





The Leadership Institute
Lighting the Way

Selling Blended Web and Paper Advertising

Presented by
J.W. Owens





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**SKIP THE LINE®
AND
ORDER ONLINE!**
www.FIVEGUYS.com
Have a nice day!





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As a marketing consultant, many companies hire me **because they are unable to make sales** on their website, or **their sales are very low**.

I am going to show you how to easily increase your website sales with **5 simple marketing tips**.

But before that, Let me ask you a Few Questions...





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1. Let's look at your Web, Online, Mobile Website and Social Media **Training and Media Sheets** for your Sales Team.
2. Let's look at **your media Kit**. Is it easy to read. **Does it include Web, Social and Mobile Sales?**
3. Let's look at **Advertising Agreement** for On-line Advertising.
4. What is your **Marketing outside** of your own Papers? What **promo sheets** to support your Online Web Program.
5. How is your **Pricing**?
6. Let's look at your **web site stats**.
7. Let's look at your **Promotions and Specials** on your Website.
8. Let's look at your **Google Places** and promos.
9. Let's look at your **Facebook page** and promos.
10. Let's look at your **Twitter page** and promos and other Social Media sites.
11. Let's look at **YouTube Page** and Video.
12. Are your **sales reps up to it?** How **connected** are they? **LinkedIn?**

