



# **CIRCULATION**

**Rising From the Fire**

2011

Promotions Competition

- **Promotions Competition Goals**
  - Share good ideas
  - Recognize the best
- **Entry categories**
  - Subscriber Acquisition
  - Subscriber retention and/or customer service
  - Single Copy
  - Newspapers in Education
  - Third party or other verified circulation
  - Brand Marketing
- **Judging Criteria**
  - Results
  - Creativity
- **Awards**
  - Seven entries will be recognized among 4 categories
    - Entry volume

# Subscriber Acquisition



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

## Second Place

Circulation 25,000 or less

Subscriber Acquisition

## The Herald-Times

Bloomington, IN

Fall Special Free-Standing Insert

**Newspaper:** *The Herald-Times*

**City:** Bloomington, Indiana

**Circulation Group :** <25,000

**Category and Name:** Subscriber Acquisition

***Name of Entry: Fall Special Free- Standing Insert***

**Submitted By:** Tim D. Smith

**Phone:** 812-331-4203

**E-Mail:** [tsmith@heraldt.com](mailto:tsmith@heraldt.com)

**Title:** Hoosier-Times Group Circulation Director

**Objective:** Find a way to communicate our biggest subscription savings of the year to non-subscribers.

**Results:** We've gone to the dogs to sell subscriptions! We used the power of the word STOP!, combined with the cuteness of a puppy and a really good discount to sell a huge amount of subscriptions during our Fall Special sales period. We inserted single copy, had carriers and DM's sampling and placed them in various high traffic pick-up areas.

**Final results:** This pup did not disappoint. We had 765 Fall Special starts from 8/10/2010 to 11/10/2010!

# STOP!



**NOW YOU  
CAN SAVE 43%  
8 months  
for just \$68.**

**\$68 FOR 8 MONTHS  
THAT'S 43% OFF!**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Credit Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

- Please bill me  
 Charge my credit card  
 Discover  
 Visa  
 Mastercard  
 American Express

**812 336-4200  
800 422-0070**

Please send me the previous Sunday paper with my first delivery.  yes  no

**The Herald-Times** See what's in it for you

Code: FSPC Offer ends 11/10/10



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

# First Place

Circulation 25,000 or less  
Subscriber Acquisition

## The Janesville Gazette

Janesville, WI

Lucky 777

**Newspaper:** *The Janesville Gazette*

**City:** Janesville, WI

**Circulation Group :** <25 thousand

**Category and Name:** Subscriber Acquisition

**Name of Entry:** *Lucky 777*

**Submitted By:** Sara Miller & Lon Haenel

**Phone:** 608-755-9430 or 608-755-9423

**E-Mail:** [smiller@gazettextra.com](mailto:smiller@gazettextra.com) or [lonh@gazettextra.com](mailto:lonh@gazettextra.com)

**Title:** Marketing & Circulation Director

**Objective:** To create urgency with a short-term expire date

**Results:** Creative was developed around a “casino” theme, along with a very aggressive offer: *7 months of 7-day delivery for \$7 per month.*

**Final results:** The one-time insertion in regional TMCs yielded 38 new customers, who placed their order on a pre-pay only basis.

Sample of Lucky 777



- ❖ Short-term, aggressive offer.
- ❖ One-time Sunday drop in regional shopper products to non-subscribers.
- ❖ Pre-pay only
- ❖ Activated across three sales channels- web, call center, and mail back.

**LUCKY**

**SALE!**

Get convenient home delivery of The Gazette...

**Hurry! Sale Dates: Nov. 14<sup>th</sup>-20<sup>th</sup> 2010**

**7 Dollars a Month for Months 7 for a Day Subscription**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

My check for \$49.00 is enclosed  Charge my credit card:



Card Number

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

For faster service or questions, please call our Customer Service Center at  
**(608)741-6650 or toll-free (800) 236-0852.**

**Three Easy Ways To Order:**

- Order online. Just go to [www.OrderGazette.com](http://www.OrderGazette.com) and use Promotion Code: **7DAYSALE**, or
- Call (608) 741-6650 or (800) 236-0852 and ask operator for offer **7DAYSALE**, or
- Return this form with your delivery and billing information

Please make checks payable to

**The Janesville Gazette**

and mail in plain white envelope to  
 PO Box 5001  
 Janesville WI 53547-5001

Campaign Code: **7DAYSALE**

I understand this NEW SUBSCRIPTION promotion is for activation of NEW SERVICE for households not currently receiving home delivery of the Gazette. We will apply payment to account of active subscribers, including those in grace period, at the account's current rate, less the value of any premium received. Accounts on vacation hold or seasonal hold status are also considered active accounts. Current accounts are eligible for service upgrade and/or enrollment in the Gazette's EASYPAY monthly automatic bank draft program. Valid only for households who have not received home delivery in the last 30 days. This is a 29 week introductory offer billed to your credit card in the amount of \$49.00. Valid in The Gazette home delivery area only. This offer cannot be combined with any other offers. Service will continue unless requested to stop. Offer expires November 20, 2010.



