, what's your revenue workout 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 exercises you need to finish your revenue workout strategy.

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

## DECEMBER

Multi-Month Campaign (\$1,500)  
Quiz Bundle (\$4,000)  
Advertiser Sweepstakes (\$2,500)  
Scared of Santa Photo Contest (\$5,000)

## JANUARY

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

## FEBRUARY

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

**\$ TOTAL REVENUE: \$33,000**

## Winter Revenue Plan B

### DECEMBER

Multi-Month Campaign (\$1,500)  
Quiz Bundle (\$4,000)  
Two Advertiser Quizzes (\$2,000 each)  
Ticket Giveaway (\$3,000)  
Advertiser Sweepstakes (\$2,500)  
Scared of Santa Photo Contest (\$5,000)

### JANUARY

Multi-Month Campaign (\$1,500)  
Quiz Bundle (\$4,000)  
Two Advertiser Quizzes (\$2,000 each)  
Two Ticket Giveaways (\$6,000)  
Two Advertiser Sweepstakes (\$2,500)

### FEBRUARY

Multi-Month Campaign (\$1,500)  
Two Quiz Bundles (\$4,000 each)  
Two Advertiser Quizzes (\$2,000 each)  
Big Game Pick'Em (\$6,000)  
Ticket Giveaway (\$3,000)  
Two Advertiser Sweepstakes (\$5,000)

**\$ TOTAL REVENUE: \$65,500**

## Winter Revenue Plan C

### DECEMBER

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

### JANUARY

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

### FEBRUARY

Two Multi-Month Campaigns (\$1,500 each)  
Two Quiz Bundles (\$4,000 each)  
Two Advertiser Quizzes (\$2,000 each)  
Three Advertiser Sweepstakes (\$2,500 each)  
Big Game Pick'Em (\$6,000)

**\$ TOTAL REVENUE: \$95,500**

**Adding a  
citywide ballot  
can earn an  
additional  
\$30,000+**

# Multi-Month Campaigns

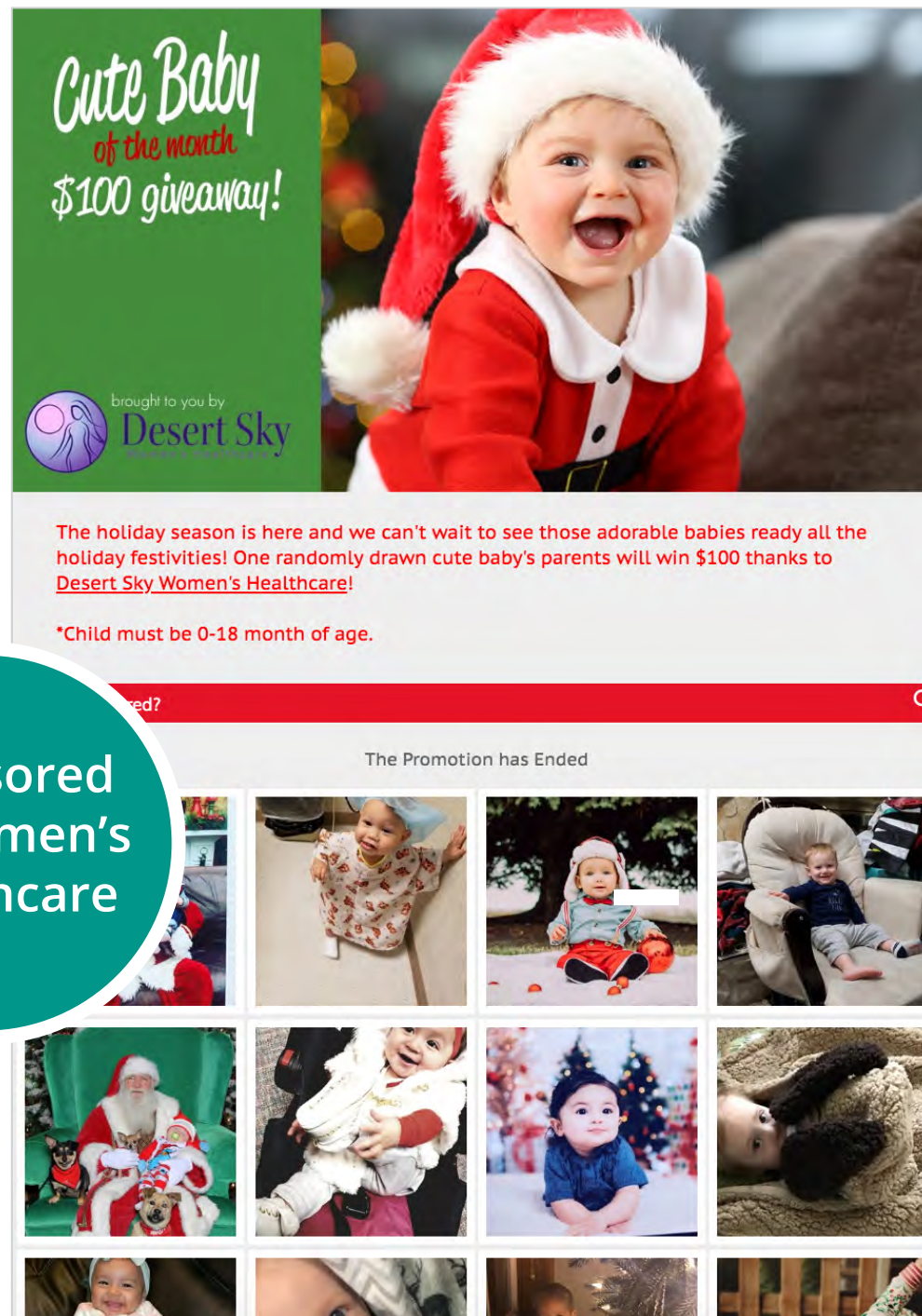
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# Cute Baby of the Month

## Case Study: Multi-Month Campaigns

KVEW-TV | Kennewick, WA | DMA: 126



Sponsored  
by Women's  
Healthcare

### 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



Enter here to win a \$500 gift card to ShopRite for all your Holiday Grocery needs