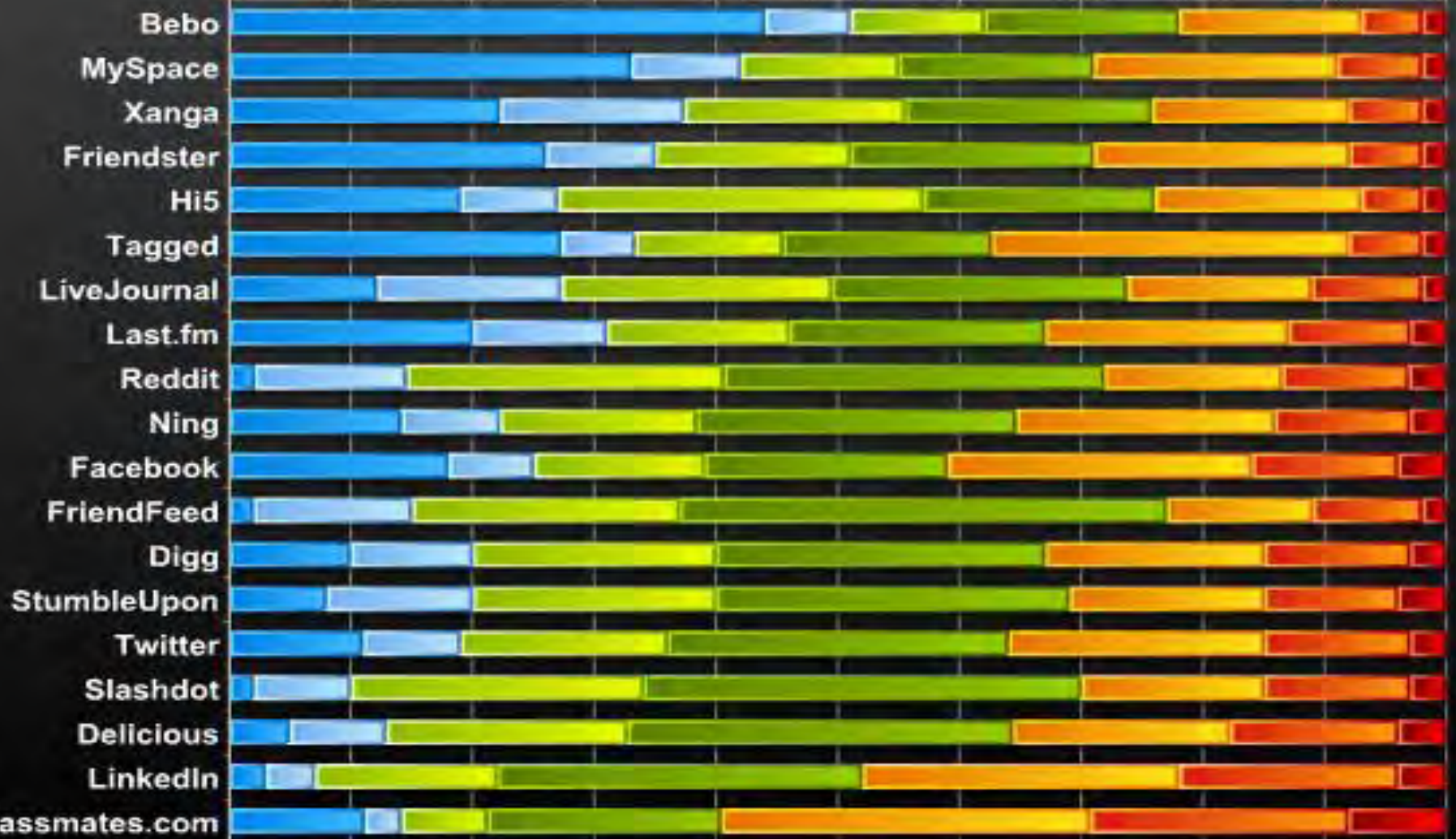


Age distribution on social network sites

United States, data sorted by average age per site, youngest at the top

0 - 17 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65+

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%





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Community news businesses
have an **incredible opportunity**
with digital journalism that will
help them not only survive
but thrive. ...





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What is helping to fuel the growth of newspaper web sites?

Four factors:

1. They have big local sales forces that know their markets intimately.
2. They are trusted by their local advertisers, from years of contact.
3. They started marketing online before anybody else in the markets they serve.
4. They are, more and more, willing to look at online as a separate product--rather than an extension of the printed "core" product.





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Mobile devices are also changing the news landscape by empowering people to receive local news anywhere in the world.

So how can community news survive the rapid technological revolution the world of journalism is now undergoing?





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The first step is to face reality. Community newspapers must acknowledge that the audience for **traditional print journalism is aging** and also decreasing as digital devices proliferate. ...

The second step is to start evolving news distribution effectively to the new 21st century paradigm. ...





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Most importantly for their survival, community news businesses need to understand that today's **news audience wants interactivity from news providers.**

Technology and content must be treated as one and the same, each working with the other to engage readers, each used to provide more connectivity between news sources, reporters and editors to **generate a higher quality experience for the news audience.**





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Total Local Marketing

Simple Steps

- **Theme Promotion**
- **Active Branded Website**
- **Local E-mail Data base**
- **Social Media**
- **Local SEO and SEM**





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You are **NOT Selling Display Ads
...You are **Selling Leads, Prospects,
New Customers with your
Customers having an
On-Line Presence
with a complete
Marketing Program.****





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**The pricing should be based on a
Weekly Rate and
With Annual Rate Structure
billed monthly.**

**If you break it down by the week,
in most cases it's**

Cheaper than a Weekly Classified Ad.





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- **To Increase Number** of New Customers
- **To Increase Sales** of a Specific Product
- **To Increase Branding & Awareness**
- **To Reward** Current Customers
- **To Entice Return** of Former Customers
- **To Create An Opportunity to Up-sell** a More Profitable Product
- **Highly Measurable** Form of Marketing





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Hello...

My name is _____ with the _____.....the weekly shopping publication that's delivered in our area.

I'm calling to see if I can help you generate some new customers through **on-line advertising and Social Marketing**.

This program has a **complete marketing program** to local homes in our area.

I'd like to show you what we do for other businesses in our area.

I'm very experienced at what I do...and I make lots of money for my customers.

Would you be willing to see me for a few minutes? I promise to be short and to the point.

How about next _____ morning or _____ afternoon?





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- ❖ **Your Advertisers Greater Exposure Though Non-Traditional Systems**
- ❖ **A vehicle to attract New Advertisers to the Local Market**
- ❖ **An Established System That Can be Activated Now**





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Do A “Background Check” With Your Client.

What offers are competitive locally and nationally?

What is your client running successfully in other media?

Is your client impacted by seasonal factors?

How broad is the appeal of your client’s business?

Are your client’s expectations realistic?





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_____ **Unique Visitors** each month!

_____ **% increase in audience in 6-months!**

_____ **percent** are 18-54 years of age

_____ **percent** attended college

_____ **percent** are professional/ managerial

_____ **percent** are homeowners

_____ **percent** earn \$00,000 or more/ year

_____ **percent** log on at work

**Our online
readership is
young,
affluent,
educated and
employed**





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- 1. If you want to make sales and/or generate inquiries on your website, you must have persuasive and passionate sales text.**

Strong sales text is the number 1 most important aspect of a successful e-commerce website. ...

So many websites that have either no sales text or very brief sales text and then they wonder why they cannot make a sale. ...





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2. Include your telephone number and a link to your contact form on every page of your website.

