

Magazine Launch to 6 Editions

The Daily Item published a quarterly Inside Pennsylvania magazine. In 2020 we were adding 2 magazines to make it a bi-monthly publication.

We wanted to create a new approach and enthusiasm to selling a magazine (many of our sales reps were selling the magazine like they did their newspaper advertising).

Management never knew from quarter to quarter if we were going to hit our quota because they were selling it as a one time deal and then have to go back and resell it again each quarter.

We wanted to separate the magazine from newsprint and show the value and quality of this publication.

We had a folder created to house all of the sales materials and information needed to sell a magazine product that our sales reps could leave with their clients.

Total Cost: \$380/250



Inside PA 2020 Launch

- Two new editions – Susquehanna Summer (May) & Game Night Magazine (August)
- Contracts will be required for ALL premium guaranteed positions.
 - The contract helps explain the special lowered rate when auditors review our revenue and pricing practices.
 - These Premium Positions should be filled by an advertiser for a 6-issue duration.
 - Premium Positions include: Inside Front and Back Cover, Back Cover, Center Spread and Editor’s Letter page.
- Contracts will be required to receive this 20% per issue discount.
 - Advertisers must commit to the 6 “regular” issues by signing the agreement to receive the discount. Without the agreement all ads are charged at full open rate.
 - 6 “regular” issues include: January, March, May (Susq. Summer), August (Game Night), September & November
- No special rates w/o contract or Lori Seebold’s pre-approval.
- New terms have been added to the advertising agreement.
 - **NEW Early Termination Clause** – *In the event an agreement is canceled prior to the end date, all ads that have run will revert back to open rate and the advertiser will be billed accordingly.*
 - **“Last Minute” Cancellation charges** - *Cancellation may not be accepted by publisher 14 business days prior to publication. Ads cancelled prior to publication may be subject to production charges of 25% of the agreement.*
 - **Advertiser Responsibility** – This section of the agreement outlines the responsibilities of the advertiser as it applies to ad copy or print-ready ad submissions.
- No insertion orders will be used for magazine advertising.
 - Sales reps will complete the agreement form for all ads and submit it to Kim.
 - Only 6-issue commitments require advertiser signature.
 - Ads with fewer than 6 insertions do not require signature and are charged at open rate.
 - Kim will use the agreement form to schedule your ad(s) and return it to you electronically with ad numbers assigned.
- 2x3 ads will no longer be dummied as a directory with categories and will be placed throughout the magazine in groups of 2 or 3 as space allows.

We held a sales meeting outlining expectations for our 6 edition launch in 2020

We did not want them to have misconceptions of what we expected of them so we created this outlined sheet for them to reference.

We pushed the 6 edition contracts not only to benefit management in knowing what we had booked for each upcoming publication, but the fact that it was a benefit for the sales staff to not always be reselling the magazine. (They would know in advance if they were going to hit their individual quotas).

We created a sales initiative contract bonus plan

On the left hand column is the bonus that a sales rep would receive if they sold 1-2 contracts.

On the right hand column is the bonus they would receive if they sold 3+ contracts. (Big increase, but well worth it in the end with signed contracts)

We have 25 signed contracts

Revenue: \$73,440/yr.

We are guaranteed this revenue to start each publication for a year.

We noticed that the contracts were sold to clients that were already dedicated magazine advertisers (great way to start), but we wanted to go after new clients as well.

We are having another contract bonus plan just for new clients (have not advertised in our magazine for 1 year) starting with our March publication. With this sale initiative we plan to increase our publication starting revenue.

Join the Inside Pennsylvania Celebration in 2020!

Have your client sign a one-year contract for Inside Pennsylvania Magazine – at contract rate – and receive a

Inside PA Contract Bonus*

* Must commit to 6-issue contract.

1/6 Page	\$25.00	(Sell 3 + contracts)	\$100.00
1/4 Page	\$50.00	(Sell 3 + contracts)	\$200.00
1/2 Page	\$75.00	(Sell 3 + contracts)	\$300.00
Full Page	\$100.00	(Sell 3 + contracts)	\$400.00
Inside Front	\$125.00	(Sell 3 + contracts)	\$500.00
Inside Back	\$125.00	(Sell 3 + contracts)	\$500.00
Back Page	\$150.00	(Sell 3 + contracts)	\$600.00
Center Spread	\$175.00	(Sell 3 + contracts)	\$700.00

To receive the bonus: ads must run in 6 consecutive issues; Contract must be signed by advertiser; Must include sales reps name; and price must be right off the rate card.

Salesperson that brings in the **most dollars** in signed contracts for six consecutive issues will win a \$250.00 Weis Gift Card.

Last day to accept contracts for bonuses will be December 31, 2019.

Half of your bonus will be included in your January 2020 commission and the remaining half to paid when contract is fulfilled in your November 2020 commission.

inside
Pennsylvania
www.insidepamagazine.com



Sales Material included in the folder

A timeline for each publication for the year.

A flyer introducing the two new editions.

The new 6 edition agreement contract to be signed by the client. (The new agreement is also used as the ad ticket. When the sales rep gets the signed contract they send it to our business office where she gives an ad number for each run and then returns it to the sales rep).

