



**YOUR
SUMMER REVENUE
GUIDE TO PROMOTIONS**





For many media companies, revenue dips during the summer months. But this year, you could make it one of your most profitable seasons. Plan ahead, prepare your sales team, and approach the right advertisers, so you can ensure summertime revenue success.

We've designed this playbook to set you and your team up for significant revenue success this summer. I'll walk you through lots of engagement campaign types, share case studies for inspiration, and even provide you with a sample calendar to help you get started.

So, what are you waiting for?

Whether you're hoping to make \$30,000 or even \$90,000 this summer, it's time to maximize your summer revenue. Let's get started.



LIZ HUFF

Director of Affiliate Success
liz@secondstreet.com

@emcrider



JULIE FOLEY

Director of Affiliate Success
julie@secondstreet.com

@julie_foley

WHAT'S IN THIS GUIDE:



Planning

How to set goals and build a detailed plan to help you reach your goals this summer.



Multi-Month Campaigns

From Father's Day to the start of summer vacation season, June is chock-full of great ideas.



June

From Father's Day to the start of summer vacation season, June is chock-full of great ideas.



July

Summer staycations and barbeque season is in full swing in July. Prepare yourself with ideas to reach these sponsors.



August

It may still feel like summer break, but this month is all about back-to-school and high school sports.

PLANNING



WHAT'S YOUR REVENUE GOAL?

set your goals and plan out everything you need to achieve them

Just like any great vacation, you have to know where you're going before you start planning your outings and packing your bags. (You wouldn't pack a parka for a beach trip!)

So, where do you want your revenue to go this summer?

Setting a goal is one of the most important aspects of having a successful promotions strategy, yet it's often overlooked. Once you've set your revenue goal, you can begin figuring out the best promotions to reach your summer revenue destination.

Take a look at these summer revenue goals, and see which is right for you.

JUNE

Multi-Month Campaign (\$1,000)
Monthly Quiz Bundle (\$4,000)
Grill Makeover Photo Contest (\$5,000)
Advertiser Sweeps (\$2,500)

JULY

Multi-Month Campaign (\$1,000)
Monthly Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweeps (\$2,500)

AUGUST

Multi-Month Campaign (\$1,000)
Monthly Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweeps (\$2,500)

\$ TOTAL REVENUE: \$30,000

Spring Revenue Plan B

JUNE

Multi-Month Campaign (\$1,000)
Two Monthly Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Advertiser Sweepstakes (\$2,500)

JULY

Multi-Month Campaign (\$1,000)
Monthly Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Grill Makeover Photo Contest (\$5,000)
Advertiser Sweepstakes (\$2,500)

AUGUST

Multi-Month Campaign (\$1,000)
Monthly Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Summer Fun Ballot (\$10,000)

\$ TOTAL REVENUE: \$60,000

Spring Revenue Plan C

JUNE

Multi-Month Campaign (\$1,000)
Two Monthly Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Three Advertiser Sweepstakes (\$2,500 each)

JULY

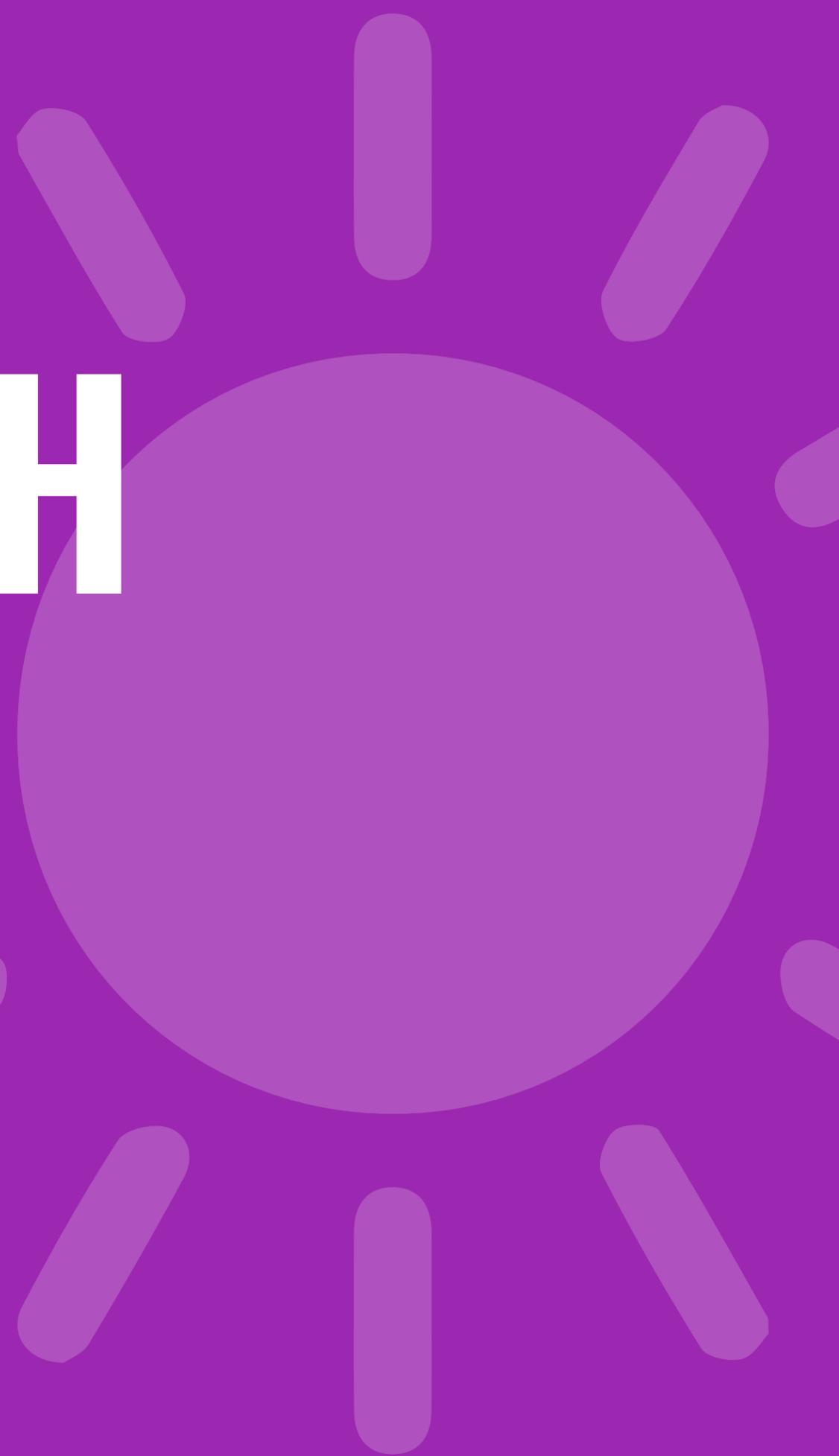
Multi-Month Campaign (\$1,000)
Two Monthly Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Grill Makeover Photo Contest with 2 sponsors (\$10,000)
Three Advertiser Sweepstakes (\$2,500 each)

AUGUST

Multi-Month Campaign (\$1,000)
Two Monthly Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Three Advertiser Sweepstakes (\$2,500 each)
Summer Fun Ballot (\$10,000)