Never make people search to find out how to contact you.

Another reason why this is so important is that when you make it easy for people to contact you, they will trust you more. ...

3. If you sell products on your website, make it easy for people to buy with a credit card.

Both Google and PayPal have made it extremely easy and incredibly inexpensive to add credit card payment processing to your website.





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4. Add customer testimonials throughout your website.

Few things in marketing work as well as customer testimonials.

If you do not have any testimonials, one of the easiest ways to get them is to simply call your customers and ask them what they like most about your product or service. When they tell you, immediately write it down and say, “That was great! May I use that as a testimonial?” Nearly every person will say yes. It works like magic. ...

5. Companies Offer a money-back guarantee.

One of the biggest concerns people have about making a purchase, particularly online, is what happens if the product I buy is junk? Will I get my money back or am I stuck with it? ...





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**By implementing these 5 simple marketing tips,
you will immediately see an increase in sales.**





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Online advertising

Online advertising is one way in which businesses attempt to reach consumers to inform them about their company, products and services. These may be through banner ads, clickable text ads, RSS feeds or roll-over ads.

High traffic sites like search engines may have no trouble selling their advertising space to companies, but less visited websites like blogs or small companies need to work harder to get their ad space sold.

Like any paper, a website owner must convince a company that his **advertising space is valuable** and has the potential to increase the company's bottom line.





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Online advertising

- Place banners of your own on available space with an "**Ad Space For Sale**" graphic, indicating that the available spaces on your site have not yet been purchased by other Businesses and are available for purchase or rent.
- **Include an email** by which the interested customer may contact you.
- **Free more space** on your site to sell at the top of each page.
- ...





Online advertising

- **Prepare a statement** of your website's activity that you can send to interested buyers. **Include** how many hits your site gets a day and how many ad clicks the other advertisements receive. **Include** the number of impressions each currently shown ad has. ...
- **Offer incentives** that the buyers will receive upon advertising with your site. ...





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Online advertising

- **Gather customer feedback** from advertisers who have already purchased space on your site.
...
- **Price your space correctly.** ...
- **Raise your price** once you start getting enough offers to fill your spaces and you have to rotate advertisements regularly.





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Selling space on your website could make you extra money.

You should consider five things before you decide to make the leap of selling your online advertising space.

All of them are equally important, and if you can create an effective strategy of how to do it all before you start selling space, you will have a **much easier and more efficient time dealing with potential clients.** ...





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**Decide what type of advertising you want
for your website.**

This may not seem like an important issue, but
it may actually be the **most important of all.**

...

**You want the advertising surrounding your
products to enhance and not turn people
away.**





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Determine the type and volume of traffic to your web page.

It's not worth an advertiser's time to advertise on your website if you do not receive high volumes of traffic. ...

The quality of traffic is important because you want people visiting that are buyers, not grazers.





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Choose types of ad space to sell.

**There are three main types of
ad space that people sell.**

- **The first is direct advert selling. ...**
- **The second type of ad space to sell is
banner space. ...**
- **The last kind of ad space to sell is
the newest-- pay-per-click. ...**





Determine your price.

How you choose to price your advertising space is ultimately up to you. There is no wrong or right way to do it.

However, being paid is your main goal. That's why dragging out payments before reaching a certain amount before paying a buyer may not be ideal.

- **Charging a flat rate.** ...
- Another method that people use is **cost per impressions.** ...
- Lastly, paying by using the **pay-per-click** method
could be ideal. ...



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Decide how you will manage your advertising campaign.

If you are selling your ad space at a **flat rate**, the easiest way to manage your campaigns is to set up a PayPal account or other billing account that will automatically send out the bill to each client. They will be able to pay you directly through the account.

On the other hand, if you decided to charge with a pay-per-click or a cost per impression option, **you'll run into billing issues** as each person will be billed differently. ...





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Many papers have been able to **create a compelling combination of printed and online versions** because the information they provide readers is **more detailed.**

They're offering their Readers and/or subscribers **additional unique content** that complements their printed information.

...



The need to have a solid foundation in the following:

- **Writing for the Web (both being able to identify topics and style).**
- **Search Engine Optimization.**
- **HTML.**
- **Social media and community management.**
- **Mobile Website**
- **Production (video, slide shows, and graphics, etc).**

These are basics. There are many additional skills they can add to their repertoire, which will be determined by their interest and/or work opportunities.