A vendor location map.

A previous edition of our IPA magazine

Inside PA - 48 pages January 2020

Fri. Dec 6, 2019	Final deadline for advertising space
Mon. Dec 9, 2019	All page dummies & editorial content to creative services
Wed. Dec 25, 2019	Deadline for camera ready ads
Wed. Dec 25, 2019	All advertiser proofs approved
Wed. Jan 1, 2020	All PDF files must be sent to printer / FINAL APPROVAL
Thu. Jan 9, 2020	Magazine delivered to The Daily Item
Mon. Jan 13, 2020	January issue publishes

Inside PA - 48 pages March 2020

Fri. Jan 31, 2020	Final deadline for advertising space
Mon. Feb 3, 2020	All page dummies & editorial content to creative services
Wed. Feb 19, 2020	Deadline for camera ready ads
Wed. Feb 19, 2020	All advertiser proofs approved
Wed. Feb 26, 2020	All PDF files must be sent to printer / FINAL APPROVAL
Thu. Mar 5, 2020	Magazine delivered to The Daily Item
Mon. Mar 9, 2020	March issue publishes

Inside PA Susquehanna Summer - 64 pages May 2020

Fri. Apr 3, 2020	Final deadline for advertising space
Mon. Apr 6, 2020	All page dummies & editorial content to creative services
Wed. Apr 22, 2020	Deadline for camera ready ads
Wed. Apr 22, 2020	All advertiser proofs approved
Wed. Apr 29, 2020	All PDF files must be sent to printer / FINAL APPROVAL
Thu. May 7, 2020	Magazine delivered to The Daily Item
Mon. May 11, 2020	May issue publishes

Inside PA - Game Night - 64 pages August 2020

Fri. Jul 17, 2020	Final deadline for advertising space
Mon. Jul 20, 2020	All page dummies & editorial content to creative services
Wed. Aug 5, 2020	Deadline for camera ready ads
Wed. Aug 5, 2020	All advertiser proofs approved
Wed. Aug 12, 2020	All PDF files must be sent to printer / FINAL APPROVAL
Thu. Aug 20, 2020	Magazine delivered to The Daily Item
Mon. Aug 24, 2020	August issue publishes

Inside PA - 48 pages September 2020

Fri. Aug 7, 2020	Final deadline for advertising space
Mon. Aug 10, 2020	All page dummies & editorial content to creative services
Wed. Aug 26, 2020	Deadline for camera ready ads
Wed. Aug 26, 2020	All advertiser proofs approved
Wed. Sep 2, 2020	All PDF files must be sent to printer / FINAL APPROVAL
Thu. Sep 10, 2020	Magazine delivered to The Daily Item
Mon. Sep 14, 2020	September issue publishes

Inside PA Holiday- 48 pages November 2020

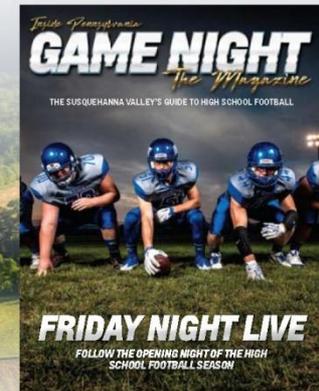
Fri. Oct 2, 2020	Final deadline for advertising space
Mon. Oct 5, 2020	All page dummies & editorial content to creative services
Wed. Oct 21, 2020	Deadline for camera ready ads
Wed. Oct 21, 2020	All advertiser proofs approved
Wed. Oct 28, 2020	All PDF files must be sent to printer / FINAL APPROVAL
Thu. Nov 5, 2020	Magazine delivered to The Daily Item
Mon. Nov 9, 2020	November issue publishes

PENNSYLVANIA'S #1 MAGAZINE* JUST GOT BETTER!

Two new editions are joining the Inside Pennsylvania magazine line-up for 2020.

Coming in May, watch for the NEW *Inside Pennsylvania Susquehanna Summer* packed full of activities, trips and tips to fill up your Summer calendar.

Then, in August *Inside Pennsylvania Game Night: The Magazine* debuts just in time for the High School Football season!



Cover images for representation only and do not depict final cover



Contact Your Sales Representative Today!
570.286.5671

200 MARKET STREET | SUNBURY, PA 17801 | INSIDEPAMAGAZINE.COM

*Inside Pennsylvania magazine was named the state's top niche publication in the 2018 Pennsylvania Newspaper Association Keystone awards for newspapers with a circulation between 15,000 and 29,999.

MAGAZINE ADVERTISING AGREEMENT

inside Pennsylvania

Rates effective January 1, 2020
These rates are applied to 6 standard issues.