\$ TOTAL REVENUE: \$90,000

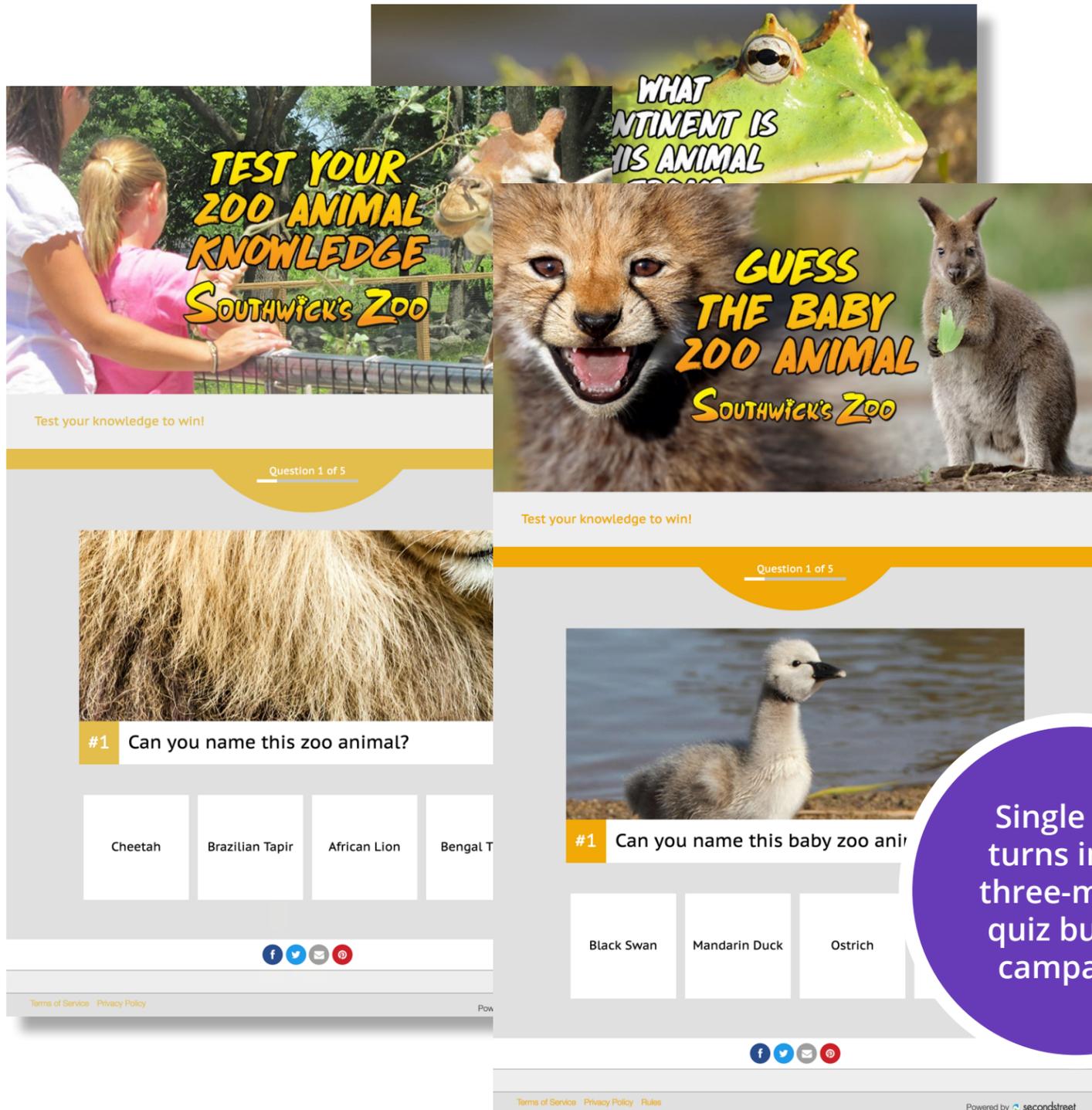
MULTI-MONTH CAMPAIGNS



Test Your Zoo Animal Knowledge

Case Study: Quiz Bundle

WKLB-FM | Boston, MA | DMA: 7



THE GOAL

The Southwick's Zoo is a local Boston client that wanted to work with the team at WKLB-FM through a digital campaign. The zoo was looking for an opportunity to for increased branding during their high-traffic summer season.

THE SOLUTION

WKLB started with a single quiz featuring images of animals at the zoo, but the client saw such great results, they immediately expanded this into a three-month long campaign featuring a new quiz each month. The client loved the educational aspect of the quiz as well the opportunity to grow their email list through an email opt-in. This interested list of people were great to target for future marketing campaigns during the summer.

THE RESULTS

\$10,000
revenue for station

2,000+
total quiz entries

1,000+
opt-ins for sponsor

2,000+
opt-ins for station's two newsletters

Multi-Month Campaign Ideas

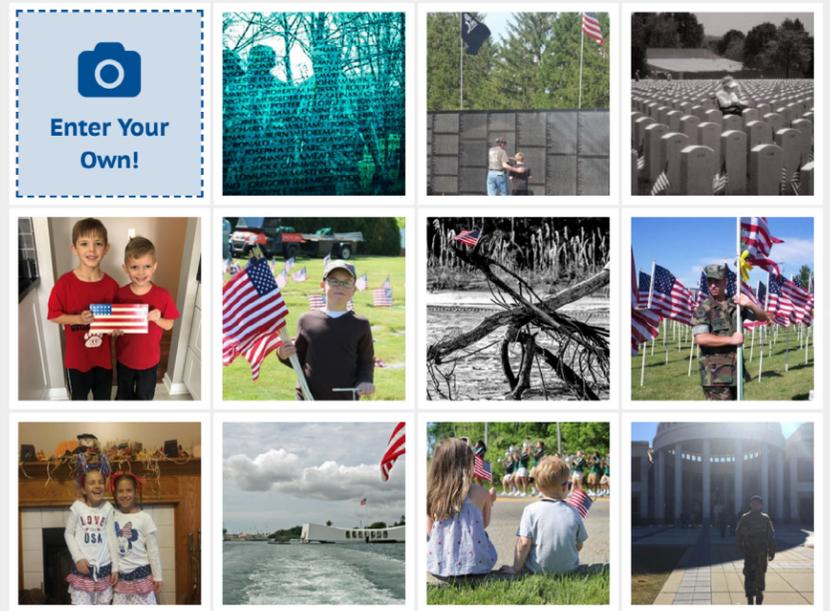
Photo Contest Tied to Patriotic Holidays



ENTER NOW TO WIN GREAT PRIZES!

Enter our Veterans Day I LOVE USA Photo contest. Share your photos that reflect patriotism and respect for our veterans. Show your true colors and win a \$250 gift card.

Already Entered?