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Each Rep should make a **Wish List** of Accounts. (Keep in mind to keep it to **Local Accounts** with Decision Makers (not big box)

Be on the look out for **Possible Banner Advertisers**.

Establish a **price program** in your media Kit.

Start a List of possible Businesses.

Find Hidden Objections **from the Sales Reps** upfront and address them, each one. Do this in a meeting or one-on-one. Once the rep views 2-3 presentations they will believe and understand and will become excited. In most cases, they will become better reps. and better Hunters.

Review List of **suggested account TYPES** who love and use coupons. Perhaps a contest for the most types a reps has set appointments. Could be Private Lunch with Publisher.

Set **GOALS** (Each Rep.) of **4 to 5 Formal** Presentations to Accounts each week. Always bring up in all meetings to keep on Rep's Mind.

Pass out and use appointment sheets. Should be started during reps regular travels.





Review materials, for information about the programs in a meeting with reps.

Set appointments with **Non-Advertisers** to get **NEW Revenue**. By stating:
We want to SHARE some EXCITING INFO. with you ... also would LOVE to receive YOUR INPUT!

You are NOW a Multi Media Rep, not just print.

Appointment Goals are to be met by Rep. This number may be **based on the number of reps you have. REVIEW DAILY**

Review Local websites for advertisers to call on as they are **warm prospects**. Review Banner ads also.

Review other papers. coupon books and mailings in area for advertisers who **regularly use coupons** in their ads.

Review Yellowpages.com for **types** of businesses , by zip code and coupons listed by phone books.

Send out a **press release** to **Ad Agencies** to give them the heads up on this exciting program.



Press Release may also be sent to **Business Publications, Chamber News Letters, Networking Groups** etc. Speaking at these meetings could be very good.

All Reps should review **their business cards** of customers with email address, to send out emails to **announce program and to setup appointments.**

Assign a **certain day of the week or half days** to each rep to make **4 legged calls.**

AFTER A FEW PRESENTATION, EACH REP AT DIFFERENT SALES MEETINGS, MAKE A PRESENTATION TO THE ENTIRE SALES TEAM.

Each Rep, Set aside **one or two days in office on phones** setting appointment prior to deployment. Buy lunch.

Ask Chamber, Business Groups, and Networking Groups for members email addresses, I once used the United Way mailing list.

A **personal invitation** mailed out could be used to contact businesses you can not find an email address.



Review accounts who have **not advertised** in the last **90 to 120 days by rep.** to call and set appointments. **Also accounts who stated they do not want print.**

Decision Makers **under the age of 40** will be a better prospect.

Post appointments by Rep on White Board where **ALL reps can see every day.** This creates a competitive environment.

Set up a link on your **current website** to direct to Website Pricing Program (**embedded** with your link).

Set up Social Media sites for Your Company, **Facebook and Twitter** Pages. Place these logos with Links on your Website.

Reps should join **LinkedIn** (a Business Site) and look for local Business groups and Owners. Great way to connect and network with thousands in your local market.



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If you have a digital edition, check into a **log in e-subscription** with email addresses. In Savannah we had over 8,000 e-subscribers which counted as circulation in our audits. We also sent out each week **an email informing them the new edition** was up on line. We **announced** specials and specials even in our papers. This email may be **supported by an advertiser** who wishes to get to your subscribers and more than paid for doing this. **Out of Town Advertisers and Ad agencies** love this. Great **E-tearsheets** as well.

Follow up with a **spiff** of \$50. per agreement.

Keep on the weekly agreement, This is not a problem... only in the mind of the salesperson. I tell them this will **guarantee the price for 1 year**.

For each advertiser, **run a classified in categories** of their ad and **refer** to the ad in your paper and page number.

Ask advertisers to add the Your URL and logo **to their website**. **Ask for Link**.

When re-ordering business cards, on back put the Website info. **Review** Letterheads and Promo sheets etc. even rubber stamps and mailing envelopes.





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If you use **page headers or footers on your paper** use **URL**

Add "Your Website" to Front window or a banner at office.

Google Places add **"Your Website"**

Keep **FRESH Promo House** in your paper. **Have a Contest and vote on Best One.**
Could be for all your Group. SHARE.

SET MINIMUM GOALS FOR EACH REP. (APPOINTMENTS AND CALLS)

Talk about **Benefits, Benefits, Benefits**

PLUS the 3 Generations, the Marketing behind the Marketing Program and the Savings alone in print.