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

## First Place

Circulation 25,000 to 50,000

Subscriber Acquisition

## The Daily Journal

Kankakee, IL

School Donation Promotion

**Newspaper:** The Daily Journal

**City:** Kankakee, IL

**Circulation Group :** 25 - 50 thousand

**Category and Name:** Subscriber Acquisition

***Name of Entry: School Donation Promotion***

**Submitted By:** Craig Campbell

**Phone:** 815-937-3870

**E-Mail:** [ccampbell@daily-journal.com](mailto:ccampbell@daily-journal.com)

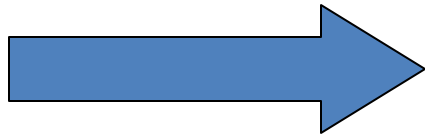
**Title:** Circulation Sales Manager

**Objective:** Drive subscription sales, promote our newsroom's "Education in Crisis" six-part series, and give new subscribers the opportunity to donate to a local school with a subscription purchase.

**Results:** Through a targeted Direct Mail campaign, as well as promotion through Single Copy inserts, our "School Donation" promotion achieved 200+ subscription sales. By purchasing a subscription, new customers donated a portion of their subscription payment to 44 different local elementary, junior high and high schools.

**Final results:** This promotion was very successful for us, and highly popular for attracting new readers. Our timing couldn't have been better. We ran this promotion during May and June of 2010, a time when our local schools were struggling with well-publicized budget deficits. By promoting our newsroom's "Education in Crisis" series, and promising to donate a portion of proceeds on all subscription sales sold during this promotion, we hit an emotional nerve with the public and got the results we needed.

## Free Standing Insert



- ❖ 200+ new subscription orders sold during promotion.
- ❖ 44 local schools received donations from new subscribers in this promotion.
- ❖ 63% of all new orders paid.



## When it comes to your children's education, if it matters to you, it matters to us.

**OUR REPORTERS**

- Bring you the latest headlines. From lay-offs and budget cuts to negotiations and class size issues.
- Bring years of expertise to our extensive school sports schedule.
- Every Thursday, our education page brings you team coverage of 17 key area school districts. And coming in mid-May: "Education in Crisis" — a six-part series explaining the current budget and what it means to you.

**WE COVER WHAT MATTERS TO YOU.**  
Don't miss your chance to give back by helping your school. Order home delivery of The Daily Journal and we will donate a portion of the proceeds to your choice of local schools! (See below for details.)



Daily-Journal.com

**YES! Start my Monday through Saturday home delivery of The Daily Journal and give a donation on my behalf to a local school of my choice!\***

**2 months for \$23.99**

*(45% off newsstand rates)*

**\$3.00 WILL BE DONATED** to the school of my choice and I will receive Monday-Saturday home delivery of The Daily Journal and access to the e-Edition for 2 months.

**3 months for \$36.99**

*(48% off newsstand rates)*

**\$5.00 WILL BE DONATED** to the school of my choice and I will receive Monday-Saturday home delivery of The Daily Journal and access to the e-Edition for 3 months.

**6 months for \$70.20**

*(50% off newsstand rates)*

**BEST VALUE** **\$7.50 WILL BE DONATED** to the school of my choice and I will receive Monday-Saturday home delivery of The Daily Journal and access to the e-Edition for 6 months.

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Area School you would like us to donate to: \_\_\_\_\_

**PAYMENT OPTIONS:**

Bill Me  Check

Credit/Debit card

To pay by check, credit card, or debit card, contact Customer Service at 815.937.3322



\*Offer valid through 6/30/10. This offer is for new subscribers only and may not be combined with any other offer or discount. Donation will be made once payment is received.

Direct Mail piece:



8 Dearborn Square  
Kankakee, IL 60901

PREST STD  
US POSTAGE  
Paid  
PERMIT #565  
KANKAKEE, IL

HELP OUR  
LOCAL  
SCHOOLS!



