



**SINGLE COPY SIGHTINGS,
SALES MUSINGS
&
CUSTOMER SERVICE**

***.....FROM A SLIGHTLY DIFFERENT POINT OF VIEW
MEGA SUMMIT EAST 2019***

JIM SMITH...AGAIN?!?!?!?
GOOD NEWS OR...BAD NEWS

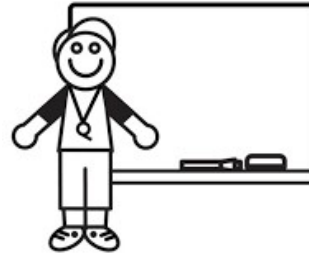
My subscriptions (1)

[REDACTED] Unlimited Digital Access

⌚ Expires on Aug 09, 3019

Today's Messages

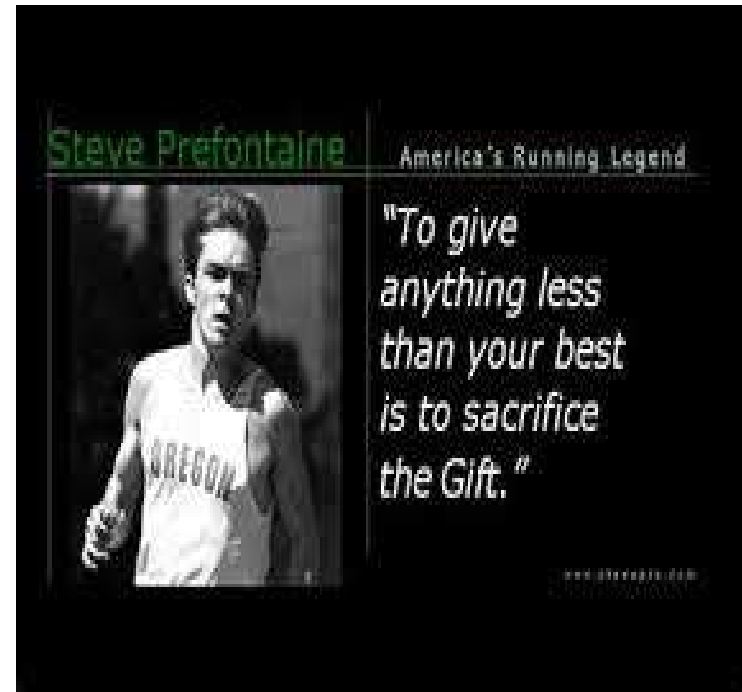
- What you do is much bigger than you may think.....Creating Experiences
- Customer Service Experiences
- Single Copy Ideas
- New Trending Ideas



Cooch and Teacher



Opening thoughts for your consideration



THE MAN IN THE ARENA

"IT IS NOT THE CRITIC WHO COUNTS; NOT THE MAN WHO POINTS OUT HOW THE STRONG MAN STUMBLES, OR WHERE THE DOER OF DEEDS COULD HAVE DONE THEM BETTER. THE CREDIT BELONGS TO THE MAN WHO IS ACTUALLY IN THE ARENA, WHOSE FACE IS MARRED BY DUST AND SWEAT AND BLOOD; WHO STRIVES VALIANTLY; WHO ERRS, WHO COMES SHORT AGAIN AND AGAIN, BECAUSE THERE IS NO EFFORT WITHOUT ERROR AND SHORTCOMING; BUT WHO DOES ACTUALLY STRIVE TO DO THE DEEDS; WHO KNOWS GREAT ENTHUSIASMS, THE GREAT DEVOTIONS; WHO SPENDS HIMSELF IN A WORTHY CAUSE; WHO AT THE BEST KNOWS IN THE END THE TRIUMPH OF HIGH ACHIEVEMENT, AND WHO AT THE WORST, IF HE FAILS, AT LEAST FAILS WHILE DARING GREATLY, SO THAT HIS PLACE SHALL NEVER BE WITH THOSE COLD AND TIMID SOULS WHO NEITHER KNOW VICTORY NOR DEFEAT."