Email Required

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

**CONTINUE >**

2,100+ opt-ins for Shop Rite grocery store

\$5,000 Revenue

## Shop Rite Holiday Grocery Giveaway

Albany Times Union  
Albany, NY | Circ: 92,320



\$90,000 in revenue for just Hot Spots

**ENTER TO WIN YOUR TRIP BELOW FROM DUNKIN' & HOT 96.9:**

First Name Required

Last Name Required

## Dunkin' Hot Spots 2019

HOT 96.9 Beasley Boston  
Boston, MA | DMA: 7



# December

*Top Advertisers to Target:*

- Retail
- Grocery
- Healthcare



# Scared of Santa Photo Contest

Case Study: Photo Contest

Southeast Missourian | Cape Girardeau, MO | Circ: 15,275



64% of participants opt-ed in for advertiser emails

\$9,000 in Revenue for Paper

## THE GOAL

The team at the Southeast Missourian partnered with SoutheastHEALTH, a local hospital, to help them create brand superiority for their Pediatrics department throughout the region and to boost their email database.

## THE SOLUTION

They knew Scared of Santa contests draw a great crowd, especially from parents with young children. This is the perfect demographic for a Pediatrics department.

The submission round ran for four weeks and the voting stage ran for one week. To drive participation, users could vote once daily and gave away two \$250 Visa gift cards. 175 fantastic Santa photos were submitted. The paper gained 835 opt-ins and they secured 655 opt-ins for SoutheastHEALTH.

## THE RESULTS

**\$9,000**  
revenue for the paper

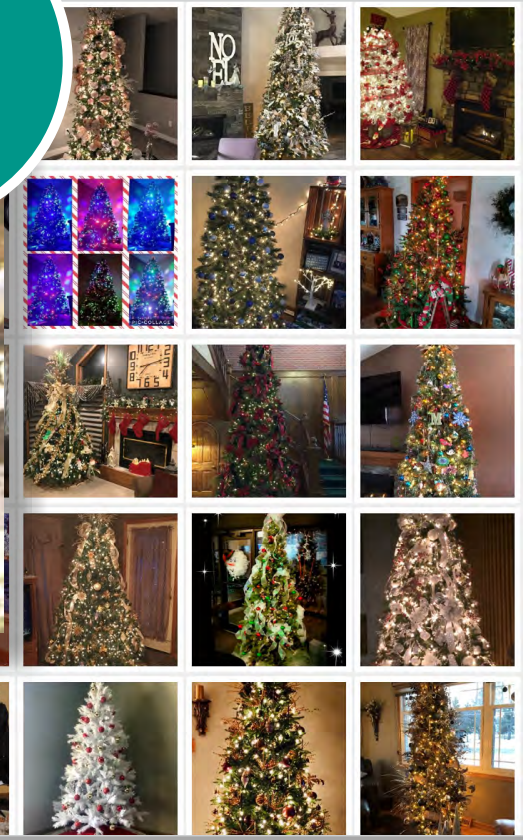
**2,700+**  
votes

**650+**  
opt-ins for sponsors

# Inspiration for December



Sponsored by Home Decor Store



## 2018 Christmas Tree Photo Contest

Norfolk Daily News  
Norfolk, NE | Circ: 16, 250

\$24K in Revenue for Stations

8,000 entries



Turnkey Available

## 12 Days of Giveaways

KRTV-TV & KXLH-TV  
Helena, MT | DMA: 190

14,500+ Entries



1 Day Only! Enter to win the WARM WISHES spa package from The Woodhouse Day Spa! (\$165 Value)

THE WOODHOUSE  
day spa®

Winner will be notified via email on Friday, December 14th.