**YES! Start my Monday through Saturday home delivery of The Daily Journal and give a donation on my behalf to a local school of my choice!**

**2 months for \$23.99**

*(45% off newsstand rates)*

**\$3.00 WILL BE DONATED** to the school of my choice and I will receive Monday-Saturday home delivery of The Daily Journal and access to the e-Edition for 2 months.

**3 months for \$36.99**

*(48% off newsstand rates)*

**\$5.00 WILL BE DONATED** to the school of my choice and I will receive Monday-Saturday home delivery of The Daily Journal and access to the e-Edition for 3 months.

**6 months for \$70.20**

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**BEST VALUE**

**\$7.50 WILL BE DONATED** to the school of my choice and I will receive Monday-Saturday home delivery of The Daily Journal and access to the e-Edition for 6 months.

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Area School you would like us to donate to: \_\_\_\_\_

PAYMENT OPTIONS:

Bill Me  Check

Credit/Debit card

To pay by check, credit card, or debit card, contact Customer Service at 815.937.3322



\*Offer valid through 6/30/10. This offer is for new subscribers only and may not be combined with any other offer or discount. Donations will be made once payment is received.

Full page ROP Ad:



## WHEN IT COMES TO YOUR CHILDREN'S EDUCATION, If it matters to you, it matters to us.

OUR REPORTERS

- Bring you the latest headlines. From lay-offs and budget cuts to negotiations and class size issues.
- Bring years of expertise to our extensive school sports schedule.
- Every Thursday, our education page brings you team coverage of 17 key area school districts. And coming in mid-May: "Education in Crisis" — a six-part series explaining the current budget and what it means to you.

Call Customer Service at 815-937-3322 to sign up for EZ Pay and donate your first month's payment to a local school.

### HELP YOUR LOCAL SCHOOLS!



Sign up for our EZ Pay program we will donate your first month's home delivery payment to your choice of local schools!

EZ Pay rates:

**\$12.70/month**  
Carrier route delivery

**\$14.70/month**  
Motor route delivery\*

EZ Pay is the most convenient way to pay for your home delivery to The Daily Journal. Each month your payment is automatically deducted from a checking account, debit or credit card. No invoices, no stamps, it's EASY!

\*In deliveries made delivery type at your address. Call Customer Service at 815-937-3322. This offer may not be combined with any other offer or discount. Offer expires 6-30-10.





*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

# First Place

Circulation 50,000 or more  
Subscriber Acquisition

## Peoria Journal Star

Peoria, IL  
eJournal Star

**Newspaper:** *Peoria Journal Star*

**City:** Peoria IL

**Circulation Group :** 50 - 100 thousand (select from: <25; 25 – 50; 50 – 100; >100 thousand)

**Category and Name:** Subscriber Acquisition

**Name of Entry:** *eJournal Star*

**Submitted By:** Angie Lyons

**Phone:** 309-686-3174

**E-Mail:** [alyons@pjstar.com](mailto:alyons@pjstar.com)

**Title:** Circulation Sales Manager

**Objective:** To increase readership and awareness our digital newspaper

**Results:** We did not start promoting our e-Journal Star until October of 2010. We have promoted it as an additional product for \$1.00 per month to our current 7 day print subscribers

**Final results:** From October to December we acquired 510 e-Journal Star subscribers. This number of subscribers will give us an additional \$6120 in revenue each year.

## Sample of ROP ad ran promoting e-Journal Star



- ❖ Ad runs 2-3 times per week ROP
- ❖ Over 500 customers subscribed to it in the first 2 months available
- ❖ These 510 subscribers will generate an additional \$6120 in revenue

Complement your Journal Star subscription with



e-Journal Star . . . in case the newspaper made it to the game and Grandpa didn't.

Sign up for the e-Journal Star and have the ability to e-mail pictures and stories from the Journal Star to Family & Friends.

e-Journal Star is an interactive, easy-to-use, online newspaper that is a digital copy of the Journal Star, including every article, photograph, in-paper advertisements, and the crossword puzzle!

**In addition to sending pictures and stories, with e-Journal Star you can:**

- Post articles or photos to your favorite social networking site.
- Receive notices regarding topics of interest to you.
- Search, download, e-mail or print up to 30 days of archives.
- Enlarge pages or text.
- Translate a story to another language.
- Have an article read to you.

Whether you are at home or on-the-go, your Journal Star will never be more than a click away.