Theodore Roosevelt

Commitment
Integrity
Respect
Courage
Excellence

“Do Things Better Than
Ever Before”

-David Baker, President
& CEO Pro Football Hall
of Fame

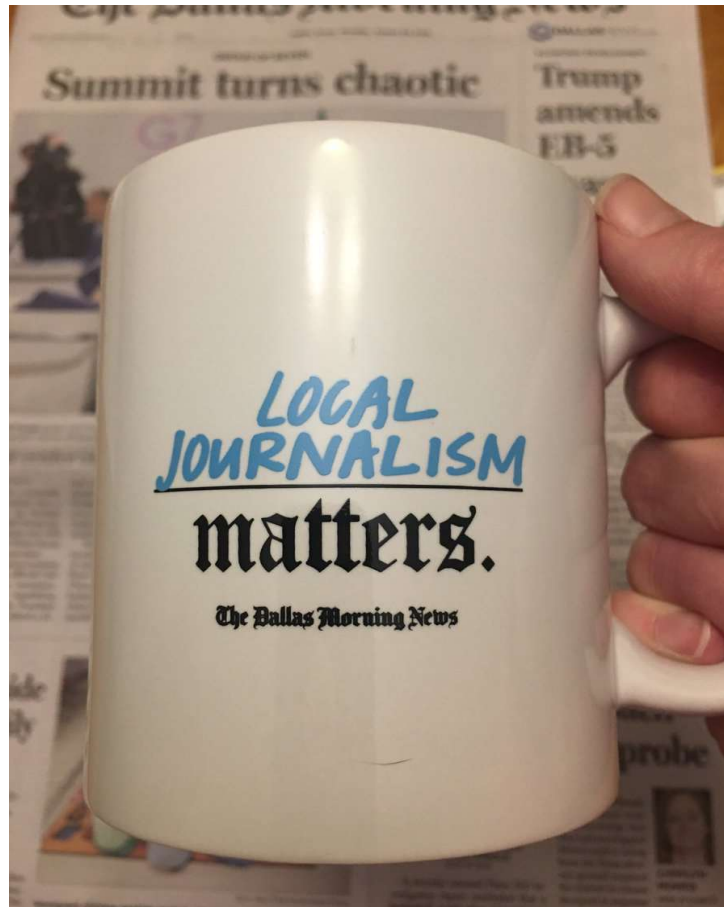
Lack of resources? NETWORK!

*“I would hope you would support who we are
and not who we are not.....This is your team”*

---Coach Norman Dale
Hickory Huskers



Enough said.



When the going gets tough, the tough get going!.....NEVER, NEVER, NEVER GIVE UP



CREATING AN EXPERIENCE



ns. In his
with the Blue
second-
om the 2017
the team
nly 2:26
with his
NHL level.
ss, Texier
youngest Blue
t to score a
Then, to top
y years and
he planet, he
npty-net goal
y play that gave
ckets a three-
n their eventual
gainst Tampa

scored the first
goals while

very well," Tortorella
said. "He knows the
hierarchy of a team, the
structure of a team. It's
very exciting now, but it's
really exciting because
you see what he can be."

Texier said he has been
to Notre Dame when
visiting Paris as a kid in
summer.

"We have a game," he
said. "I know it's terrible
for our people in France,
but we had a game
(Tuesday), so just focus
on our game, and I'm
going to see some news-
papers after the game."

ajardy@dispatch.com
@AdamJardy

10am-5pm MON-FRI (Closed SAT & SUN)
1166 Dublin Road, Suite 100
Columbus, OH 43215

Be on your game because each visitor
(subscriber) has a story.....



This experience could have had it ups and downs.



Once in a lifetime experience?
8 games/concert/event/subscription frequency





DULUTH HERALD & NEWS-TRIBUNE
Arrow-CHEVROLET

99

What you do matters.

Do they make the (name of newspaper) on Labor Day? Someone didn't get her paper today—- she's 😞

Round table...experience...coming your way?



UPDATE FROM 2018!

Dollar Tree: Sunday on Sale All Week

- Ripple Street Research: Almost 1/3 of consumers shop dollar stores more often than a year ago.
- 80% spend \$ 11 to \$ 50 each visit.
- 25% of customers at the 3 biggest dollar chains are millennials from households earning over \$ 100,000 (data from NPD group)
- 34,000 “dollar stores” across the “category”
- **DOLLAR GENERAL to open 975 stores in 2019/Remodel 1000..15,370 stores (McDonald’s approx. 14,000/Starbucks 14,000)**
- **Industry stat: Impulse buys = \$6.5 billion...1 in 5 buy a “check out lane item” (2015)**

“We can’t ever get a good position at (fill in the blank)”









Thank you for buying today's Dispatch.

ENTER TODAY TO WIN ONE OF TWO AMAZING GRAND PRIZES!