Email  Required

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CONTINUE >

## 24 Days of Giving

Chattanooga Times Free Press  
Chattanooga, TN | Circ: 80,100

# Inspiration for December

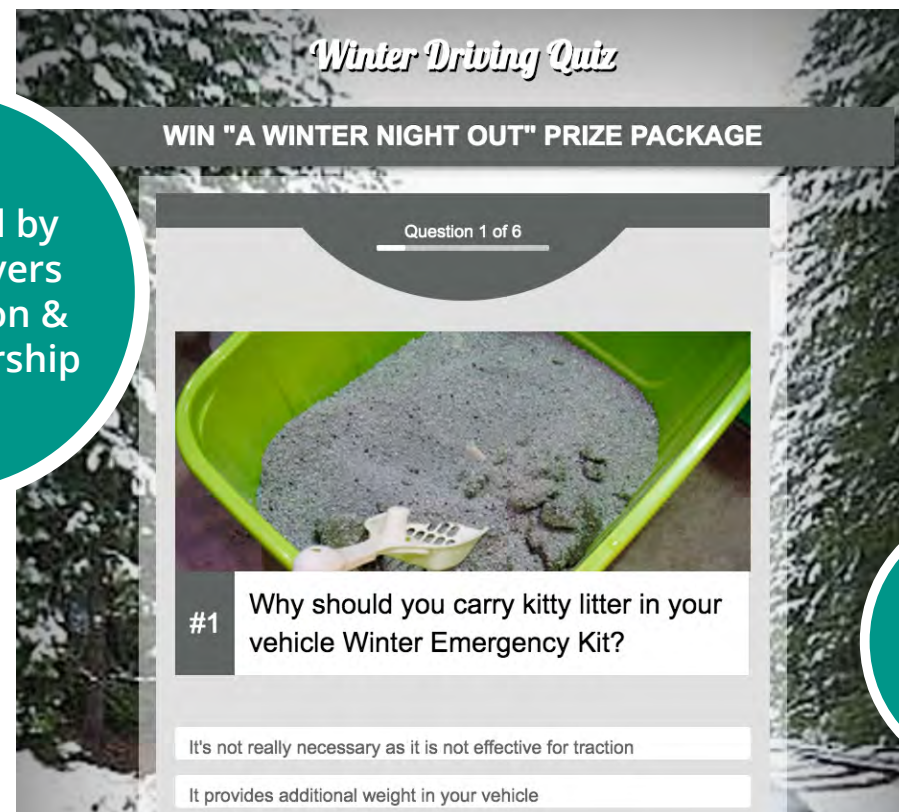


Turnkey Available

\$30,000 in revenue for real estate advertiser

## Best Holiday Decorations Photo Contest 2018

WWAY-TV  
Wilmington, NC | DMA: 134



Sponsored by Young Drivers organization & Auto Dealership

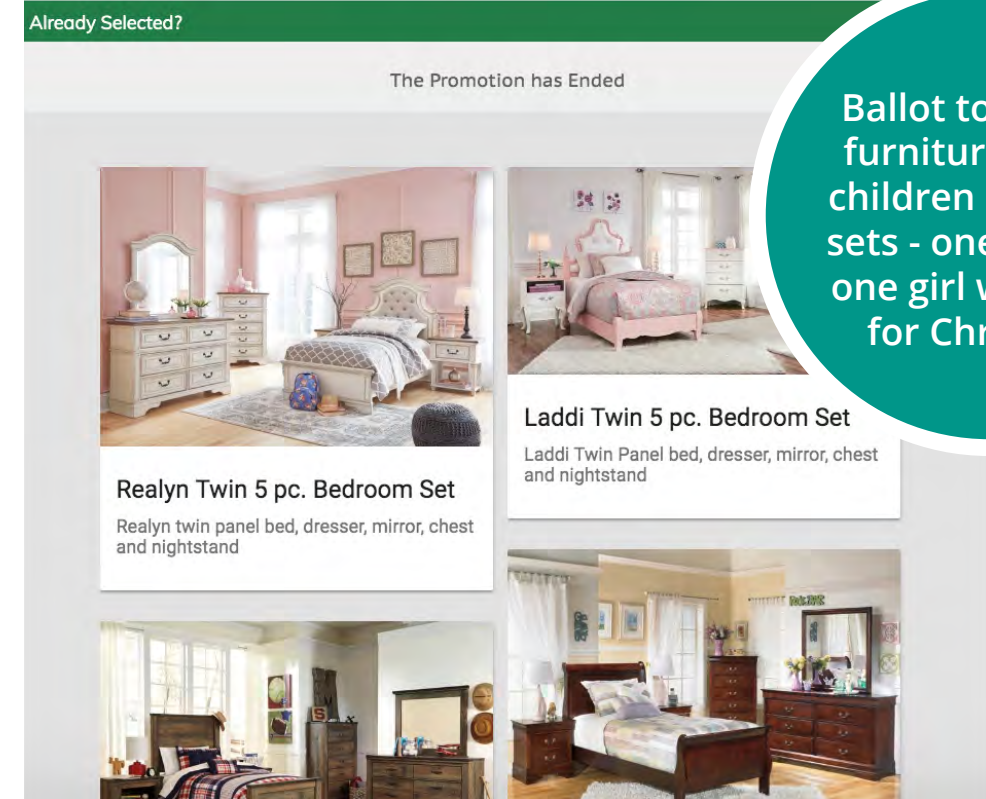
\$1,000 Revenue

## Winter Driving Quiz

CHAS-FM  
Sault Ste. Marie, ON | DMA: 37



Select your favorite bedroom set below for your chance to win!  
Ashley Homestore is giving one lucky boy and girl a new bedroom set for Christmas. A boy and girl winner will be randomly selected on Dec. 20th and announced on Christmas Eve on KY3.  
Deadline to enter is December 19th!



Ballot to vote on furniture store's children bedroom sets - one boy and one girl won a set for Christmas

## Ashley Homestore Christmas Giveaway

KYTV-TV  
Springfield, MO | DMA: 75

# Inspiration for December

**WOLN**  
PUBLIC MEDIA

## Holiday Music Trivia

Think you know your fa la las? Can you name all eight of Santa's reindeer?

Take our quiz from December 15 - December 30th and test your knowledge for a chance to win two (2) tickets to the Erie Micro Brew Fest Saturday, April 6, 2019 at the BrewErie at Union Station!

Sponsored by Local Public Media Group

**Mountain Mechanical Warmer Winter Giveaway**  
KTUU-TV  
Anchorage, AK | DMA: 148

**WIN!!!**

## WARMER WINTER GIVEAWAY

Submission Period - Feb 1st - Feb 28th

**2 OPTIONS TO WIN!**  
WE'RE GIVING AWAY  
A BASEBOARD HEATING SYSTEM  
AND A FORCED AIR FURNACE  
(UP TO \$7000 VALUE EACH)

\* RESTRICTIONS APPLY. SEE CONTEST RULES FOR DETAILS. WINNERS WILL BE CONTACTED MARCH 7TH

**ALWAYS ON CALL MOUNTAIN MECHANICAL**  
We keep your home running smoothly

Call us today  
(907) 344-0700

**CLICK HERE TO ENTER!**

Enter the "Warmer Winter Giveaway" by Mountain Mechanical. You could win a Baseboard Heating System or a Forced Air Furnace!

1,500 Entries

Question 1 of 8

**#1** Soon after his time with the Beatles ended, Paul McCartney released a Christmas song that went by what

Turnkey Available

**Holiday Music Trivia**  
Erie Times-News  
Erie, PA | Circ: 38,500



Sponsored by event ticketing venue

**Top 93 of 2017**  
WRSI-FM  
Northampton, MA | DMA: 111

# FEATURED ADVERTISER OPPORTUNITY

## Retail

December is the ultimate month of shopping. In fact, this one month can often make or break a retail store's entire fiscal year. This means retail stores are anxious for opportunities to grow their brand awareness and hunt down hot leads.

## Plan of Attack:

### CAMPAIGN IDEAS

- Quiz Bundle: What's the Right Gift for Your Child? Do You Feel the Holiday Stress? Name These Top-Selling Holiday Toys?
- Sweepstakes: Giveaways & Shopping Sprees

### SURVEY QUESTIONS

- Who are you looking to purchase a gift for?
- How much do you typically spend on dining out?
- Are you interested in financing your next purchase?

### EMAIL OPT-IN

Yes, I'd like to hear about weekly sales and seasonal offerings at ABC Jewelry!

