

The Meadville Tribune

SUPPORT LOCAL

Total Audience Package

- Digital Directory
 - Includes a 300x250 ad in a Support Local online directory.
 - The ad that links to this directory is in a majority sponsorship leaderboard position on both desktop and mobile platforms for high visibility.
- Print page runs weekly
 - Ads are 2 col x 3" in full color.
 - Header states "Support Local" "These businesses are open to serve you. Please support them".

Prospecting

- Our newsroom ran a story that gained a lot of traction on our website and Facebook page sharing with the community which businesses were still open.
- People added to the list for over a week and continue to do so.
- We then took that list and divided and conquered.

Accountability

- Each rep was to contact all businesses within 24 hours.
- They turn in daily call sheets detailing their sales efforts which ensures that all prospects are reached out to and followed up with.

Results

- Well received by the public and advertisers.
- About \$2,000 in new revenue from non-traditional advertisers so far with several weeks left to go.
- Enabled us to build relationships with new advertisers we did not do a lot of work with prior to this.