\$2,500
Macy's Gift Card



\$2,500
Target Gift Card

Enter to Win as often as you like. No purchase necessary.
Drawing will be held on October 29, 2018

TO ENTER Please fill out form COMPLETELY, fold it using the guidelines on the back, tape it closed, stamp it and put it in the mail.

Name

Address

City State Zip

Email (required)

Winners will be contacted by email.

How many times per week do you usually purchase the Dispatch? 1 2 3 4 5 6 7

Where do you typically purchase The Columbus Dispatch?

Store Name Zip

When do you usually purchase The Columbus Dispatch? Before 6:00 am 6:00 to 9:00am After 9:00am

Have you ever subscribed to The Columbus Dispatch? Yes No

Why do you usually buy The Columbus Dispatch (check all that apply)?

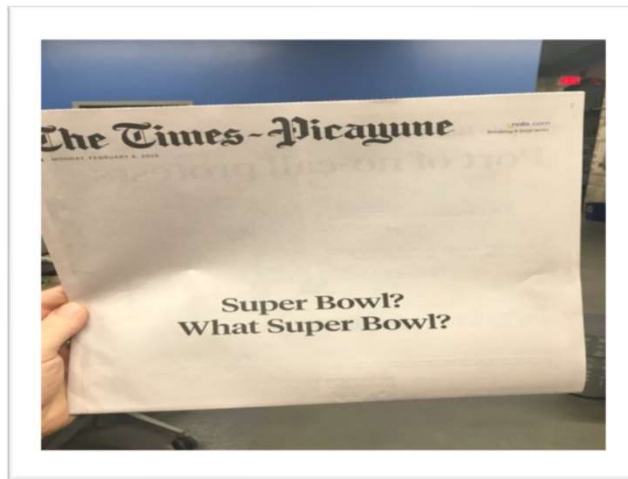
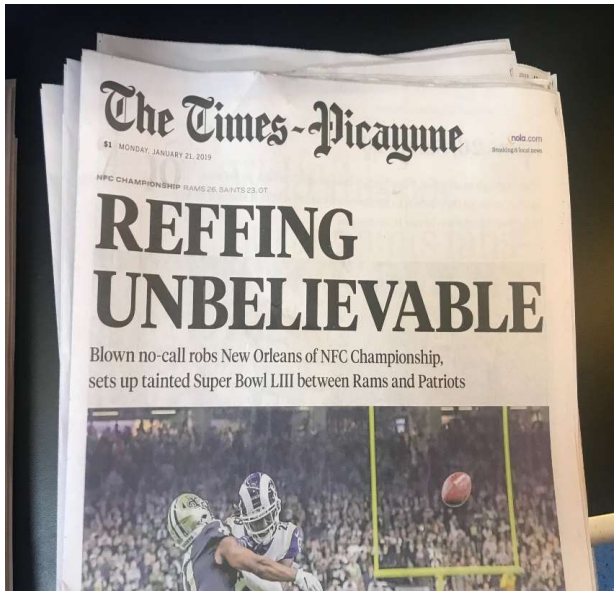
Local news Headlines In-Depth Articles Op/Ed Pieces Sports Coupons

Only original entry forms will be accepted (no copies or reproductions). Go to www.dispatch.com/contest-rules for information on this contest.

Survey Questions Analytics!

- How many times a week do you purchase?
- Where do you typically purchase? Store Name/Zip Code
- When do you usually purchase? Time frame (before 6:00 AM, 6:00 AM to 9:00 AM, After 9:00 AM)
- ----*remember our 4:00 to 6:00 rush?*
- Have you ever subscribed?
- Why do you usually buy? (Local News/Headlines/In-Depth Articles/Op-Ed Pieces/Sports/Coupons)

The Man(editor) in the Arena?



NEW ENGLAND 35 TENNESSEE 14 PHILADELPHIA 15 ATLANTA 10

Marcus Mariota sacked 8 times; Titans no match for Patriots. SPORTS

SUNDAY 1/14/18 STARADVERTISER.COM -- 32.25 Cuts, 33.25 higher winds -- Much sun and pleasant. High 33, low 18 -- 84

The Pulse of Paradise

Star Advertiser

OOOPS!

'Wrong' button sends out false missile alert

- False alarm triggers mass panic; officials worried tourists could take a hit
- Outraged citizens could take it out on Gov. Ige in the upcoming election
- From panic to anger to relief, tweets and Facebook posts are emotionally charged
- We all make mistakes. But somebody needs to get fired for this one!