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Examples



savertime

National Deal of the Week

\$34 for Ceramic Knife Set + Peeler (\$69.95 Value)

Online Redemption Only



\$34.00 for Zirconia Ceramic Knife Set + Peeler (\$69.95 Value)

66 hrs 45 min left to buy!

See the Deal

Check out local daily deals in these California cities:

Bay Area

- [San Jose South Bay](#)
- [San Francisco Peninsula Cities](#)

Central Valley

- [San Joaquin County](#)

Sacramento

- [Sacramento Northeast](#)
- [Sacramento Southwest](#)

Inland Empire / Riverside County

- [Inland Empire Central](#)
- [Inland Empire East](#)
- [Inland Empire West](#)

San Diego

- [Temecula Valley](#)
- [San Diego South Bay](#)
- [San Diego Central](#)
- [San Diego East County](#)
- [San Diego Beach Cities](#)

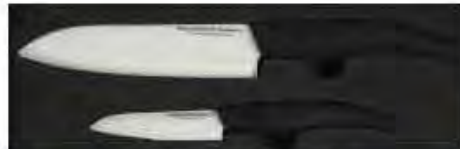


My Favorite Locations



Seaside Knife Company

\$34 for Ceramic Knife Set + Peeler (\$69.95 Value)



Mobile redemption

\$34.00 for Zirconia Ceramic Knife Set + Peeler (\$69.95 Value)



5 days 12 hrs
LEFT TO BUY

BUY!

Redeem: Apr 10, 2012 – Jul 11, 2012 [\(details\)](#)



Highlights

- Comes in beautiful gift box and includes Santoku knife and 3" paring knife, plus ceramic peeler
- Revolutionary Zirconia Ceramic is a bio-neutral material that does not transfer metal ions into



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- Rubberized ABS handles keep busy chefs



Enter your Zip Code to find Local Grocery Coupons.

[Coupons](#) [Coupon Codes](#)

Coupon Carrier

MONEY SAVED \$0.00

COUPONS CLIPPED 0

Enter your ZIP Code for even more coupons in your area!



SORT BY CATEGORIES

All Categories (212)
Foods (42)
Health Care (24)
Beverages (12)
Personal Care (34)
Household (42)
Baby & Toddler (9)
Books & Magazines (5)
Restaurants (4)
Entertainment (5)
Pet Care (6)
Home Entertainment (9)
Local Coupons (3)
Professional Services (5)
Office Supplies (3)
Photography (2)
Apparel (1)
Toys and Games (2)

We have 212 Free Coupons for you today.

☐ Select All

1 2 3 4 5 6 7 8 9 10

[PRINT COUPONS](#)



SAVE \$0.50
McCann's
on ANY McCann's Irish
Oatmeal product (Available
at Walmart)

\$0.50

[CLIP](#)



SAVE 55¢
Sunbelt® Bakery
when you buy one Sunbelt®
Bakery Cereal

\$0.55

[CLIP](#)



SAVE \$1.00
belVita
on ONE (1) package of
belVita Breakfast Biscuit and
a gallon of Milk (Find belVita
in the Cookie Ais ...)

\$1.00

[CLIP](#)



SAVE \$1.00
McCann's
on ANY McCann's Irish
Oatmeal product

\$1.00

[CLIP](#)



SAVE ON
Kellogg's®
Receive special savings on
Kellogg's® cereals.

SAVE

[CLICK AND SAVE](#)



SAVE ON
Kellogg's®
Save instantly on your
favorite Kellogg's® brands.

SAVE

[CLICK AND SAVE](#)



SAVE ON
Kellogg's®
Receive special savings on
Kellogg's® cereals.

SAVE

[CLICK AND SAVE](#)



SAVE ON
Kellogg's®
Receive recipes, coupons,
and special offers.

SAVE

[CLICK AND SAVE](#)

NEW Deal OF THE Week
Click to see current deal...



The Moneysaver Hour
on WPSL AM 1590
LISTEN NOW

Read Our Blog

Pickup Your Copy of the Moneysaver

Moneysaver

moneysavermag.com

Specials, savings and contests for the Treasure Coast and Northern Palm Beach

[About Our Blog](#)[iPad Contest](#)[Our Digital Books](#)[Web Design With A Kick](#)[Our Facebook](#)[Contact Us](#)

3 Chances to Win an Apple iPad

Signup to Win an Apple iPad 2!

Moneysaver is giving away an iPad 2 to one lucky person.

Visit us on Facebook and click "Like" from now until May 31, 2012 and you will be automatically entered into the drawing. Additionally, you can Signup for our Email Specials and get a second chance to win!