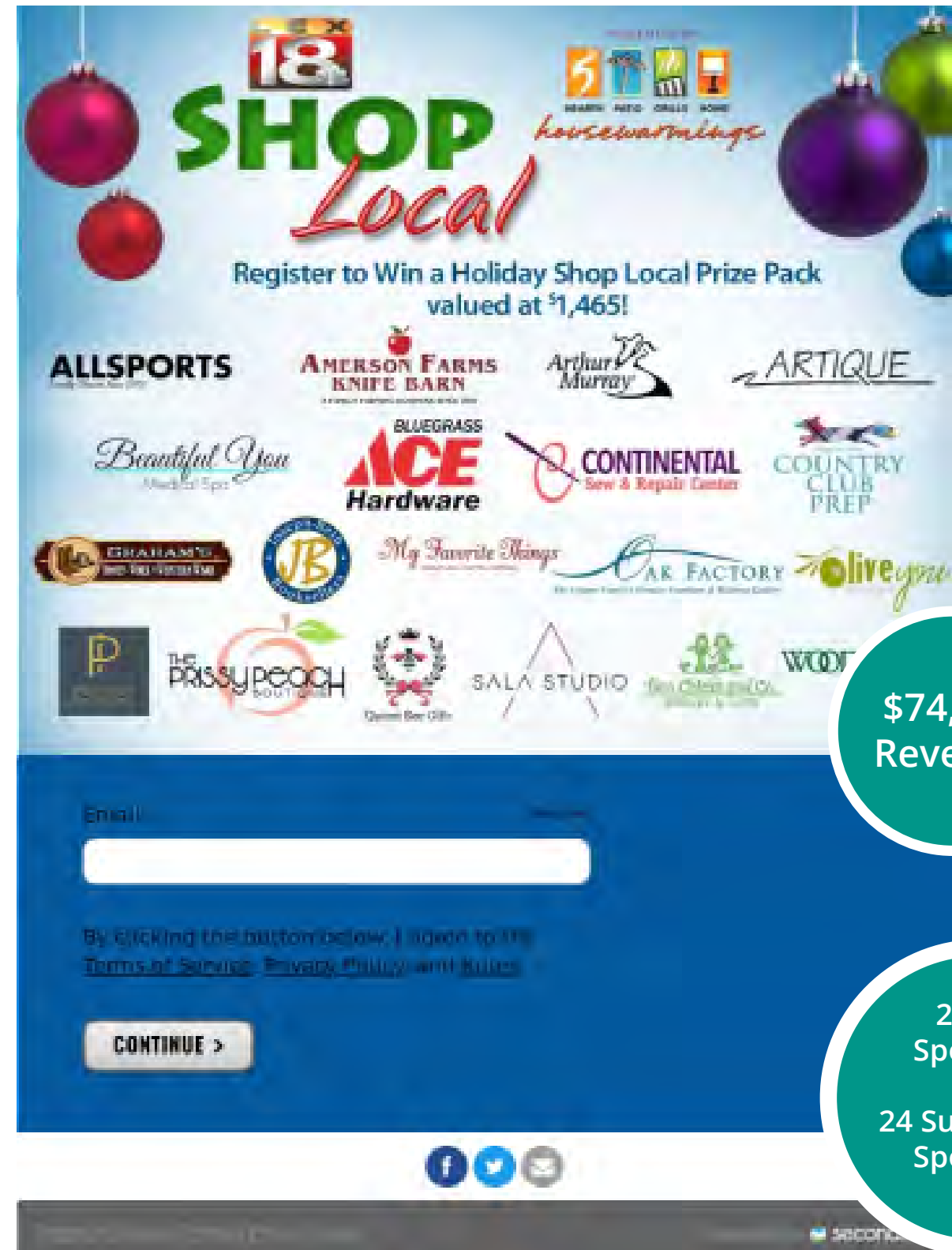
*Find more of these including prize ideas and customer needs analysis questions for 40+ advertisers, in the Seller's Guide.*

DOWNLOAD THE SELLER'S GUIDE



## Shop Local 2018

WLEX-TV Lexington, KY | DMA: 64



\$74,000  
Revenue

2 Title  
Sponsors  
&  
24 Supporting  
Sponsors

december



# January

*Top Advertisers to Target:*

- Gyms and Fitness Centers
- Athletic Retail
- Healthcare



# YOUR FOCUS

## health & fitness

The new year isn't all about making resolutions for healthy eating and heading to the gym. Plus, with families taking tons of family pictures over the holidays, this is a prime time for cutest kid contests!

## Advertisers to Target:

### **GYMS, FITNESS, & ATHLETIC RETAIL**

Exercise Programs, Studios (Yoga, Spin, CrossFit, etc.), Local Chains & Franchises, Athletic Apparel Stores, Sporting Goods Stores, Weight-Loss Programs, Niche Gyms, Outdoor Boot Camps, Custom Training Programs

### **HEALTHCARE**

Clinics, Urgent Care Facilities, Dentists & Orthodontics, Hospitals, Hearing Centers, Lasik, Cosmetic Surgeons

# TOP IDEAS

## promotions to consider

When you start planning your January promotions, these are always a winner:

### **Photo Contests**

This is the perfect time of year for cutest baby contests, as well as photo contests centered around New Year's resolutions.

### **Quiz Bundle**

A bundled set of 3-5 health and fitness quizzes can target a wide audience and get tons of shares on social media.

### **Sweepstakes**

Reel in lots of entries when you run a January sweepstakes offering free gym memberships and high-end exercise equipment.





### West Kentucky Star | Paducah, KY

**FIT & Fabulous GIVEAWAY**

Tease SALON & SPA

Enter ALL To Win!

Celebrate the new year with the Fit & Fabulous Giveaway! Prize package includes more than \$1,000 worth of gym time, hair makeover, new boutique clothing and personalized health services, products and training! Winner will be randomly drawn and announced February

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CONTINUE >

Lead-gen questions for each advertiser

### THE GOAL

The team at the *West Kentucky Star* wanted to take advantage of the New Year and the advertisers that people are interested when they make their resolutions. They did a series of sweepstakes with 4 different advertisers.