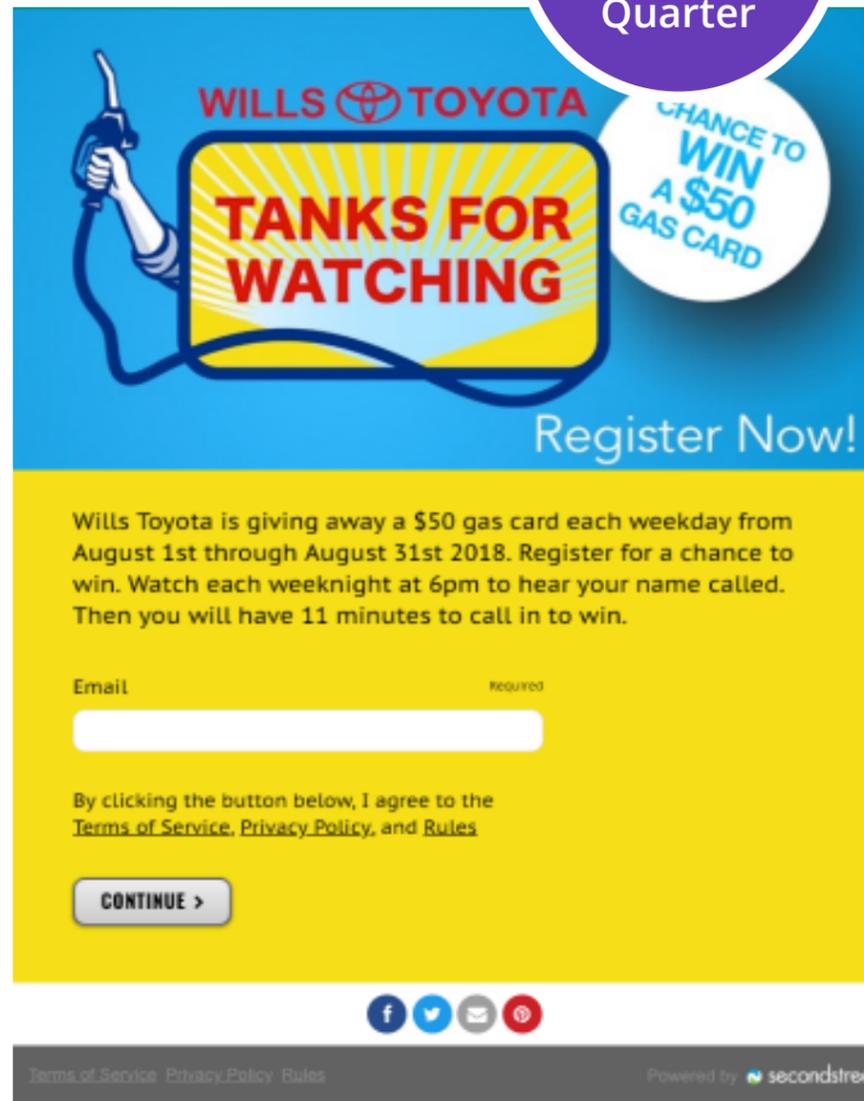


I Love USA Photo Contest

Akron Beacon Journal

Akron, OH | Circ: 122,000

\$3,800 Revenue per Quarter

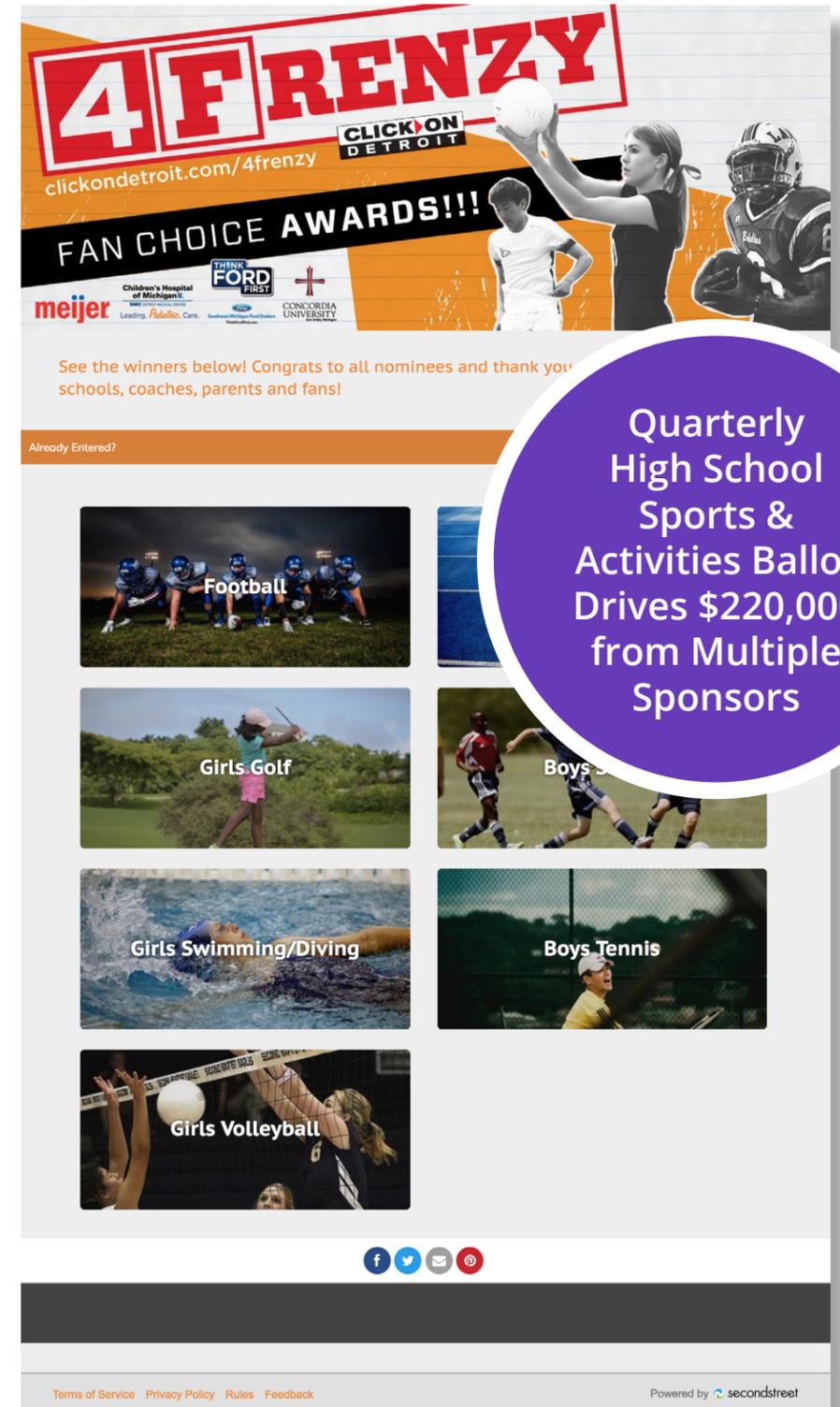


Tanks for Watching

KMVT-TV

Twin Falls, ID | DMA: 191

Quarterly High School Sports & Activities Ballot Drives \$220,000 from Multiple Sponsors



4Frenzy Fan Choice Awards

WDIV-TV

Detroit, MI | DMA: 13

JUNE

Advertisers to Target:

- Home Improvement
- Travel Services
- Automotive



Father's Day Giveaway

Case Study: Quiz

KYTV-TV | Springfield, MO | DMA 72

FATHER'S DAY GIVEAWAY 2018

Multiple Sponsors a Perfect Fit for Father's Day Sweepstakes

ENTER TO WIN ONE OF THREE PRIZE PACKAGES FOR FATHER'S DAY

FIRST PLACE	SECOND PLACE	THIRD PLACE
WILD ANIMAL SAFARI PRIZE PACKAGE FOR 4, \$50 GIFT CARD TO CHC HOME CENTER, AND A RACE NIGHT IN THE SUITE AT LUCAS OIL SPEEDWAY	\$100 GIFT CARD TO PLAY IT AGAIN SPORTS AND \$100 GIFT CARD TO TEAM TOOLS	\$100 GIFT CARD TO PITS N GRILLS AND GIFT CARD TO MANLY CANS

- I'd like to receive communication from Wild Animal Safari.
- Please email me future promotions from Lucas Oil Speedway.
- Please email me special promotions from CHC Home Center.
- Please send me special promotions from Play It Again Sports.
- Please email me special offers from Team Tools Online.
- Please email me special promotions from Pits N Grills.
- Please email me special promotions from Manly Cans.
- Please email me special offers from KY3 and KSPR.

Email Required

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Turnkey Available!

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THE GOAL

With Father's Day approaching, television station KYTV-TV in Springfield, MO was looking for an idea to target multiple advertisers. A classic Father's Day giveaway with a creative prize seemed like the perfect opportunity.

THE SOLUTION

The station reached out and secured seven advertisers including a home improvement store, a grill and fireplace seller, a zoo, and an auto sports racing facility. Each advertiser received the value of a co-branded contest with individual opt-ins. The advertisers paid a sponsorship investment as well as putting up the three prize packages for first, second, and third place. All the advertisers were eager to participate as they all wanted increased branding around the Father's Day holiday.

THE RESULTS

\$3,500
revenue for station

2,300+
entries

3,000+
opt-ins between all seven sponsors

400+
opt-ins for station

Inspiration for June



We all love Dad, so let's show our love by voting on your photo for a chance to win the grand prize!

Vote up to one time per hour! Photo voting will be done at midnight June 15th!

Father's-Day-is-June-15

Check out these

The photo with the most votes will get a punch card from Lee Park Golf Course, a \$50 gift certificate to House of Glass, a \$50 gift certificate to Buffalo Wings and Rings and a \$50 Gift Certificate to Papa Murphy's!

\$2,300 Revenue from Multiple Sponsors

DADDY & ME PHOTO MOMENTS CONTEST

Already Entered?

WINNER!

Farming with Daddy
It's never too early to learn- start em young!

Turnkey Available!

Daddy & Me Photo Moments
Aberdeen American News
Aberdeen, SD | Circ.: 16,000

\$30,000 Revenue from Airline

CHOOSE YOUR ADVENTURE

Where should your next adventure take you?

Question 1 of 8

#1 Pick a Drink

Water Beer Wine Whiskey

Aer Lingus

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Where Should Your Next Adventure Take You?
Hartford Courant
Hartford, CT | Circ.: 175,000

\$4,000 Revenue for Station; \$30,000 Revenue for Home Improvement Store

WIN THE ULTIMATE PRIZE PACKAGE FOR DAD

Win The Ultimate Father's Day gift for your dad courtesy of Napa Lawn & Garden!

Winner will receive a Napa Pressure Washer, Stihl battery powered Weed-eater, 128 piece tool set, Napa Fire-pit, Remote control Drone, & a Gift bag that includes a Napa umbrella, t-shirts and cap!

Retail value of over \$1000!!!!

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Deck Our Your Dad
WXFL-FM
Florence, AL | DMA: 95

Turnkey Available!

Inspiration for June

\$2,000 Revenue from Hotel Sponsor

TORONTO ATTRACTION SHOULD YOU VISIT?

Question 1 of 7

#1 How do you take your coffee?