As a current 7 day print subscriber  
you can get e-Journal Star for only

**\$1 per month.**

Step 1: Go to [www.pjstaroffers.com](http://www.pjstaroffers.com)

Step 2: Enter promotional code `ujme5`  
or call 309-686-3161.



Don't miss out on this introductory offer! \*No payment required

**JournalStar**

# Subscriber Retention



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

First Place

Subscriber Retention

The Janesville Gazette

Janesville, WI

EASYPAY & Retention Life Cycle

**Newspaper:** *The Janesville Gazette*

**City:** Janesville, WI

**Circulation Group :** <25 thousand

**Category and Name:** Subscriber Retention and/or Customer Service

**Name of Entry:** ***EASYPAY & Retention Life Cycle***

**Submitted By:** Sara Miller & Lon Haenel

**Phone:** 608-755-9430 or 608-755-9423

**E-Mail:** [smiller@gazettextra.com](mailto:smiller@gazettextra.com) or [lonh@gazettextra.com](mailto:lonh@gazettextra.com)

**Title:** Marketing & Circulation Director

**Objective:** To grow the life-cycle length of Gazette subscribers, thereby reducing churn.

**Results:** In an effort to defend a hyper-aggressive rate increase, the Gazette created stronger retention life-cycle marketing practices. At a current discount of 10% off standard, EASYPAY is the most aggressive, standard rate. In addition to EASYPAY playing a key role in preventing increased subscriber churn, our fall of 2010 rate increase— a 12.5% rate hike-- has further elevated the value of EASYPAY in our customers' lives.

EASYPAY is promoted at every possible opportunity: web, telemarketing, e-mail marketing, direct mail, insert media, ROP, billing statements and stuffers, and billing envelopes- both circulation and advertising,

**Final results:** Since our September 2010 rate increase, we have grown our circulation volume. In fact, we've grown our volume of EASYPAY customers by over 15% since August 2010. Our 5,800+ EASYPAY customers account for more than 27% of our entire home delivery base.

## EASYPAY & Retention Life Cycle

- ❖ Enrollment forms included with every circulation billing statement.
- ❖ ALL billing customers receive telemarketing pressure to enroll in EASYPAY, usually 1-3 days after receiving their statement in the mail. They continue to receive telemarketing pressure as they approach their service suspend date, as well.
- ❖ Website banner ads with EASYPAY pull-through to support ongoing campaign.

Blogs » Latest News

### III. Republicans reject Wis. approach to unions

By ASSOCIATED PRESS Monday, April 4, 2011 - 1:24 p.m.

ADVERTISEMENT

Sometimes you wish for 26 hours in a day

Get Gazette 7-day delivery \$1.75 per month

Hurry! Click here and start making more of your day!

CHICAGO (AP) — Top Republican lawmakers in Illinois say union restrictions like the ones approved in neighboring Wisconsin aren't the way to go. But Republican Sen. Mark Kirk is calling on unions to cooperate when fixing the state's budget crisis. She says Illinois can't afford the restrictions that some employees have gotten.

Cross says the state also has to deal with its underfunded pensions and that it behooves everyone to sit down and talk about it.

Cross says he doesn't favor what the Republican Wisconsin governor and legislature did, which was strip public employees of most of their collective bargaining rights.

GazetteXtra.com banner ad for EASYPAY pull-through

EASYPAY pricing:  
**\$17.50/month**  
SAVE 35% off newsstand rate  
for daily home delivery service  
**\$11.00/month**

**Yes!** Sign me up for EASYPAY!  
Pay with your checking or savings account on the 1st, 7th, 14th or 21st of each month.  
Pay with your credit or debit card on the 15th of each month.

Subscriber's Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Select One:  
 Daily Delivery Service = \$17.50/month  
 Weekend Service = \$11.00/month  
 Sunday Service = \$7.75/month

### Gazette Subscriber Authorization Agreement

I (we) hereby authorize The Gazette to initiate monthly charges for the amount of my newspaper subscription, and to initiate any credit entry adjustments as needed. This agreement will remain in force for a minimum of 12 consecutive months. Should this agreement become terminated sooner than 12 consecutive months, I (we) hereby authorize The Gazette to post a one-time debit equal to the value of any premiums or inducements received. I understand that if I make any changes to the account listed below Immediate notification must be given to The Gazette. To terminate this agreement, a 30-day written notice must be received by The Gazette.