### THE SOLUTION

They set up the 4 sweepstakes: one for a Salon & Spa, one for a Health & Wellness Specialist, one for a Boutique, and one for an Athletic Club.

These advertisers were great for a New Year's promotion because they targeted different aspects of life that people try to enhance at the turn of the New Year. They reached a target audience of people who wanted to better themselves and bring their business to fitness centers and health specialists.

### THE RESULTS

**\$2,000**  
revenue for sponsor

**2,300+**  
entries

# Inspiration for January

**FIT QUIZ**

**CRUNCH FITNESS**

Test your fitness knowledge and you'll be entered to win a **FREE** 1-year membership to Crunch Fitness! Good luck!  
[Click here for a FREE pass](#)

Question 1 of 5

**TONS OF WEIGHTS**  
CLICK HERE FOR A FREE PASS

**CRUNCH FITNESS**

MOUNT PLEASANT | NORTH CHARLESTON  
COMING SOON TO SUMMERVILLE

#1 True or False: Muscle Weighs More Than Fat

True False

130+ Opt-Ins for Fitness Center

## New Year, New You! Fit Quiz by Crunch Fitness

WCIV-TV  
Charleston, SC | DMA: 99

2019 CUTEST baby CONTEST

Sponsored by OB/GYN

Sponsored by **teverbaugh croland & mueller** ob/gyn & associates

Submit a photo of your little cutie today for a chance to win these great prizes!

- 1st Place: \$300 Visa Gift Card
- 2nd Place: \$100 Visa Gift Card
- 3rd Place: \$100 Visa Gift Card

Already Entered?

The Promotion has Ended

2,400+ votes

## Cutest Baby Photo Contest 2019

Peoria Journal Star  
Peoria, IL | Circ: 63,600

VOTE 4 THE BEST  
PRESENTED BY Wallside Windows

\$185,000 revenue annually

2018/2019

Automotive

Arts and Entertainment

Dining

Beauty

Fashion

Financial

## 2018 Vote 4 the Best

WDIV-TV  
Detroit, MI | DMA: 11

# Inspiration for January

**SoutheastHEALTH PRESENTS**

## Heart Smart

Expert Advice from the Region's Premiere Heart Team

**How Much Do You Know About Heart Health?**

One lucky winner will be chosen on March 1st for a **FREE 3-month membership to HealthPoint Fitness (Valued at \$162)** and a heart-healthy cookbook from SoutheastHEALTH.

**470+ opt-ins for the local hospital sponsor newsletter**

**Turnkey Available**

**Question 1 of 10**

**#1** To stay heart healthy, you should get 30 minutes of moderate intensity exercise at least 5 times per week.

True      False

**How Much Do You Know About Heart Health?**  
*Southeast Missourian*  
 Cape Girardeau, MO | Circ: 15,275

400+ opt-ins for Car Dealer

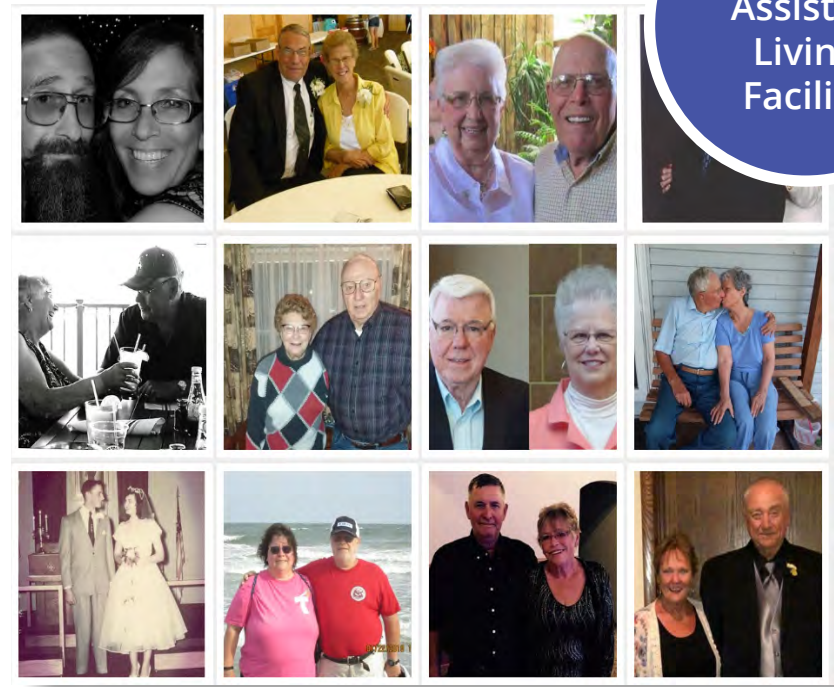
**2019 Big Game Party Giveaway**  
*Richmond Times-Dispatch*  
 Richmond, VA | Circ: 142,570

**VA CARS**

# BIG GAME PARTY GIVEAWAY

FLYIN BRIAN SAYS ENTER TODAY!

Sponsored by Assisted Living Facility



**Renewal of Vows Photo Contest**  
*Carroll Times Herald*  
 Carroll, IA | Circ: 6,525

Garden View, Daily Times Herald & Carroll Broadcasting's

**Renewal of Vows Contest**  
**Vote Now!**

Family and friends of 13 couples have entered them in the Garden View of Carroll Renewal Of Vows Contest. Cast your vote today! The winning couple will be announced on Valentine's Day on Facebook Live and then featured in the Carroll Daily Times Herald.