Good Luck!

[Read more](#)

Featured Articles



Signup to Win an Apple iPad 2!



Planet Fitness Gym



Wholesale Mulch

[Recent Articles](#)[Subscribe](#)



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DailyLocal.com **AdTube...** Chester County's **VIDEO GUIDE** to Great Merchants



- ▶ Become an MVP for Free Food & Drinks
Duffys Sports Grill
- ▶ Enjoy your own backyard pool today!
Hawaiian Pools
- ▶ Special offers for Halloween and the Holidays
Party City

[Website](#) [Email Listing](#) [Print Listing](#)

[Email Us](#) [Current Ad](#) [Coupon](#)

Special Offers For Halloween And The Holidays

Party City is committed to being the best at helping our customers celebrate every occasion by offering an unrivaled selection of merchandise, competitive pricing and a helpful and knowledgeable staff. Our reliable, time-tested knowledge of party-perfect trends, and superior customer service makes throwing a successful event - large or small - easy, so you can make it fun.

The West Chester (PA)
Daily Local News

**Vendor will also develop an
Online Video Directory**

**While users are viewing a video,
they can access advertiser's:**

- **Web site**
- **E-mail**
- **Newspaper ad**
- **Coupon / Offer**



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ePaper
Exactly how it appears in print

DailyLocal.com
Chester County, PA

Monday, October 8, 2007

TODAY'S STORIES
LEGISLATIVE NOTES
State Rep. Barbara Molinaro Smith, D-156th, of West Chester, led a charge to help cut energy costs Wednesday by giving each member of the Pennsylvania House of Representatives an energy-efficient compact fluorescent light bulb (CFL).
She paid for the bulbs with her own money, not taxpayer dollars. She hopes the gesture will encourage all Pennsylvania to switch to CFLs in their homes and offices.
Full Story

Candidates spar about leadership
WEST CHESTER 4th Democratic county commissioner candidates Kathy Cozzone and Bill Scott called for new leadership while Republican candidate Carl...
Full Story

West Chester Chili Cook-off
WEST CHESTER 4th A hungry throng gathered Sun to taste chili made by 60 different teams and choose a favorite.
Full Story

OTHER TOP STORIES
1 FUGITIVE CHARGED WITH HOMICIDE
2 Grant program helps put at risk kids in preschool
3 City's redevelopment shows signs of growth

BUSINESS
1 Drug companies favor renewal of FDA programs
2 ON THE MOVE
3 Keeping your dog safely contained
4 Apartment, gift cards, electronics and items for the predicted big sellers for the holidays
5 Reservations poured for mid-October 'Freaky Friday'

MARKETPLACE
City Special Sections
City Shopping Place All Ad Classifieds

SERVICES
ePaper Login
Subscribe
Photo Prints

AP ONLINE VIDEO NETWORK
Daily News
Local News
World News

AdTube Videos
Special offers for Halloween and the Holidays
Party City
View Ads
Watch now 2:00pm

MARKETPLACE
Local Online Ads, Just a Click Away

Home Page & MarketPlace features a "Teaser Box" that features scrolling list of all advertisers.

25,000 (160 x 240) Ad impressions each month, rotating on all news pages of DailyLocal.com

Video plays in the top half of the ad (silently)

ALL ADVERTISING DAILY LOCAL
MARKETPLACE
Local Online Ads, Just a Click Away

Tools and Resources
Advertiser's Site
Advertiser's Site
Advertiser's Site
Advertiser's Site
Advertiser's Site

AdTube Videos
Special offers for Halloween and the Holidays
Party City
View Ads
Watch now 2:00pm

Engagements & Weddings
Place your engagement or wedding announcements in the Style section of the Sunday Denver Post as well as on the Celebrations website. We make placing your announcements easy.
[Rusty's Celebrations]
[Wedding Websites]

Buy Tickets
Find seats to your favorite sporting event, concert, or kids show here.
[Search Categories]
[Choose Tickets]

Shop Local Retailers
Shop local retailers in your neighborhood.
ACE
BEST BUY
macy's
NORDSTROM
TARGET
Walmart
[View All Denver Stores]

FASHION FIRE
CHECK OUT THE NEW FALL LOOKS HERE





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DailyLocal.com

Maximum Multimedia with AdTube

The Daily Local News ROCKS online!

