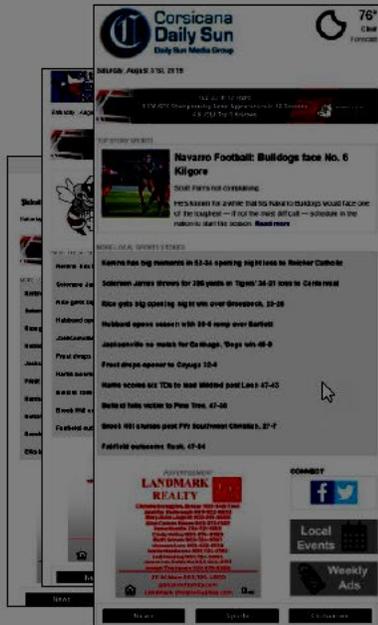


## Friday Night Flashback Football Targeted Newsletter



**Objective:** Replace and expand revenue loss due to end of a weekly print Friday Night Flashback Football section.

**Flashback Cover Sponsor:** Navarro Community College  
**Potential Seasonal Loss : \$2,450**

**Proposal Concept:** Offer Total Audience Concept (instead of just print).  
*In Print*-Tuesday recaps & sports features all papers (Sports Page Banner). **PLUS** 5000 digital O&O ads Targeted E-Blasts-Top Banner.

**Obstacle:** Corsicana currently has 824 emails (Too few to entice)  
**Solution:** Create weekly **Friday Night Flashback Targeted Email** by adding all communities together to reach the same communities the print section did. (Corsicana: 824, Athens: 1,185, Palestine: 2,264 Total: 4273 and growing (Jacksonville does not have email program yet)

**Result: Total Seasonal Revenue: \$6,400**



## Friday Night Flashback Continued



The Flashback Targeted Newsletter with sponsorship by Navarro Community College has created new Total Audience opportunities –

**Arizona Charlies Bingo**  
 same program & \$1,500  
 PLUS, One Month daily news blast \$300  
 O&O -\$300  
 Print- \$5,000

Total Revenue: \$7,100  
 Adding additional bottom banner advertisers.



**Recommendations:**

-This program worked very well in the sense that we provided a quality alternative to an eliminated product. We added more value to the customer while growing revenue for our location.

-In the original product, more advertisers were included in the publication. The new plan helped Corsicana while it may not have helped the other locations as the e-blast positions were sold with our concept and blocked others from participating. I would change this going forward.

**Moving Forward:**

-In the future, I would recommend rotating the sponsors in the e-blast to be able to offer the package to more clients. This might have more challenges with changing things up but I think we should consider our options.

-Combining of the markets is a great concept to take to other advertisers. Especially beneficial to those with multiple locations.

-Continuing to grow our email subscriber lists is key. Clients love the directness of this campaign and will continue to do so in the future. If we can grow our email lists, we can offer something personal and unique to our advertisers.



## Friday Night Flashback E-Blast & Print

Football Season is upon us and we have an exciting new addition to our Friday Night Flashback!

This year, in addition to the printed version of the Football Flashback (distributed every Tuesday), we are incorporating a targeted newsletter that will be E-Blasted out to three different locations on Saturday Mornings:

- Corsicana
- Palestine
- Athens

Jacksonville will have their sports stories covered in the e-blast, however, they will not be sending an email blast out.

There is currently advertising/sponsorship available for a top banner and also a display ad within the email. Each issue will have a feature story at the top with a picture that would be specific to that location. Example: Corsicana Tigers Win by a Landslide. Below the feature story will be the supporting stories from all locations, covering up to 24 teams.

**Since Navarro College was the Primary sponsor of last year's Friday Night Flashback, we would like to present this exclusive offer to you first:**

- Email blast with Friday Night Flashbacks every week during football season (over 4,000 emails per week and growing in Corsicana, Athens, and Palestine). Delivered Saturday mornings.

**Investment:**

\$1,500 total for the entire season.

# Corsicana Daily Sun

*Your Community, Your Newspaper, Our Commitment*

## **PLUS**

- 4-Color Print ad running in all 4 papers:
  - Corsicana, Athens, Jacksonville, and Palestine
  - 6 col x 3" banner
  - 4-color when available
- Includes digital print ad
- 5,000 digital ads on CorsicanaDailySun.com (can add additional ones on other newspaper sites as desired for \$10cpm)

## **Investment:**

\$350 per week x 14 week = \$4,900

**Combined Total Seasonal Investment: \$6,400**  
**(Total Revenue increase YOY= \$3,950)**