Authorization Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorization Signature (required if joint account): \_\_\_\_\_ Date: \_\_\_\_\_

Select One:  
 Checking Account:  
 1st  7th  14th  21st  
 Savings Account:  
 1st  7th  14th  21st  
 Credit or Debit Card (on the 15th of each month):  
 VISA  MasterCard

Remember to include a **VOIDED CHECK** and mail to:  
The Gazette  
15 Parker Dr.  
P.O. Box 5001  
Janesville, WI 53547-5001

PHONE CODE: 2028707

EASYPAY registration forms inserted into subscriber billing statements



Single Copy



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

First Place

Single Copy

The News-Gazette

Champaign, IL

Free Friday

**Newspaper:** *The News-Gazette*

**City:** Champaign, IL

**Circulation Group :**25 – 50 thousand

**Category and Name:** Single Copy

**Name of Entry:** *Free Friday*

**Submitted By:** Melinda Carpenter

**Phone:** 217.351.5601

**E-Mail:** mcarpent@news-gazette.com

**Title:** Free Friday

**Objective:** To increase sales numbers while directing traffic to stores.

**Results:** During the 3 week period compared to start of the program, there was an increase of 471%. The newspapers were purchased by the stores at a reduced rate and passed out free to their customers.

Sample of in-store signage



Sample of ROP ad

THE BEST THINGS IN LIFE ARE

# FREE

EVERY FRIDAY *now till July 30*

Get your FREE *The News-Gazette*

at  **Super Pantry.**

No purchase necessary. Only at participating Super Pantry stores.

# Newspapers in Education



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

First Place

Newspapers in Education

The Janesville Gazette

Janesville, WI

3rd Annual NIE Golf Scramble

**Newspaper:** *The Janesville Gazette*

**City:** Janesville, WI

**Circulation Group :** <25 thousand

**Category and Name:** Newspaper In Education

**Name of Entry:** *3<sup>rd</sup> Annual NIE Golf Scramble*

**Submitted By:** Sara Miller

**Phone:** 608-755-9430

**E-Mail:** [smiller@gazettextra.com](mailto:smiller@gazettextra.com)

**Title:** Marketing & Newspaper In Education Coordinator

**Objective:** Create awareness of NIE with a fun-filled day of golf. Money raised helped provide newspapers in our area schools.

**Results:** The Gazette's NIE program started its annual golf scramble fundraiser in 2008. Each year awareness and participation has gone up. Numerous golf challenges are held on the course to raise money for NIE. 4-person best ball competition with 1<sup>st</sup> place plaques awarded to the winning team. Boxed lunches were served to all of our players and appetizers were provided after the event while numerous raffle prizes and giveaways were handed out. Hole sponsorships also contributed to amount raised.

**Final results:** Over \$2900 was raised in one afternoon for NIE.

# Sample of 3<sup>rd</sup> Annual Golf Scramble Fundraiser



- ❖ Over \$2900 raised in one afternoon.
- ❖ Each year awareness and participation grows.



## Newspaper In Education

*Tee it up for NIE on Friday, June 25th*  
*Glen Erin Golf Club*

# 3<sup>rd</sup> Annual NIE Golf Scramble

Proceeds benefit Newspaper In Education

- Shotgun start 12:00pm
- 4 - person best ball
- Lunch & Hors d'oeuvres
- Awards to winning team
- Fun, Fun, Fun!

The Janesville Gazette is hosting its 3rd Annual Newspaper In Education Golf Scramble Fundraiser. The cost of the event is only \$95 per person, which includes green fee, golf cart and a box lunch, your choice of ham or turkey. Golfers compete for pin and door prizes and participate in fun golf challenges on the course. Proceeds from the 2010 Golf Scramble benefit the Newspapers In Education program. The NIE program places newspapers and educational materials into classrooms at no cost to the schools.

*For more information please contact Sara Van Gelder or Debra Koch (608) 755-9430 or email NIE@jgazzette.com*





**2010 NEWSPAPER IN EDUCATION GOLF SCRAMBLE**

Team Captain: \_\_\_\_\_ Ham: \_\_\_\_\_ Turkey: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

e-mail: \_\_\_\_\_

Player 2: (Name & email) \_\_\_\_\_ Ham: \_\_\_\_\_ Turkey: \_\_\_\_\_

Player 3: (Name & email) \_\_\_\_\_ Ham: \_\_\_\_\_ Turkey: \_\_\_\_\_

Player 4: (Name & email) \_\_\_\_\_ Ham: \_\_\_\_\_ Turkey: \_\_\_\_\_

# of golfers \_\_\_\_\_ x \$95 /golfer = \$ \_\_\_\_\_

IMPORTANT: DO NOT SEND CASH THROUGH THE MAIL. MAIL DROP OFF REGISTRATION FORMS AT GAZETTE!