I don't drink coffee | A strongly-brewed shot of espresso with steamed milk | Just black | Cafe con leche

CHELSEA Hotel TORONTO

SAVE 30% OFF YOUR STAY!

Which Toronto Attraction Should You Visit?

WHAM-TV
Rochester, NY | DMA: 80

Father's DAY SWEEPSTAKES

Howe LUMBER CO. INC.

Enter to WIN a \$500 Gift Card! All entries receive a \$10 OFF coupon

Your Destination for All Your Home Improvement Projects — Let Us Show You HOW!

Enter to win a \$500 Gift Card to Howe Lumber!

Email

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CONTINUE >

What is your next Home Improvement Project? Required

How soon will you begin this project? Required

-- Select One --

Would you be interested in receiving further offers from Howe Lumber? Required

-- Select One --

Turnkey Available!

Father's Day Sweepstakes
Telegram & Gazette
Worcester, MA | Circ.: 84,000

550+ Opt-ins for Lumber Company

Deck out Your Dad! Deck Renovation Photo Contest!

Time to get out and get your deck ready for the spring and summer seasons... not to mention Father's Day! Got a deck that could use some love? We'd like to see it! Submit your photo today to be entered to win up to \$1,000 in decking materials and other fabulous prizes!

Submission period: April 2nd - 22nd, 2018
Voting period: April 23rd - May 2nd, 2018
The top four photos advance to a final vote on Facebook May 3rd!

Winners will be announced LIVE on Good Morning Northwest on Friday May 4th, but everyone will win at the Parr Lumber Deck Expo on Saturday May 5th here in Spokane!

Already Entered?

The Promotion has Ended

Grid of deck renovation photos

Deck Our Your Dad
KXLY-TV
Spokane, WA | DMA: 77

Inspiration for June



Vote today for your favorite... entered to win a \$300 gift... Meats! You may vote on... chosen Wednesday, Jun...

1,000+ Votes in Butcher Shop's Contest

Already Voted?



Filet Mignon

Place the filet on the grill rack over the heat. Cover the grill. Use the following timings for how long to grill filet mignon, and turn once halfway through the grilling time: For a 1-inch cut, grill 10 to 12 minutes for medium-rare (145 degrees F) or 12 to 15 minutes for medium (160 degrees F).

[SHARE](#)



New York Strip

Place the steaks on the grill and cook until golden brown and slightly charred, 4 to 5 minutes. Turn the steaks over and continue to grill 3 to 5 minutes for medium-rare (an internal temperature of 135 degrees F), 5 to 7 minutes for medium (140 degrees F) or 8 to 10 minutes for medium-well (150 degrees F).

[SHARE](#)



Porterhouse Steak

Place steak on a plate and coat lightly with olive oil. Rub steak with meat tenderizer.

Preheat a grill for high heat. When the grill is hot, lightly oil the grate.

Unwrap steaks and grill on open flame or charcoal grill for 3 to 5 minutes per side, or

[SHARE](#)



Ribeye

Place rib-eye steaks on a large platter and season with rub on all sides. Transfer seasoned steaks to the hot grill, and cook for 4 to 6 minutes on each side for medium-rare, longer if desired.

[SHARE](#)

Father's Day Sweep-STEAKS Ballot
 KLAX-TV
 Alexandria, LA | DMA: 179



Sponsored by Hilton Hotels

Already Voted?

The Promotion has Ended

Categories

- Best Summer Bar
- Best BBQ Restaurant
- Best Place to Stay Cool
- Best Local Brewery
- Best Frozen Treat
- Best Outdoor Dining & Entertainment
- Best Beach
- Best Staycation
- Best Day Trip
- Best Attraction

Best Summer Bar

- The Beacham**
46 N Orange Ave, Orlando, FL 32801, USA [SHARE](#)
- The Porch**
643 N Orange Ave, Winter Park, FL 32789, USA [SHARE](#)
- Trader Sam's Grog Grotto**
1600 Seven Seas Drive, Orlando, FL 32830, USA [SHARE](#)
- Vanbary's Public House**
4120 S Orange Ave, Orlando, FL 32806, USA [SHARE](#)
- The Big Easy Windemere** [SHARE](#)
- The Wekiva Island** [SHARE](#)
- Tuffy's Bottle Shop / Lounge**
200 Myrtle Ave, Sanford, FL 32771, USA [SHARE](#)
- O'Malleys Alley**
24 SE Magnolia Ext, Ocala, FL 34471, USA [SHARE](#)
- Savoy Orlando** [SHARE](#)

Best of Summer Ballot
 WKMG-TV
 Orlando, FL | DMA: 18

\$6,500 Revenue for Station & \$30,000 for Travel Agent

The Gift of Magic Giveaway

ENTER TO WIN!

Email Required

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[CONTINUE >](#)

Classic Travel and Tours wants to send you to Disney World!

Enter to win a trip for 4 to the most magical place on Earth!

What is your favorite time of year to travel? Required

- Spring (March, April, May)
- Summer (June, July, Aug)
- Fall (Sept, Oct, Nov)
- Winter (Dec, Jan, Feb)

What kind of vacation would you like to take? Required

- European
- African Safari
- River Cruise
- Wisk me away to some place tropical!

Gift of Magic Giveaway
 KCLR-FM
 Columbia, MO | DMA: 136

FEATURED ADVERTISER OPPORTUNITY

Travel Services

With so many people looking for opportunities to travel during the summer months, this is a prime time to reach out to pitch engagement campaigns to your travel service advertisers.

Plan of Attack:

CAMPAIGN IDEAS

- Sweepstakes: All-Expense Paid Getaway, Travel Vouchers
- Quiz Bundle: What's Your Dream Vacation? Are You an Expert Traveler? What's Your Vacation Personality?
- Ballot: Top Travel Destinations

SURVEY QUESTIONS

- Have you ever worked with a travel agency?
- How many people will you normally vacation with?
- How much do you tend to spend on a vacation?

EMAIL OPT-IN

Yes, I'd like to receive specials, discounts, and auto tips from ABC Travel Agency.

Find more of these including prize ideas and customer needs analysis questions for 40+ advertisers, in the Seller's Guide.

[DOWNLOAD THE SELLER'S GUIDE](#)

Seattle Trip Giveaway

KRTV-TV

Great Falls, MT | DMA: 190

FLY FIRST CLASS!

NEW JET SERVICE STARTS JULY 19TH

WIN A TRIP FOR TWO TO SEATTLE!

CLICK HERE TO ENTER

Alaska Airlines is upgrading Great Falls travel with new jet service on flights leaving GTF. Starting July 19th, every flight will also offer a first-class cabin making Alaska Airlines the only airline to offer a premium cabin to western destinations from GTF. To celebrate, Alaska Airlines and the Great Falls International Airport Authority are giving you the chance to win a trip for 2 on the first jet flight to leave Great Falls. The flight will depart on July 19th and return July 22nd!

Make sure to "Like Us" on Facebook to stay up to date on our latest news and giveaways.

What is your favorite travel deal below on Alaska Airlines? Required

- Austin from \$318
- Charlotte from \$425
- Denver from \$331
- New York from \$354
- San Francisco from \$220
- Nashville from \$318
- Los Angeles from \$224

GTF offers parking for \$7 per day/\$35 per week in Long-Term and \$7 per day/\$25 per week in Valuepark. Do you think these rates are: Required

- Fair
- Cheap
- Expensive

Where do you look for travel deals: Required

- Travel Websites (i.e., Google Flights, Cheaptickets, Expedia, Orbitz)
- Airline Websites (i.e., Delta, Alaska, United, Allegiant)
- GTF Website
- Travel Agent
- Other

\$1,800 revenue for station

Check out all our travel & vacation turnkeys!

So successful the client asked to run a second contest before the first had even ended.

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JULY

Advertisers to Target:

- Local Attractions
- Home Improvement
- Grocery



Explore Right Outside Your Backdoor

Case Study: Sweepstakes

KRTV-TV | Great Falls, MT | DMA: 190

Explore right out your Backdoor Contest
55 parks, right at your doorstep!

WIN A COMPLETE CAMPING PACKAGE FOR A FAMILY OF 4!

Package includes:
• 4 person raft • tent • cooler
• \$100 Gas Card • \$200 Grocery Card
• \$750 Sporting Goods Card
• and much more!