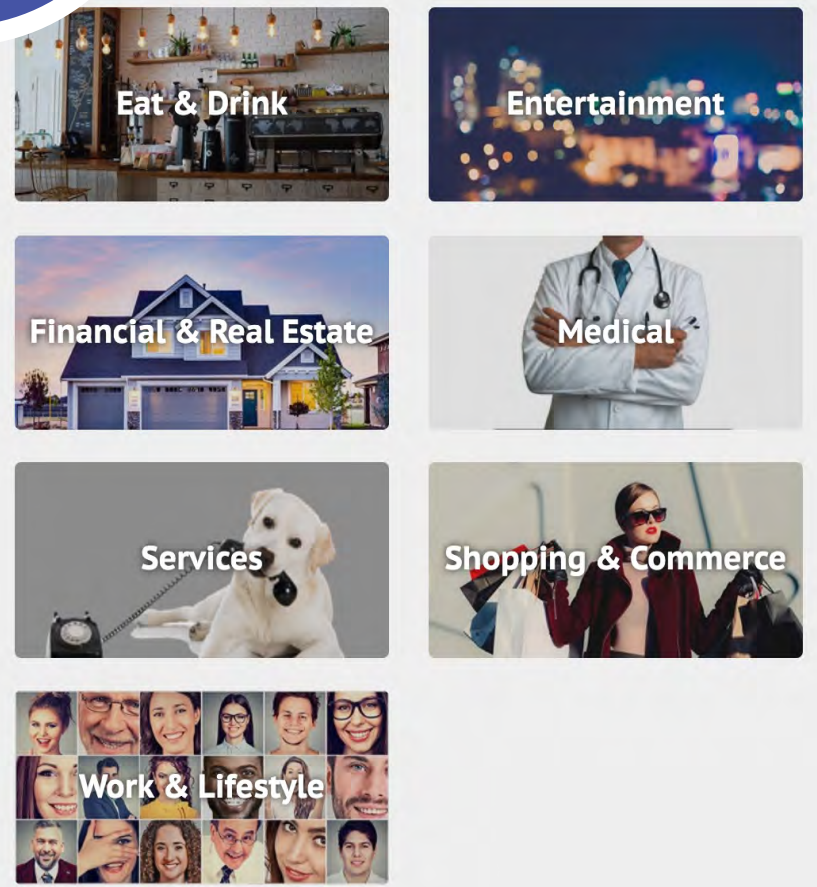
Click on the photos of the couples below to learn more about them! There are some great love stories!

# Inspiration for January



HUGE event for 750+

\$355K Revenue

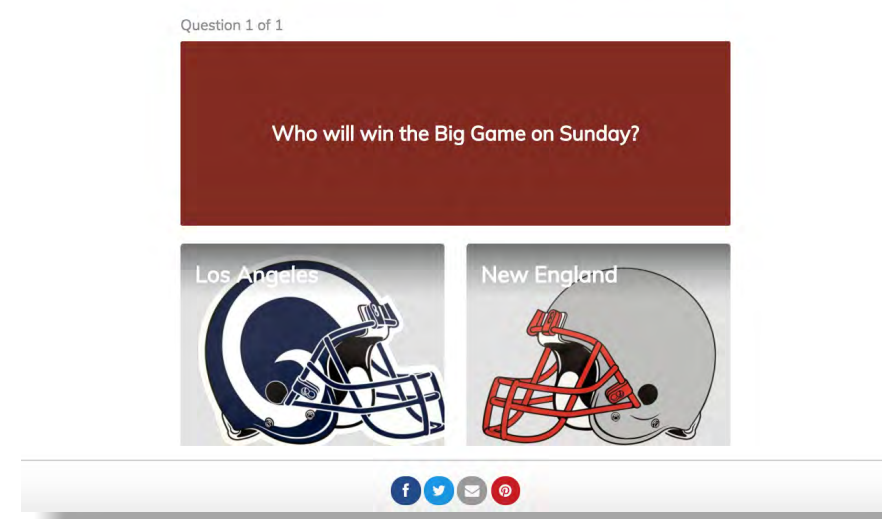


**Best of Texoma**  
*Herald-Democrat*  
Sherman, TX | Circ: 21,400



Multiple Health & Beauty Sponsors

We want to know who The People of the Pines are cheering for in Sunday's big game. One lucky participant will win a \$50 Tailgate Gift Card from The Fresh Market. Winner will be chosen at random.



**Big Game 2019 Poll**  
*The Pilot*  
Southern Pines, NC | Circ: 15,000



Valuable Prize of Year-Long Gym Membership

Turnkey Available

**Big Game Challenge**  
*The Daily Jeffersonian*  
Cambridge, OH | Circ: 13,303

# FEATURED ADVERTISER OPPORTUNITY

## Gyms, Fitness, & Athletic Retail

In January, lots of people have the goal of getting healthy, and that means lots of exercise-related businesses are looking for an opportunity to get in front of consumers this month.

### Plan of Action:

#### CAMPAIGN IDEAS

- Quiz Bundle: How Healthy Are You?, What's Your Workout IQ?, Which Workout Is Best For You?
- Sweepstakes: Free Gym Memberships, High-End Exercise Equipment, Electronic Fitness Trackers

#### SURVEY QUESTIONS

- Are you looking to join a gym or fitness program?
- Are you interested in a free one-week membership?
- What type of exercise are you most interested in?

#### EMAIL OPT-IN

Yes, I'd like to receive news, fitness tips, and special offers from ABC gym.

*Find more of these including prize ideas and customer needs analysis questions for 40+ advertisers, in the Seller's Guide.*

DOWNLOAD THE SELLER'S GUIDE



## YMCA Healthy Living Sweepstakes

Akron Beacon Journal

Akron, OH | Circ: 122,400

the Y  
FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

HEALTHY LIVING SWEEPSTAKES

Win a 6-Month Family Y Membership!  
at the YMCAs of Summit and Stark Counties

To promote Healthy Living, the YMCA's of Stark and Summit Counties will be giving away one **FREE 6 month family pass for each county!**

Email Required

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

CONFIRM

Yes! Send me offers and special promotions from YMCA of Summit and Stark Counties.

Yes! I would like to be sent special offers from the Akron Beacon Journal/Ohio.com and our sponsors.