Cardholder Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature (required): \_\_\_\_\_

Payment Method:

Cash

Check

Charge my card:

VISA

MasterCard

Debit Card

Please mail entries to:  
**The Janesville Gazette NIE Golf Scramble • P.O. BOX 5001 • Janesville, WI 53547-5001**

If you are interested in participating, please fill out this form, include payment and mail to the address indicated or you may register online at [www.GazetteXtra.com](http://www.GazetteXtra.com)

(Click Newspapers In Education Link at the bottom of the homepage)

## Additional Samples 3rd Annual NIE Golf Scramble Fundraiser



Trophy art for 1<sup>st</sup> place plaques



Web ad for awareness & alternate registration

**nie** Newspaper In Education Thanks its  
Sponsors, In-Kind Supporters, Volunteers & Players!

<p><b>SPONSORS</b> Hays Companies Johnson Bank Kealey Pharmacy Rosenbrook Studio</p>	<p><b>VOLUNTEERS</b> Lon Haenel Rudy Frank Sarah Haenel Tonya Ryan Travis Davis</p>	<p>John Paterson Jim Bruce Julie Thurber Kyle Bliss Kim Bliss Larry Fladhammer Larry Schaller Mary Jo Villa Megan O'Donnell Pat Chambers Pat Wuetrich Patty Schumacher Phil Borkenhagen Ralph Russo Rob Lisser Sarah Hawkinson Scott Fischer Shawn Maher Steve Bysted Tina Graham Todd Lentz Willy Johnson</p>
<p><b>IN-KIND SUPPORTERS</b> Ahvia Salon &amp; Spa Alkali Tattoo - Piercing Caddy Shack Cats Meeoow GAZLO Glass Slipper Nail Spa Glen Erin Golf Club It's A Keeper Guide Service Randy Hughes Reflections Hair Salon Rockford Forms &amp; Graphics The Janesville Gazette The Swiss Colony Van Galder Bus Co. WCLD/WJVL</p>	<p><b>PLAYERS</b> Amanda Sookraj Calvin Niemeier Chad Sullivan Dan Braun Dan Lynch Denny Gamrandt Dick Benner Ed Dullard Gary Coptien Gary Kallas Jason Kamler Jennifer McCarthy Jenny Revels John Blassingham</p>	

*3<sup>rd</sup> Annual* NIE Golf Scramble  
Proceeds benefit Newspaper In Education

The Janesville Gazette

Best of Show



*CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION*

## Best of Show

The News-Gazette

Champaign, IL

Free Friday

**Newspaper:** *The News-Gazette*

**City:** Champaign, IL

**Circulation Group :**25 – 50 thousand

**Category and Name:** Single Copy

**Name of Entry:** *Free Friday*

**Submitted By:** Melinda Carpenter

**Phone:** 217.351.5601

**E-Mail:** mcarpent@news-gazette.com

**Title:** Free Friday

**Objective:** To increase sales numbers while directing traffic to stores.

**Results:** During the 3 week period compared to start of the program, there was an increase of 471%. The newspapers were purchased by the stores at a reduced rate and passed out free to their customers.

Sample of in-store signage

The News-Gazette

**FREE**

**EVERY FRIDAY**

No purchase necessary. Only at participating Super Pantry stores.

 **Super Pantry**<sup>TM</sup>

The image shows a promotional sign for Super Pantry. At the top, the text 'The News-Gazette' is written in a white, gothic-style font on a blue background. Below this, the word 'FREE' is written in large, bold, white letters with a green outline, set against a green background. Underneath 'FREE', the words 'EVERY FRIDAY' are written in white, bold, sans-serif letters on a blue background. At the bottom left, there is a small line of text: 'No purchase necessary. Only at participating Super Pantry stores.' At the bottom right, the Super Pantry logo is displayed, consisting of a stylized diamond shape made of four smaller diamonds (yellow, red, blue, and green) followed by the text 'Super Pantry' in blue and red.

Sample of ROP ad

THE BEST THINGS IN LIFE ARE

# FREE

EVERY FRIDAY

now till July 30

Get your FREE *The News-Gazette*

at  **Super Pantry.**

No purchase necessary. Only at participating Super Pantry stores.