The Columbus Dispatch

Monday, September 10, 2018 | dispatch.com | 53

Close, but no beer yet!

SPORTS

TITANS 43, BROWNS 13

FEELING DISASTROUS

Browns' discipline lost in shuffle

Mark Robinson

CLEVELAND

Whoopie Bell took on a whole new meaning Sunday. Whoopie as in sit, months of hope about the talent-laden Browns and hell as in what transpired when they first stepped on the field for a game that meant something.

The fan-crippling phrase coined by...



Value! Value! Value!



azcentral. | THE ARIZONA REPUBLIC

SHOP SMART.
LAST YEAR WE OFFERED NEARLY
\$13,000 IN SAVINGS
with our weekly coupons and sales ads.



PAY FOR 1 MONTH, GET 1 MONTH FREE
+ Get a \$10 Target gift card!*

Visit SGO.azcentral.com Call 602-444-1000 and Mention Promo Code SGO



MEET
Scott

Scott subscribes
to Orlando Sentinel.

He saved **\$17,212**
in 2017 from the savings
found inside Orlando Sentinel.

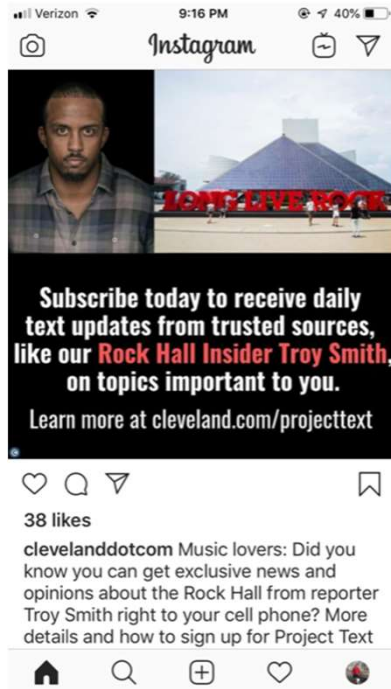


HOW MUCH DID YOU SAVE?

Start saving today - become a valued Orlando Sentinel subscriber.
Visit OrlandoSentinel.com/subscribe or call 407-420-5353

Orlando Sentinel
MEDIA GROUP

Project Text



Engagement!

**LET'S TALK
BROWNS FOOTBALL**

GET YOUR QUESTIONS ANSWERED BY A PANEL OF
OUR JOURNALISTS COVERING CLEVELAND.

MARLA RIDEMOUR NATE ULRICH STEVE DOERSCHUK

6 p.m. Tuesday, Sept. 3

JERZEE'S SPORTS GRILLE
1019 East Turkeyfoot Lake Road
Near I-77 in Green

Jerzee's **GateHouse OHIO**

Jerzee's Sports Grille is a registered trademark of Jerzee's Sports Grille, LLC. GateHouse OHIO is a registered trademark of GateHouse Media, Inc.

44-00018-16037-01

MALONE UNIVERSITY
COLLEGE OF BUSINESS & PROFESSIONAL STUDIES

ASSE **HARBOR** **GEICO**
CANTON

Presents: **BACK to SCHOOL**
PHOTO CONTEST

Submit your
"Back to School"
photo now for your
CHANCE TO WIN!
CantonRep.com/Contests



Adirondack Daily Enterprise

September 10, 2019 | Today's Paper | Submit News | Subscribe Today

You owe it to yourself
 No monthly fees or monthly minimum balance requirements [Learn More](#)

DISCOVER Online Savings Member FDIC
©2019 Discover Bank, Member FDIC

Selfish buyer can't stop the News





EDITORIALS
AUG 30, 2019

Unless you are a subscriber to the Lake Placid News, it was difficult to find last week's issue of the paper at any of our Lake Placid vendors.

EDITORIAL

Someone went around to the places that sell our newspaper in Lake Placid — from small businesses to big chain grocery stores — and bought all their copies on Thursday morning, Aug. 22.

[f SHARE](#) [TWEET](#)




 chrome enterprise

[I.T. Set Free](#)

 chrome enterprise

 I.T. Set Free
[Learn more](#)

After some phone calls from vendors saying they had sold out, we quickly collected 70 copies from the Enterprise office and Saranac Lake vendors and resupplied the sellouts — places such as Price Chopper, Newman's News, Adirondack Corner Store and Walgreens drug store. Then they sold out again, so we distributed 70 additional copies, and those sold out.