Sponsored by  
local YMCA

790+ opt-ins  
for local  
YMCA

2,500+  
Entries

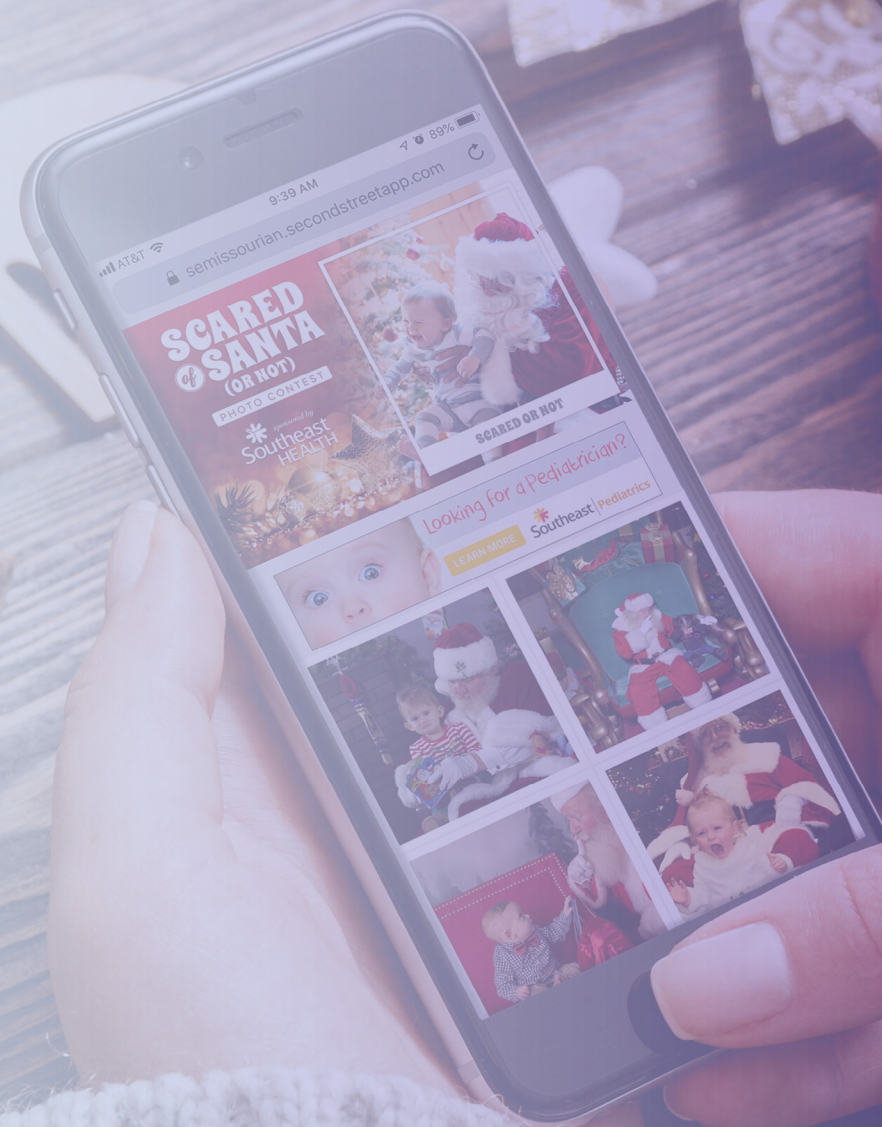
January



# February

*Top Advertisers to Target:*

- Travel
- Retail
- Bridal Services



# Rockin' Romance Contest

## Case Study: Photo Contest

WCCB-TV | Charlotte, NC | DMA: 91

Who has the Queen City's most

# ROCKIN' ROMANCE

Vote for your favorite couple below!

They could win:  
Flowers • Hotel Stay inc. Dinner & Breakfast for 2 • Jewelry • Keratin Smoothing Treatment

Elizabeth House FLOWERS

THE BALLANTYNE HOTEL CHARLOTTE

WINDSOR JEWELERS PHILLIPS PLACE

STEPHANIE RIDER SALON

WCCB

Photo Contest Drives in 760+ Opt-Ins for Salon & Spa

WCCB, Charlotte's CW  
February 12 · 🌐

Win a Valentine's Day prize pack from WCCB that includes a 2-night stay in the Presidential Suite at the Ballantyne Hotel. ENTER HERE:  
<http://ow.ly/zaV530im1T8> #contests #free #cltnews #ncnews #WCCB

# ROCKIN' ROMANCE

THE BALLANTYNE CHARLOTTE

WCCBCHARLOTTE.COM

Win A Valentine's Day Prize Package In Our Rockin' Romance Contest! - WCCB Charlotte

1

Like Comment Share

### THE GOAL

With love in the air, WCCB-TV knew a cutest couple photo contest would be a big hit with their audience. Plus, with Valentine's Day gifts top of mind, they knew they could lock in four great sponsors.

### THE SOLUTION

The station was able to lock in four great sponsors – a florist, a hotel, a jeweler, and a salon. These advertisers were excited for the opportunity for extra branding during the holiday season.

With a separate nomination and voting period, and tons of coverage on-air, WCCB's cutest couple contest was a huge hit with their audience and their sponsors.

### THE RESULTS

**\$5,000**  
revenue

**750+**  
participants

# Inspiration for February

**Valentine's DAY SWEEPSTAKES**

ENTER NOW TO WIN GREAT PRIZES!

AMISH OAK TREASURES AND MORE | COUNTRY HOUSE FURNITURE | Allegan Community Pharmacy | JO'S Hallmark

Enter daily for your chance to win one of these prizes!

- \$100 Gift Certificate to Country House Furniture
- \$100 Gift Certificate to Amish Oak Treasures & More
- \$50 Gift Certificate to Eastern Floral
- \$25 Gift Certificate to Allegan Community Pharmacy
- \$25 Gift Certificate to Jo's Hallmark

Email  Required

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**CONTINUE >**

\$40,000 Revenue

Sponsored by local special event venue

**Valentine's Day Sweepstakes 2019**  
*Holland Sentinel*  
Holland, MI | Circ: 17,000

ST. LOUIS BEST BRIDAL | ST. LOUIS POST-DISPATCH

CAST YOUR VOTE FOR THE BEST ST. LOUIS WEDDING & EVENT PROFESSIONALS

BEST OF THE **Best** AWARDS

**Bridal Best of the Best Awards**  
*St. Louis Post-Dispatch*  
St. Louis, MO | Circ: 238,400

**Blockers FURNITURE PRESIDENTS DAY QUIZ**

Which President Are You?