Standard Advertising	Open Rate ¹	6 Issues ²
Full Page w/ Bleed (8.625" x 11.125")	\$900	\$720
Full Page w/o Bleed (7.5" x 10")	\$900	\$720
½ Page - Horizontal (7.5" x 5")	\$550	\$440
½ Page - Vertical (3.625" x 10")	\$550	\$440
¼ Page (3.625" x 5")	\$400	\$320
⅓ Page (3.625" x 3")	\$250	\$200
Premium Guaranteed ³ Positions		
Center Spread (17" x 11.125")	\$2,000	\$1,600
Back Cover: <input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	\$1,900	\$1,520
Inside Front: <input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	\$1,250	\$1,000
Inside Back: <input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	\$1,250	\$1,000
Editor's Letter (½ V)	\$600	\$480

Ad Schedule

Ins. #	Date	Ad #
1		
2		
3		
4		
5		
6		

NOTES:

¹Open rate shown is per single (one-time) insertion. ²Discounted rates shown are applied per issue with a signed 6-issue commitment. ³All premium positions require a signed 6-issue commitment.

Advertiser: _____ Account #: _____

Address: _____ Phone #: _____

_____ Email: _____

"INSIDE PENNSYLVANIA" ADVERTISING TERMS

ADVERTISING

- All advertising with Inside Pennsylvania, also referred to as "the magazine" is subject to the terms set forth in this agreement.
- Billing will be adjusted at the end of the agreement period to reflect the actual level fulfilled by the total advertising expenditure. In the event an agreement is cancelled prior to the end date, all ads that have run will revert back to open rate and the advertiser will be billed accordingly.
- Cancellation may not be accepted by publisher 14 business days prior to publication. Ads cancelled prior to publication may be subject to production charges of 25% of the agreement.

I agree to the advertising investment as outlined above. I understand that all dollars spent with the magazine will be counted toward fulfilling this commitment. I understand that if I cancel this contract before the agreed upon completion date I will not receive the same rate. I agree to the terms of this contract. Rates, agreements and terms may change upon 30 days notice.

Start Date _____ End Date _____ Advertiser Signature _____ Date _____

Advertising Representative _____ Date _____ Print Name _____

ADVERTISER RESPONSIBILITY

- Advertisements/copy not received by the publisher's deadlines may be replaced by another advertisement for publication and result in forfeiture of the position for the duration of the agreement.
- The Daily Item will not provide proofs for copy submitted after deadline. If copy is received after deadline, The Daily Item will not be held responsible for errors nor for any portion of an issue in which an advertisement does not appear.

Contact your
Advertising Representative
570-286-5671 or 1-800-792-2303
www.insidepamagazine.com

inside Pennsylvania

...a smart, targeted and essential investment.

Broaden your reach...

To include over 65,000 readers across the Central Susquehanna Valley, plus an additional 3,000 readers across the United States with interest in our local people, places and businesses like yours!

Books-A-Million

1 Susquehanna Valley Mall Dr.
Selinsgrove, PA
Moshannon
Susquehanna State Forest

Gerry's Supermarket

1780 N. Keyser Ave, Scranton, PA

Giant Food Stores

328 Church St, Danville
1278 S. Market St., Elizabethtown
993 Wayne Ave., Chambersburg
300 E Main St., Middletown,
Parkway Plaza, Mechanicsburg
44 Natural Springs Rd., Gettysburg
3301 Trindle Rd., Camp Hill
1000 Scott Town Center, Bloomsburg
4211 Union Deposit Rd., Harrisburg
1500 N. Main St., Dickson City
1241 Blakeslee Blvd., Lehighton
224 HardWood Dr. Lewisburg
3926 Linden St., Bethlehem
2300 Linglestown Rd., Harrisburg
330 Marketplace Blvd, Selinsgrove
Rt 100 & Temple Rd., Pottstown
5005 Jonestown Rd., Harrisburg
1661 Easton Rd, Warrington

Hanover News

150 Baltimore St., Hanover

Karns Food Store

1706 Spring Rd, Carlisle
731 Cherry Dr, Hershey

Stauffer's Of Kissel Hill

301 Rohrerstown Rd., Lancaster
1050 Litzitz Pike, Litzitz

Sunnyway Food Store

49 Warm Spring Rd, Chambersburg

Wegmans

6416 Carlisle Pike, Mechanicsburg
3900 Tilghman St, Allentown
345 Lowes Blvd, State College

Weis Markets

600 Continental Blvd, Danville
6901 West Branch Hwy, Lewisburg
1100 N. Fourth St., Sunbury
301 Loyalsock Ave, Montoursville
4300 Linglestown Rd, Harrisburg

170 Buckaroo Lane, Bellefonte
1571 State Route 209, Millersburg
65 Meadowgreen Dr, Mifflinburg
2 Anthra Plaza, Coal Township
135 Market St, Sunbury
719 Route 522, Selinsgrove
1424 Baltimore St, Hanover
339 W. Walnut St, Shamokin

Yoder's Market

14 S. Tower Rd, New Holland

View Map Online

UPDATED: JUNE 8, 2019

Recommendations

Really push your sales team to sell yearly contracts. It is a win for everyone – Client gets a great discount; Sales Rep gets guaranteed revenue; Company gets guaranteed starting revenue for each issue.

After contracts are sold don't let the sales team forget about the seasonal advertisers to fill in the revenue.

Start your sales push for the new year early. With the holidays that January edition deadline sneaks up.

With the contract sell you don't have to worry about the client that tells you at the end of the year that they don't have any advertising dollars left in their budget – ads already signed up and paid.