Enter the Explore right our your Backdoor Contest now! Win a complete camping package for a family of 4! Package includes:

- 4 Person Inflatable Raft
- 6 Person Tent
- Premium Insulated Cooler
- \$100 Gas Card
- \$200 Grocery Card
- \$750 Sporting Goods Card
- And Much More!!!

Don't forget to "Like" us on Facebook to stay up to date on parks right out your doorstep!

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CONTINUE >

Did you know that State Parks offer free daily admission to Montana residents? Required

Yes
 No

Did you know that 20 of Montana's 55 state parks offer campsite reservations up to nine months in advance? Required

Yes
 No

Do you plan on visiting a Montana State Park in 2018? Required

Yes
 No

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THE GOAL

KRTV-TV partnered with Montana State Parks on a sweepstakes package to kick off their summer season. With summer being one of their busiest times of year, the advertisers were eager for branding and consumer data to help make it their biggest summer yet. The station then contacted a separate advertiser, NorthWestern Energy to support the prizes.

THE SOLUTION

The team at KRTV worked with the advertisers to put together a fantastic prize package perfect for a summer staycation at the park. Montana State Parks wanted to highlight a few of their special services such as free admission and campsite reservations, and survey questions allowed them the chance to do so. Plus, by including an opt-in, the park was able to create follow-up marketing campaigns for the rest of summer and beyond.

THE RESULTS

\$5,000
revenue for station

13,400+
entries

2,800+
qualified leads

1,900+
opt-ins for sponsor

Inspiration for July

\$72,000
Revenue from
Twelve Local
Sponsors



Win a \$1,000 Marathon Gift Card and 4 tickets to each of these Summer Fun Destinations!



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Fun in the Sun Sweepstakes

Columbus Dispatch

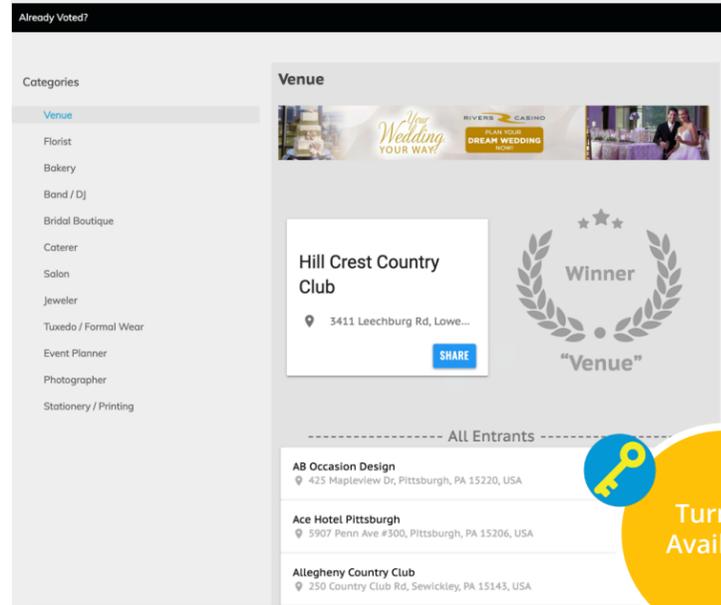
Columbus, OH | Circ: 218,000

Wedding
Ballots Drive
Huge
Revenue



From florists to venues and bakeries to bridal boutiques, everyone has their favorite resources in Pittsburgh for planning a dream wedding.

From August 11 to September 10, vote for your favorite wedding vendor and your name will be entered to win a \$200 gift card from Sewickley Spa. The winner's name will be drawn at random and will be contacted by email.



Turnkey
Available!

Ultimate Wedding Ballot

Pittsburgh Magazine

Pittsburgh, PA | Circ: 51,000

19,000+
Entries for BBQ
Sweepstakes



Congratulations to Natalie Vandenberghe of Junction City for winning the Ultimate Summer BBQ Giveaway!

Kick off your Summer with the KEZI 9 News Ultimate Summer BBQ Giveaway!

July 1st through July 23 at noon, you can enter for your chance to win an Ultimate Summer BBQ prize package, including a brand new Weber gas grill from Eugene True Value, plus \$500 in free meat from Long's Meat Market!

The winner will be announced Monday, July 23rd, during KEZI 9 News at 6PM. Good luck!

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CONTINUE >

Ultimate Summer BBQ Giveaway

KXLY-TV

Spokane, WA | DMA: 77

Inspiration for July

LET'S SPICE IT UP!
Vote for your favorite FreshJax Spice!
You could win a **Backyard BBQ Party** for 25 people catered by a private chef, along with a YEARS worth of Rosy Cheeks BBQ Rub!



\$5,000 Revenue for Custom Ballot

Already Voted?



Rosy Cheeks
With a passion for great barbecue, we have pioneered a unique and flavorful BBQ rub with a big goal in mind. As soon as you taste this, your Cheeks are sure to turn Rosy with joy and satisfaction. Forged in Jacksonville, Florida we're making BBQ simply delicious by bringing the gourmet to your backyard.

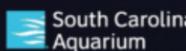


Maple Cinnamon Seasoning
Who doesn't love the taste of cinnamon sugar? Deliciously sweet, you'll enjoy topping oatmeal, pancakes, cereal, fresh fruit, nuts, and ice cream with Maple Cinnamon!



Let's Spice It Up! Ballot
WJXT-TV
Jacksonville, FL | Circ: 42

THOUSANDS OF Reasons to **Join**



June is membership month - Enter to win a free South Carolina Aquarium family membership!

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Included Thank-You Coupon for All Entries

Aquarium Membership Sweepstakes
Post and Courier
Charleston, SC | Circ: 96,000

\$2,500 Revenue for Amusement Park



How Well Do YOU Know Silver Dollar City?
Enter to win a Family 4 Pack to Silver Dollar City & White Water

Question 1 of 10



#1 What has Silver Dollar City been famous for since the beginning?

Our Delicious Taffy | Marvel Cave | Our Fun Rides | Our Amazing Craftsmen

Share with your Friends



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Silver Dollar City Quiz
KYTV-TV
Springfield, MO | DMA: 72

Inspiration for July

I Do! Proposal Photo Contest



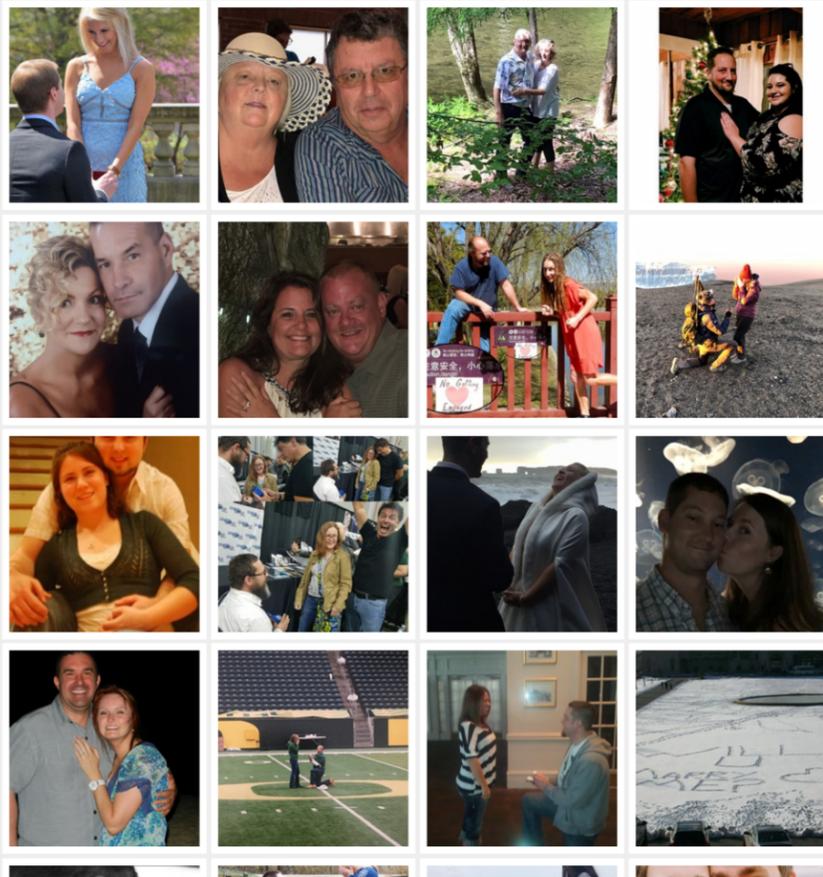
Check out the photo gal on your favorite propo. The photo with the most vo.