- ✓ 100,000+ unique visitors viewing over 1,00,000 pages/ month*
- ✓ 22% growth in since January 2007
- ✓ 40% of online readers are 18-34, 49% are 35-54, 11% are 55+
- ✓ 63% have a mean income of over \$50k year!
- ✓ 85% attended college!
- ✓ 71% log on at the workplace!
- ✓ 91% recently shopped online (89% of our daily online readers are readers that do not read the print edition)



DailyLocal.com

Maximum Multimedia with AdTube

The reach & frequency of online display advertising with video!



You'll also receive:
25,000 Tower Ad Impressions
each month, rotating on all
news pages of DailyLocal.com

Your video plays in the top half
of the ad (silently) when readers
arrive on the page!

DailyLocal.com
young, affluent, educated

*Source: NIA/NOR Online Responding Study, 2007. *Englewood, CO

Limited to 30 participating advertisers only

DailyLocal.com

Maximum Multimedia with AdTube

The reach & frequency of online display advertising with video!



AdTube videos will also be on
the Home Page of our new
online MarketPlace!

Within this new site will be:
- Latest deals and specials from
local advertisers

Limited to 30 participating advertisers only

DailyLocal.com

Maximum Multimedia with AdTube

#1 30 produced online video included in our new
Online AdTube Directory (did not to change video)

#2 Video plays 25,000/ month on all news pages
Video is listed (and plays automatically) on home page

#3 Video is listed (and plays automatically)
on home page of new Marketplace

#4
Print listing
3x/ week
in the
newspaper

**\$99/ week
investment**

(includes 1 year access to a 30 week term)

Limited to 30 participating advertisers only



Multiple-media together, ROCKS!

Sarasota Herald-Tribune

The Herald Tribune has over 512,000+ readers /



Maximum Impact through Multiple Media

Our Web site **ROCKS** with a growing young, affluent, educated & employed audience!

✓ 512,000+ unique readers viewing



Maximum Impact through Multiple Media

41% of our c

✓ 91% of our online readers are b

You're featured daily online @ HeraldTribune.com

Source: ABC circulation, 2007 * Omniture

✓ 61% earn more than \$50,000/yr



Your Premiere Local Business Listing

✓ 86% attended college

✓ 76% employed

✓ 38% are "professional/ manager

✓ 76% own their home

✓ 41% are NEW readers (not read

Source: 2004 Belden Research Study * Omniture 12-month



Maximum Impact through Multiple Media

Reaching the
"active
shopper"



✓ Business Profile Page assisting with "Search Engine Optimization" on: Google, Yahoo!, + others!

✓ Premiere Local Business Listings appearing on classified pages (based on category) appearing on story pages (randomly)

✓ Top of Page Listings appearing on Searchasota.com (based on category)

Reaching the
"passive
shopper"



✓ Exclusive Weekly newspaper ad in the Herald Tribune within the category of your choice
2 x 1.5" - copy can change weekly

Total value of above: \$1300/ month

\$899/ month investment

(advertiser must agree to a 52 week term)

limited to only 1 advertiser per category



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Gatehouse Newspapers in Freeport, Ill.

Featured Listing
Links to "Profile Page"



The Profile Page offers:

- Maps/ Directions
- Links for E-mail/ Web site

• Plus, a copy of current print ad!





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Gatehouse Newspapers in Freeport, Ill.



The *Totally Local Yellow Pages* search box appears on all pages of site



Your **Featured Listing** appears at the top of your selected category page. Includes:

- Web site link
- Online logo or picture
- E-mail link

All other listings appear in order of distance from center of city!





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The Journal-Standard



The *Totally Local* Premiere Home Improvement Directory

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The 24-7 Premiere Advertiser Program

24-7 is The Gazette's all-new shopping channel

All advertisers receive a "store-front" that can display products, company info, logo, website/ e-mail links. Plus, an online version of your latest print ad.

The 24-7 Premiere Advertiser Program

Reaching the "ACTIVE" shopper

You get your print ad online within a "storefront" in our new "24-7 Shopping Channel"

The 24-7 Premiere Advertiser Program

Reaching the "ACTIVE" shopper

You get an online ad displayed 100,000 times/month on ALL "story pages" of gazette.com

You share this exclusive spot with only 14 other advertisers each receiving 100,000 impressions/ month

Ad can link to your "store front" or your Web site

The 24-7 Premiere Advertiser Program

Reaching the "ACTIVE" shopper

Reaching the "PASSIVE" shopper

hundreds of thousands in media promotion will support the all-new 24-7 shopping channel

Premiere Advertisers will get a logo in Gazette promo ads no less than 1x/ week

The 24-7 Premiere Advertiser Program

Reaching the "ACTIVE" shopper

Reaching the "PASSIVE" shopper

Your ad online within your own "storefront" in our new "24-7 Shopping Channel"

Online graphic "in story ad" appearing 100,000/month on "most story pages" of the gazette.com Web site

Ad is placed from the copy of a current print ad

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\$999/ month investment
(weekly print ad required)

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Sugar makers struggled to tap their trees after blizzards in February and March. They floundered through snow 6 feet deep in places.