Complete the quiz to WIN \$500 of Blockers Bucks!

Take the Quiz and Register for a Chance to Win \$500 of Blockers Bucks!  
You can spend it on anything in the store!

Question 1 of 8

#1 What's your favorite city in the U.S?

Houston | Chicago | Boston | NYC

200 opt-ins for Furniture Store Sponsor

**President's Day Quiz Giveaway**  
*Ocala Star Banner*  
Ocala, FL | DMA: 50,980



# Inspiration for February

NEWPORT Bridal SHOW SWEEPSTAKES

enter to win!  
A \$500 GIFT CARD

to a Newport Bridal Show exhibitor or your choice

PRESENTED BY NEWPORT wedding

Wedding budget woes? Enter for a chance to win a \$500 gift card from a 2019 Newport Bridal Show exhibitor of your choice. Choose from over 70 fabulous wedding professionals in the Greater Providence, RI and South County, MA area. Choose from over 70 fabulous wedding professionals in England!

Email  Required

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CONTINUE >

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

399 answered "yes" to "Are you currently engaged?"

1,200+ entries

## Newport Bridal Show Sweepstakes

The Newport Daily News  
Newport, RI | Circ: 11,680

Quiz: What should you do for Valentine's Day?

save on foods  
Black Press Media

What Should You Do For Valentine's Day?

Black Press Media is pleased to announce their Valentine's Day Quiz Contest!

Simply enter the quiz and register and you could win \$100 to [Save-On-Foods!](#)

For full [rules](#) section for further details. In order to be entered to win, you must register after completing the quiz! Must enter by February 11, 2019!

Question 1 of 8

#1 On a typical Friday night, you and your significant other usually:

- Movie and takeout
- Meet up with friends and go somewhere for dinner
- Go out and do a fun activity like bowling or go to a concert
- Hit the clubs

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

4,000+ Quiz Submissions

Customized from a premade turnkey!

## What to do for Valentine's Day?

Black Press Media  
Victoria, Canada

WGN-TV.com  
CUTEST COUPLE PHOTO CONTEST

RIU HOTELS & RESORTS  
APPLE VACATIONS

WINNER!

Shamrock Show... I'm not a runner... definitely is. I su... ran with her. She... me!

WGN-TV.com  
CUTEST COUPLE PHOTO CONTEST

RIU HOTELS & RESORTS  
APPLE VACATIONS

WGN-TV.com  
CUTEST COUPLE PHOTO CONTEST

RIU HOTELS & RESORTS  
APPLE VACATIONS

2,500+ Birthday Club opt-ins

Turnkey Available

## Cutest Couple WGN 2019

WGN-TV  
Chicago, IL | Circ: 3

# Inspiration for February

4 sponsors

8,000+ entries

6 days of **Valentine's Day** GIVEAWAYS  
ST. LOUIS POST-DISPATCH  
GO! MAGAZINE

presented by **WKFF.COM**  
Walter Knoll Florist  
We Know Flowers

skinBe  
The Rep  
The Wildwood Hotel

**Are you feeling the love?**  
enter daily for the chance to take home a great prize (or prize package!) from some of your favorite shops, venues and more.

**6 Days of Valentine's Giveaways**  
St. Louis Post-Dispatch  
St. Louis, MO | Circ.: 238,400

*Love Your Skin!*

**Asarch Center**  
dermatology • laser & mohs surgery

*Asarch Dermatology & Aesthetics invites you to fall in love with your skin again.*

\$1,500 Revenue

57% Opt-in Rate

**Love Your Skin**  
Steamboat Pilot  
Steamboat Springs, CO | Circ.: 9,099

**CLIMATE CONTROL**  
HEATING & COOLING  
(816)-781-1997

**CAN'T BEAR THE COLD?**  
AMANA

**Enter to Win a New Furnace Unit!**

Email Required

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

**CONTINUE >**

3,500+ entries

**Can't Bear the Cold?**  
WDAF-TV  
Kansas City, MO | DMA: 31

# FEATURED ADVERTISER OPPORTUNITY

## Travel

The month of February is perfect for working with your local travel agents. Work with your advertiser to create an engagement campaign that will achieve their goals.

## Plan of Action:

### CAMPAIGN IDEAS

- Sweepstakes: Hotel Stay Giveaway or Vacation Giveaway
- Quiz Bundle: What's Your Vacation Personality, Where Should Your Next Vacation Be, Name That Beach

### SURVEY QUESTIONS

- When are you planning your next trip?
- Do you typically use a travel service to plan your trips?
- How far are you willing to travel for a weekend getaway?

### EMAIL OPT-IN

Yes, please sign me up for travel tips from ABC Travel Services!

Find more of these including prize ideas and customer needs analysis questions for 40+ advertisers, in the Seller's Guide.

DOWNLOAD THE SELLER'S GUIDE



## Bahamas Paradise Cruise Line Sweepstakes

Daytona Beach News-Journal

Daytona Beach, FL | Circ.: 83,170



\$15,000  
Revenue

Winner wins a free two night cruise certificate + concierge package!

#### THE CONCIERGE PACKAGE: PREFERRED SERVICES:

- Express Check-in at Port and Disembarkation at Port
- Priority booking assistance for Shore Excursions and luggage delivery
- Reserved Seating Legends Grand Theater

#### 5 STAR DINING:

- Special seating arrangement for two at Your Choice dining in our Main Dining Room
- Dinner for two in our Specialty Restaurant (one night)
- Sparkling Wine Breakfast for two in our Specialty Restaurant (both mornings)

#### ENHANCED EXPERIENCES:

- Special Stateroom Welcome: Day 1: bathrobes, slippers, sparkling wine bottle, fruit basket; Day 2: chocolate covered strawberries
- Free Internet (two devices per stateroom)
- Tour of the Bridge with Ship Officers
- Wine Tasting for two (Day 1 in the afternoon)
- 50-Minute Couples Massage & Turkish Bath for two people

Email

Required

6,700+  
Entries

1,000+  
Opt-Ins for  
Sponsor

February



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


**lab.secondstreet.com**



**LIZ HUFF**

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