\$2,500 Revenue from Multiple Sponsors

RONE REGENCY
JEWELERS - EST. 1944

THE MARK HITE TEAM
423-667-9385
www.MarkHiteHomes.com

kw KELLER WILLIAMS REALTY
GREATER DOWNTOWN REALTY, LLC.
423-664-1900



I Do! Proposal Photo Contest

Chattanooga Times Free Press
Chattanooga, TN | Circ: 80,000



Sponsored by the Missouri Beef Council

Question 1 of 10



#1 For a steak to be considered medium rare, it must reach an internal temperature of 145°F.

True

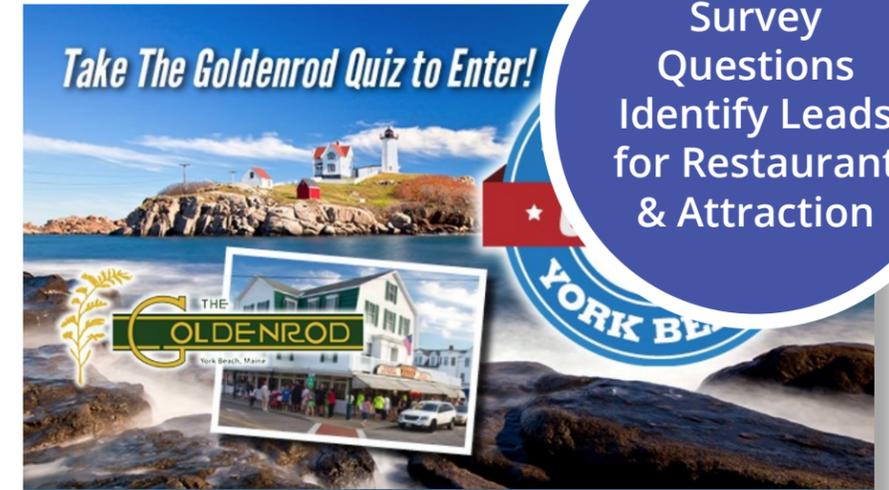
False

Rules



Red, White, and Moo

Inside Columbia Magazine
Columbia, MO | Circ: 56,400



Survey Questions Identify Leads for Restaurant & Attraction

Question 1 of 5



#1 How many pieces of salt water taffy did The Goldenrod produce last year?

500,000

4 million

2 million

750,000

Silver Dollar City Quiz

KYTV-TV
Springfield, MO | DMA: 72

FEATURED ADVERTISER OPPORTUNITY

Local Attractions

Take full advantage of the staycation audience in your community by pitching engagement campaigns to all your local attractions and businesses.

Plan of Attack:

CAMPAIGN IDEAS

- Quiz Bundle: What's Your [Local Attraction] IQ?, Which [Local Attraction] Should You Visit? Which [Local Attraction] Should You Spend Fourth of July?
- Sweepstakes: Ticket Giveaway, Exclusive VIP Package
- Photo Contest: Let's See Your [Local Attraction] Selfie

SURVEY QUESTIONS

- When was the last time you visited [Local Attraction]?
- How many people will come with you to [Local Attraction]?
- Did you know that [Local Attraction] offers group discounts?

EMAIL OPT-IN

Yes, I'd like to receive specials, discounts, and tips from [Local Attractions].

Find more of these including prize ideas and customer needs analysis questions for 40+ advertisers, in the Seller's Guide.

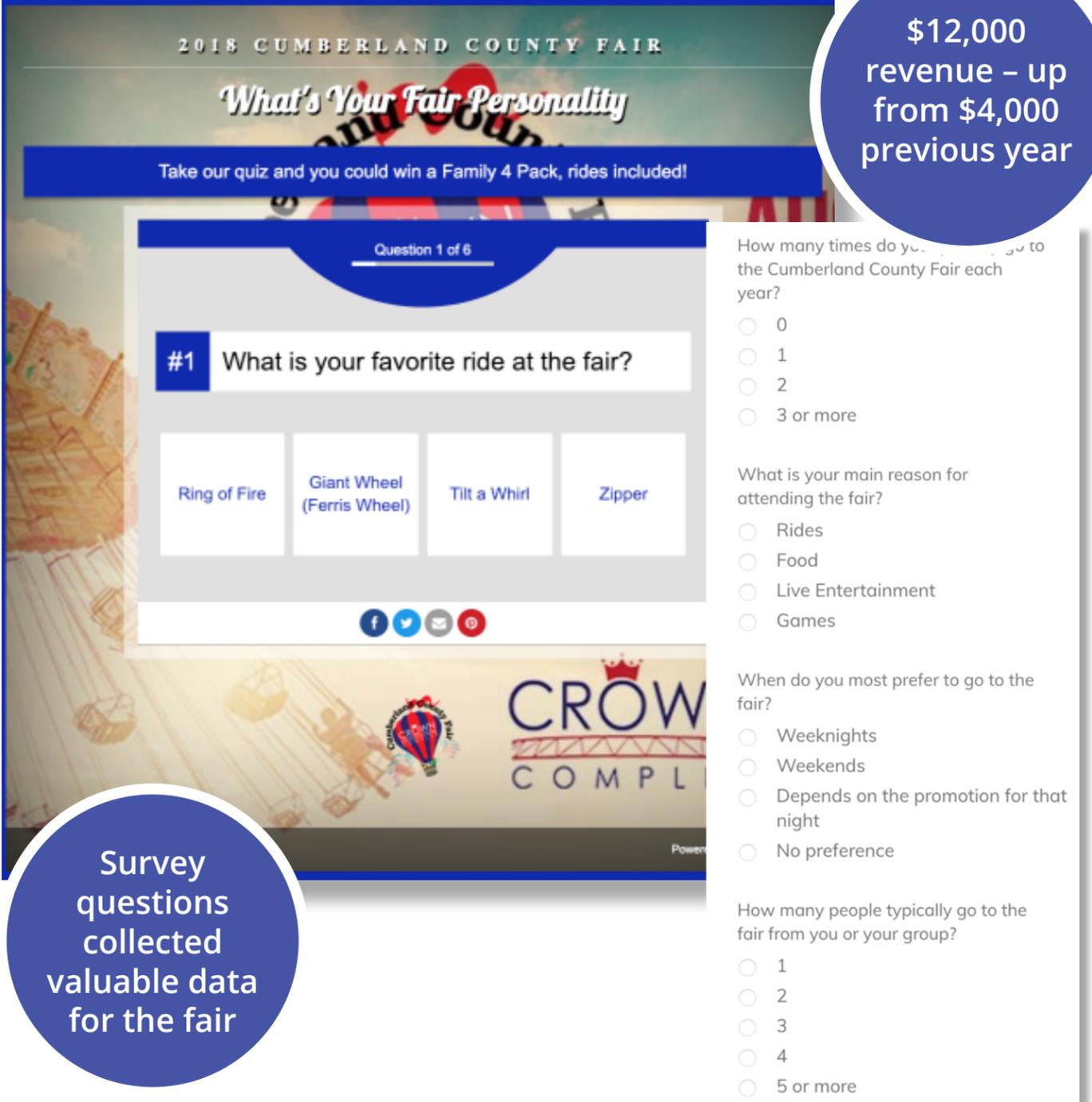
[DOWNLOAD THE SELLER'S GUIDE](#)

What's Your Fair Personality?

WKML-FM

Fayetteville, NC | DMA: 27

\$12,000
revenue – up
from \$4,000
previous year



2018 CUMBERLAND COUNTY FAIR

What's Your Fair Personality

Take our quiz and you could win a Family 4 Pack, rides included!

Question 1 of 6

#1 What is your favorite ride at the fair?

Ring of Fire Giant Wheel (Ferris Wheel) Tilt a Whirl Zipper

How many times do you go to the Cumberland County Fair each year?

0
 1
 2
 3 or more

What is your main reason for attending the fair?

Rides
 Food
 Live Entertainment
 Games

When do you most prefer to go to the fair?

Weeknights
 Weekends
 Depends on the promotion for that night
 No preference

How many people typically go to the fair from you or your group?