Now that the numbers have been tallied, we can say that the mystery buyer bought about 720 copies of the News all over Lake Placid, missing only five at a couple of our smallest vendors. He or she apparently didn't hit outlying areas such as Wilmington, Keene, Jay and Saranac Lake since our vendors there didn't sell out.



No monthly fees
 No minimum balance
[Learn More](#)

DISCOVER Online Savings
©2019 Discover Bank, Member FDIC

MOST READ

Locals prepare for Out of the Darkness...
 APA reviews plan for Sentinel Wildern...

Email Campaigns

SAVE 87% OFF
The Oregonian
Just 99¢ per week
 for the first 26 weeks of Sunday and Wednesday home delivery.
 INCLUDES 24/7 access to the eNewspaper.

CYBER MONDAY SALE

[CLICK HERE TO SUBSCRIBE](#)

OR CALL: 866-327-1714
 mention promo code: EMYBER18

Order now! Limited-Time Offer expires in:

12 HOURS **19** MINUTES **3** SECONDS



The Oregonian
 • Sweet Deal •
 Receive a \$50 eGift Card to **RESTAURANT.COM**®

when you take advantage of this delicious offer and **SAVE 57%** off the published rate for the first 26 weeks.

The Oregonian
 Sunday, Wednesday, Friday plus **BONUS** Saturday home delivery
 Just \$4.50/wk. for 26 wks.

[ORDER NOW](#)

866-327-1714
 Use Promo Code: **EMTREAT19**

You'll receive the best in local news, sports, and money-saving coupons and sales flyers along with 24/7 eNewspaper access.

And enjoy dinner on us!

Choose from participating local, independent neighborhood restaurants or national food gift retailers & more!

RESTAURANT.COM
BEST DEAL. EVERY MEAL.
 Always available. NEVER expires.

SAVE 85%

BLACK FRIDAY
SUPER SALE

The Oregonian
 Just 99¢ per week
 for the first 16 weeks of Sunday Only home delivery.
 INCLUDES 24/7 access to the eNewspaper.

[CLICK HERE TO SUBSCRIBE](#)

OR CALL: 866-327-1714
 mention promo code: **EMBLKFR18**

The Oregonian
 VOTE WITH CONFIDENCE



Will you?

The Oregonian is the best source for state and local election information that matters in your life.

SAVE 81% off the published rate
 Sunday, Wednesday, Friday, PLUS Bonus Saturday home delivery plus 24/7 eNewspaper access.

ORDER NOW
1-866-327-1714
 Use Promo Code: **EMVOTE18**
 to qualify for the Election Day Sale special below!

ELECTION DAY SALE SPECIAL:
 Receive a \$25 voucher code to **RESTAURANT.COM**® with your 26-week subscription.

Choose from participating local, independent neighborhood restaurants or national food gift retailers & more!

RESTAURANT.COM
BEST DEAL. EVERY MEAL.
 Always available. NEVER expires.

Terms and conditions for online and print. Minimum spend requirements vary and other restrictions apply. Visit Dine.Restaurant.com for complete terms and conditions, participating restaurants and providers.



BONUS: Orders received by 11/18/18 will receive our Thanksgiving Day Edition

Fort Worth Star-Telegram



Anatomy of a promotion

7th Annual Win Free Gas for a Year

2018 Customer Appreciation Promotion



The Modesto Bee
modbee.com

MERCED SUN-STAR

THE SACRAMENTO BEE
Stay Connected >> sacbee.com

Promotion Goals

- ampm customer appreciation
- Promote ampm
- Drive newspaper sales
- Strengthen partnership

REWARD OUR CUSTOMERS!!!



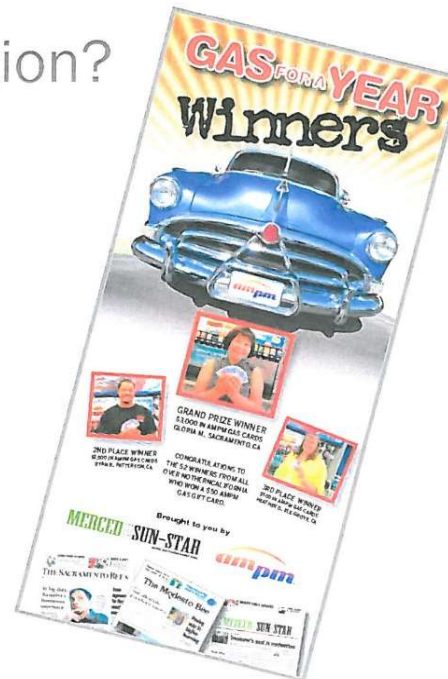
The Modesto Bee
modbee.com

MERCED SUN-STAR

THE SACRAMENTO BEE
Stay Connected » sacbee.com

What is the promotion?