"We were up to our armpits in snow," said dairy farmer and sugarer Jacques Couture of Randolph, who put in 6,200 taps with a crew that included his son, on a break from college.

"We were whipped when we came out of the woods. My son told me, 'This syrup ought to be \$100 a gallon,'" Couture joked.

As icicles finally began to drip this week, sugarers listened to the forecast and braced for a string of below-freezing nights and above-freezing days — perfect conditions for the spring sap run that's just about overdue.

"It looks beautiful for the weekend, ideal sugaring weather. Sugar makers should be boiling and well ready for people to come out and visit us," said Rick Marsh, a Jeffersonville sugar maker with 8,000 taps, as he prepared to check his sap lines and unlumber the maple creamer machine at his sugarhouse. This is the Vermont Maple Sugar Makers Association's annual open house weekend, and sugarbushes around the state will be open to visitors.

"Fancy" loses ground.

Weather will determine the size of Vermont's 2007 crop and will influence the price sugar makers can get for their syrup.

But there's good news no matter what the weather. Demand for maple syrup is growing around the world — 5 to 10 percent a year in recent times, according to Larry Myott of Ferrisburgh, a retired Vermont Extension maple specialist and executive secretary of the International Maple Syrup Institute.

"With more interest in healthy foods, you put maple syrup out there and immediately people think 'Natural, no preservatives, healthy,'" he said. "That's why markets are expanding."

But perhaps the best marketing news of recent

Thursday, Sugar makers are selling more syrup and getting better prices.
AUBON REDUCH, Free Press

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Listing links to Profile Page





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Since the Business Profile Page comes from CourierPostOnline.com you will be leveraging our web site popularity to get ranked higher on most Internet Search Engines with your own keywords!

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9 out of 10 sites at the first page of a "Search Engine" when looking for a product or service.

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Page 1

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Hector Macgregal is serious about making sure his customers know what they're buying.
More of this story

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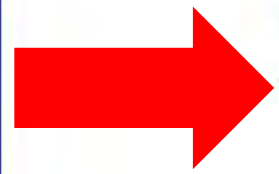
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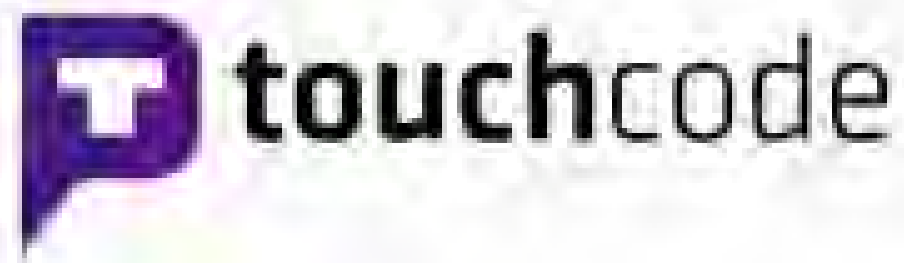
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


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Check out the new Deals of the Week, 5 great offers from some of the best businesses around!

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Jenny Lorentz

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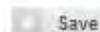


Michael L. July 20, 2011

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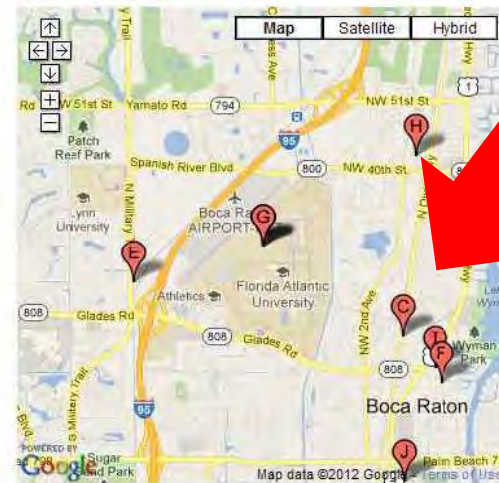
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