1
 2
 3
 4
 5 or more

Survey questions collected valuable data for the fair

AUGUST

Advertisers to Target:

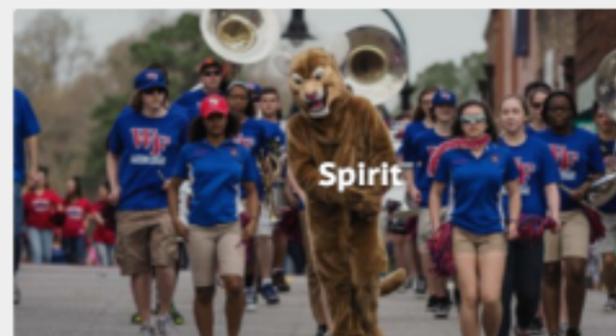
- Healthcare
- Retail
- Financial Services



WRAL-AM | Raleigh, NC | DMA: 25



**\$100,000
Revenue from
High School
Sports Ballot**



Do you own your home?
-- Select One --

How important is your home's energy efficiency to you? Required

- Very important
- Somewhat important
- Neutral
- Not important

May Pella Windows & Doors contact you to set up a free in-home consultation? Required

- Yes
- No

THE GOAL

As the school year kicked off, WRAL-AM was looking for an opportunity to engage their high school sports community. They wanted a campaign that would allow them to show their support for local schools while driving revenue.

THE SOLUTION

The station came up with the idea for the High School Over Time Honors - a ballot about the best athletes, school spirit, and much more. The station pitched sponsorship to Pella, a national window company. As part of their sponsorship, Pella would get exclusive branding as well as custom lead-gen survey questions to identify potential customers. In addition to the ballot, the station also held an awards event for all the local players and coaches to honor the winners of the ballot. The ballot and event were so successful, and that was all just from year one.

THE RESULTS

\$100,000
revenue for station

48,000+
votes

6,000+
opt-ins for sponsor

5,900+
opt-ins for station

Inspiration for August

\$3,000 Revenue for Station & from Math Tutor



Mathnasium and Peace 107 want to know if you can pass this 3rd Grade Math Quiz. This IS the material that kids are expected to master before intermediate school. How will you do?

If you want your child to be a math MASTER, Mathnasium is the place to send them. Talk to them today! They CAN and do make math FUN for your child. [Click here to find out how!](#)

Question 1 of 11

#1 Jillian writes the number: 860,002. Which of the following represents this number, in words?

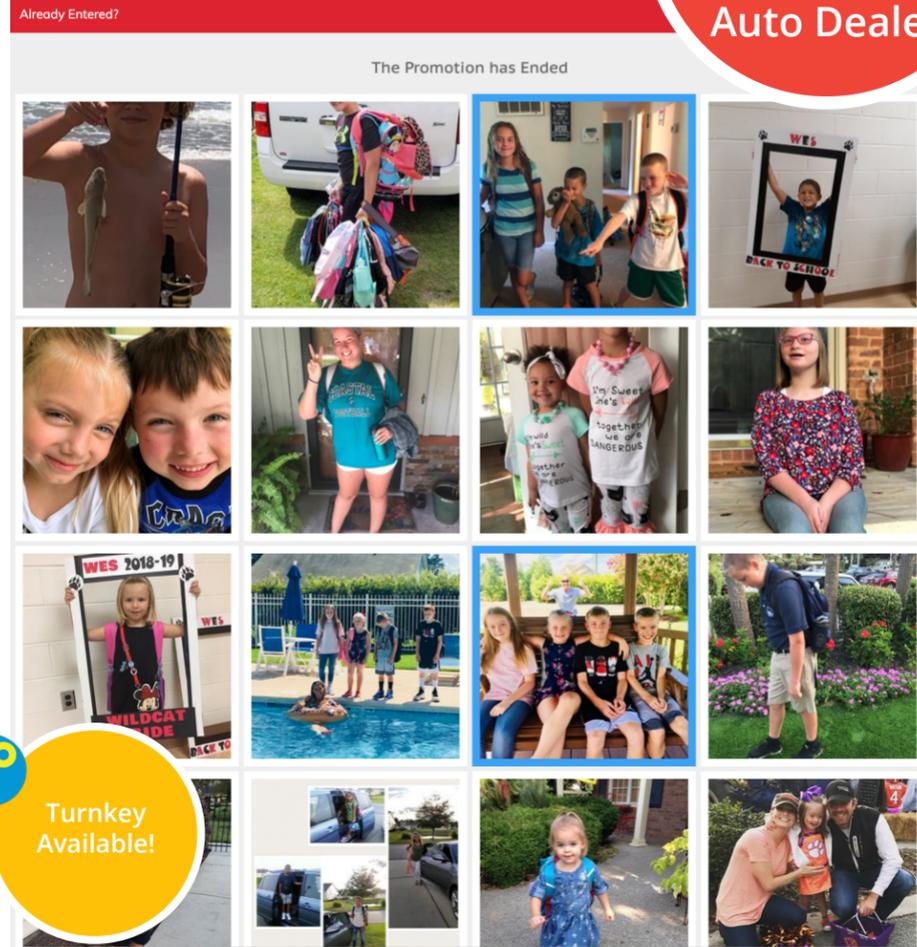
- Eight hundred sixty thousand, twenty
- Eight hundred sixty thousand, two
- Eight hundred sixty two thousand
- Eight hundred six thousand, two

Mathnasium Quiz Bundle
 KPWJ-FM
 Kurten, TX | DMA: 94



Enter for your chance to win \$
 Submissions & Voting: 08/17 - 09/07
 Winner will be announced: 09/10

Sponsored by Medical Center, Real Estate Co, and Auto Dealer



Turnkey Available!

Back to School Photo Contest
 Horry Independent
 Conway, SC | Circ.: 6,000

\$5,000 Revenue from Local College



Email

Are you looking for assistance planning out your degree? Required

- Yes
- No

By clicking the button below, I agree to [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

What field are you interested in furthering your studies in? Required

When are you looking to begin / continue your higher education? Required

- Fall 2018 - This semester
- Early 2019 - Next Semester
- Fall 2019 - Next Year
- Not sure at this time

Win Free College
 Record Journal
 Meriden, CT | Circ.: 19,000

Inspiration for August



\$11,000 Revenue & Great for Community Engagement



Ms. Brock - General John A. Logan Attendance Center | Kindergarten | Murphysboro, IL



Mrs. Crombar - Thomas Elementary School | 3rd Grade | Carbondale, IL



Classroom Kindness Challenge

WSIL-TV
Quincy, IL | DMA: 78



KENNETH D. BERGER, D.D.S. & ASSOCIATES
27 E. HAWTHORNE AVE., VALLEY STREAM, NY 11580
www.dentist-valley-stream.com (516) 596-8942
GENTLE DENTISTRY FOR ADULTS & CHILDREN. DENTAL IMPLANTS

HERALD
Community News



\$5,000 Revenue and Lead-Gen Questions for Dentist



Are you looking for a new dentist? Required

-- Select One --

What best describes your dental needs? Required

- General Exams/Check ups/Cleanings
- Pediatric Dentistry
- Dentures and/or Implants
- All of the Above

Would you like to be contacted by Dr. Berger D.D.S. & Associates? Required

-- Select One --

Yes, please send me weekly news and entertainment alerts from Herald Community Newspapers!

Turnkey Available!

Back to School Smile Photo Contest

Herald Community Newspapers
Garden City, NY | Circ.: 67,000

Sponsored by local outlet mall



Turnkey Available!