- Win free gas for a year
- Enter to win online
 - winfreegasoline.com
- 3 grand prizes
- 15 weekly winners



The Modesto Bee
modbee.com

MERCED SUN-STAR

THE SACRAMENTO BEE
Stay Connected » sacbee.com

August 2018 Campaign Goals

- Award \$8,000 + in gas cards
- 30,000 contest entries
- Increase foot traffic & product awareness
- Grow newspaper sales 3%
- Promotion by The Sacramento Bee, The Modesto Bee, and Merced Sun-Star
- 100% store participation - \$100 / store

The Modesto Bee
modbee.com

MERCED SUN-STAR

THE SACRAMENTO BEE
Stay Connected » sacbee.com

Promotional Elements – On-Site

- Display signage
- Decals
 - Entry
 - Pumps
 - Coffee
 - Coolers
- Our team will do the set up and take down.

The Modesto Bee
modbee.com

MERCED SUN-STAR

THE SACRAMENTO BEE
Stay Connected » **sacbee.com**

Promotional Elements – Off-Site

- Non subscriber product ads
- Online
- Email marketing
- Social media
- Contesting platform & management
- Winner promotion

The Modesto Bee
modbee.com

MERCED SUN-STAR

THE SACRAMENTO BEE
Stay Connected » sacbee.com

Gas Station Cooler Decal

WIN
Free Gasoline
Over \$8,000 in Prizes!

Your newspaper available here!

For complete contest rules and to enter visit WinFreeGasoline.com

The Great GAS GIVEAWAY

BROUGHT TO YOU BY:
THE SACRAMENTO BEE www.sacbee.com
The Modesto Bee [modbee.com](http://www.modbee.com)
MERCED SUN-STAR www.merced-sun-star.com
ampm www.ampm.com
Too much good stuff!

Gas Station Bundle Hanger



Please visit our the factory for part number and a list of franchisees.
located at www.innovationsgas.com

Sacramento Bee, Modesto Bee & Merced Sun-Star Bundle Hanger
for 2018 ampm promotion



In-Store Marketing



Digital Marketing

PROOF: Click here: It's your last chance for free gas, from The Modesto Bee. >> [Design](#)

The Modesto Bee | 4761 Central Expressway, Modesto, CA 95205
916.928.1111

Page 1 of 2

The Modesto Bee

FREE GAS! PRIZES EVERY WEEK!

WIN
Free Gasoline
Over \$8,000 in Prizes!

For complete contest rules and to enter visit WinFreeGasoline.com

FREE GAS! PRIZES EVERY WEEK!

WIN
Free Gasoline
Over \$8,000 in Prizes!

For complete contest rules and to enter visit WinFreeGasoline.com

Just in time for that last dash of summer

We give you one of our \$100 **FREE** gas cards!

But wait... it gets better!

Every week you can also win one of three grand prizes of \$1,000, \$2,000 or \$3,000 in gas cards!

Ready to buy your gas card online to win?

CLICK HERE

Looking for a new way to get great prizes?

The Modesto Bee
Rewards

JOIN REWARDS HERE

Winner Notification

Winner Notification • The Great Gas Giveaway • (from The Modesto Bee)

Saunders, Greg <rewards@modbee.com>
to Dial me hd, bcc: me >



Congratulations Heather

You are the winner of \$1,000 in Arco gas cards in the Modesto Bee Rewards GREAT GAS GIVEAWAY powered by ampm

We can't wait to meet you in person and get you your cards.

Long Live Print

Join the community committed to helping print media thrive

Stay Connected 

Print isn't dead.



Steel City Corp believes in the value of the free press in a democratic society—and we bet you do too.

CONTINUED SUCCESS TO YOU IN 2019!

- **JIM SMITH**
- **JSMITH@SCITY.COM**
- **(O) 1-800-321-0350**
- **(M) 330-501-9842**
- **TWITTER: @STEELCITYCIRC**
- **TWITTER: @BLUELINENOTES**