Rock Back to School with Outlets at Castle Rock

KRDO-TV
Colorado Springs, CO | DMA: 91

Inspiration for August

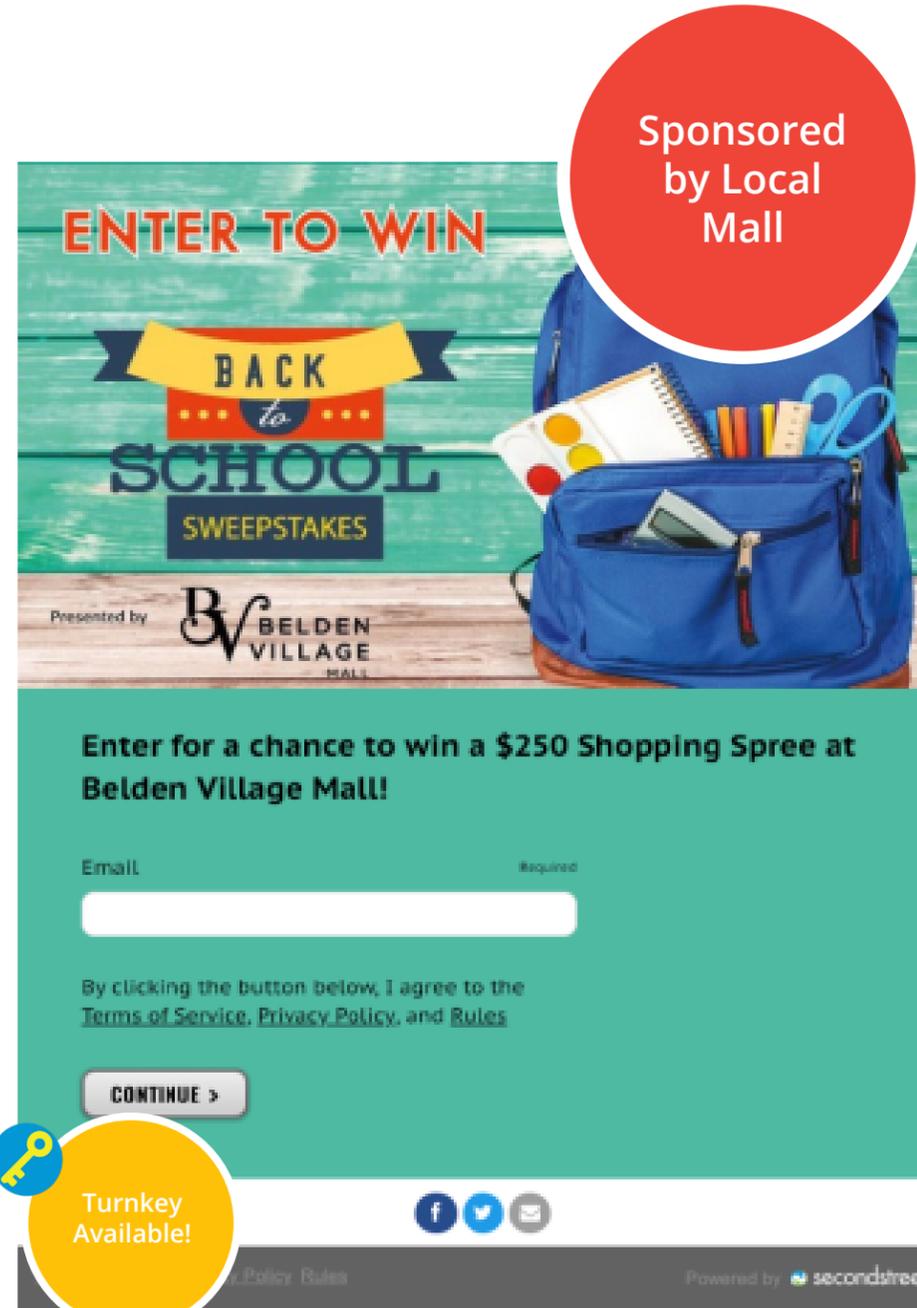


\$11,000 Revenue & Great for Community Engagement

Are You Smarter Than a Middle Schooler?

Tri-City Herald

Kennewick, WA | Circ.: 40,000



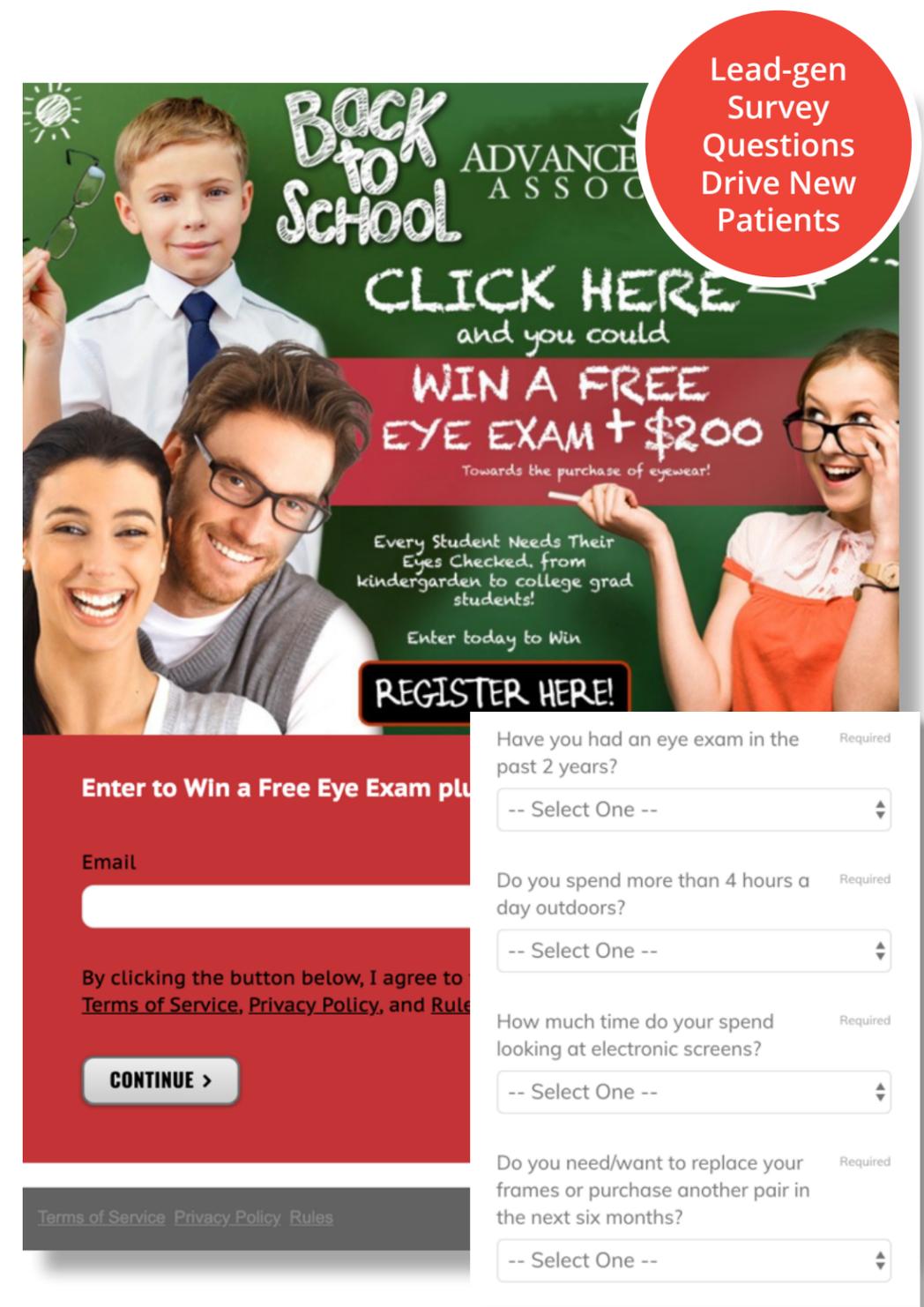
Sponsored by Local Mall

Turnkey Available!

Back to School Sweepstakes

Herald Community Newspapers

Garden City, NY | Circ.: 67,000



Lead-gen Survey Questions Drive New Patients

Back to School with Advanced Eyecare Associates

KXLF-TV

Butte, MT | DMA: 189

FEATURED ADVERTISER OPPORTUNITY

Healthcare

As children head back to school, many parents take this time to get annual physicals and make sure student health is in tip-top shape. It's a perfect month to target healthcare sponsors.

Plan of Attack:

CAMPAIGN IDEAS

- Photo Contest: Check Out My [Dentist Name] Smile
- Quiz Bundle: Are You Smarter Than a Middle-Schooler? Which Movie High School Should You Go To? What's Your School Style?
- Sweepstakes: Shopping Spree, Electronics
- Ballot: Athlete of the Week

SURVEY QUESTIONS

- Do you have insurance?
- When was the last time you went to the doctor?
- Would you be interested in touring our facility?

EMAIL OPT-IN

Yes, I'd like to receive tips and specials from ABC Healthcare.

Find more of these including prize ideas and customer needs analysis questions for 40+ advertisers, in the Seller's Guide.

[DOWNLOAD THE SELLER'S GUIDE](#)

Harbor Eyecare Quiz Bundle

Seacoast Media Group

Portsmouth, NH | Circ.: 10,700



Over \$20,000 Revenue for Paper

250 New Patients - a Lifetime Value of \$50,000

Three-Month Long Campaign of Quizzes

ADDITIONAL RESOURCES

for more information on how you can
succeed with promotions, visit:

lab.secondstreet.com

