



**YOUR
FALL REVENUE
GUIDE TO PROMOTIONS**



Introduction

Are you looking for ways to keep your revenue growing during the fall months?

Whether you're new to promotions or you're a pro, this guide will take you month-by-month to provide you with an action plan, case studies, and advertisers to target to build your \$30K, \$60K, or \$90K revenue plan.

So, what are you waiting for?

Follow the guide, plan ahead, prepare your sales team, and approach the right advertisers, and you can maximize your revenue this fall.



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WHAT'S IN THIS GUIDE:



Planning

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



Multi-Month Campaigns

Fall is the perfect time of year to lock in annual campaigns to drive in revenue all year long.



September

From football to tailgating, find all the ideas you need to maximize your September revenue.



October

Harvest new revenue opportunities during this month known for Halloween and autumn fun.



November

This month is all about Thanksgiving and community, so develop campaigns that put this at the forefront.

PLANNING



WHAT'S YOUR REVENUE GOAL?



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

For anyone who's ever tried to make a great family meal, you know how much work goes into preparing the feast. You wouldn't bring out the dessert before the appetizers.

So, what's your revenue recipe?

Setting a goal is one of the most important aspects of having a successful engagement strategy, yet it's often overlooked. Once you've set your revenue goal, you can begin planning out the best promotions and interactive content to reach your fall revenue goal.

Take a look at these fall revenue plans and see which one is right for you.

SEPTEMBER

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

OCTOBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Ticket Giveaway (\$3,000)
Advertiser Sweeps (\$2,500)

NOVEMBER

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

Make an additional **\$30,000+** this fall by adding a pro football pick'em.

\$ TOTAL REVENUE: \$34,500

Fall Revenue Plan B

SEPTEMBER

Multi-Month Campaign (\$1,000)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Fan Photo Contest (\$5,000)
Advertiser Sweeps (\$2,500)

OCTOBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Advertiser Sweeps (\$2,500)

NOVEMBER

Multi-Month Campaign (\$1,000)
Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$4,000)
Ticket Giveaway (\$3,000)
Advertiser Sweeps (\$2,500)
Athlete of the Week Ballot (\$10,000)

\$ TOTAL REVENUE: \$66,500

Fall Revenue Plan C

SEPTEMBER

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

OCTOBER

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

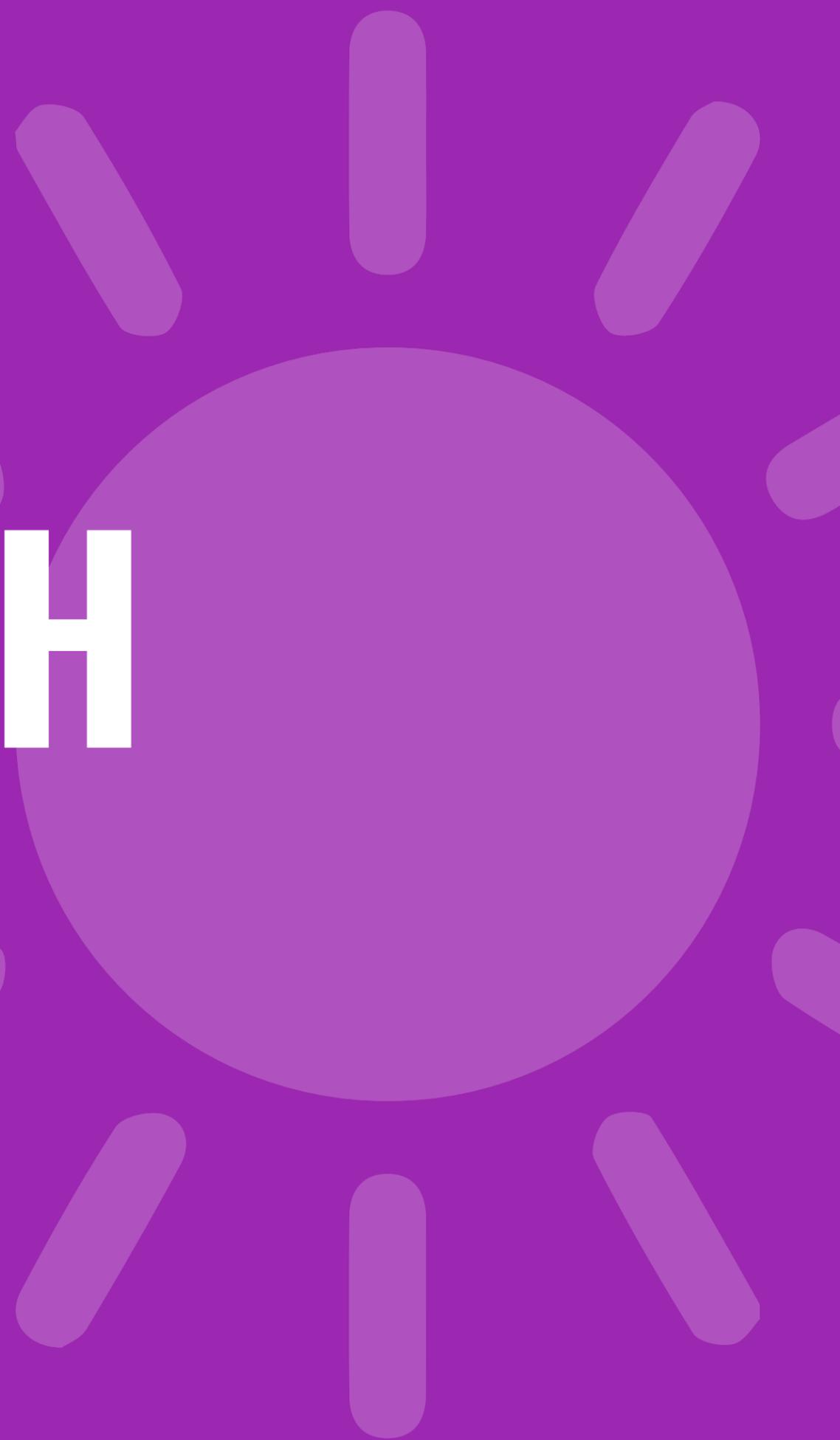
NOVEMBER

Multi-Month Campaign (\$1,000)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$2,000 each)
Three Advertiser Sweeps (\$2,500)
Athlete of the Week Ballot (\$10,000)

\$ TOTAL REVENUE: \$97,500

Adding a pro
football pick'em
can earn an
additional
\$30,000+

MULTI-MONTH CAMPAIGNS



Varsity 845 Scholar Athlete of the Month

Case Study: Photo Contest

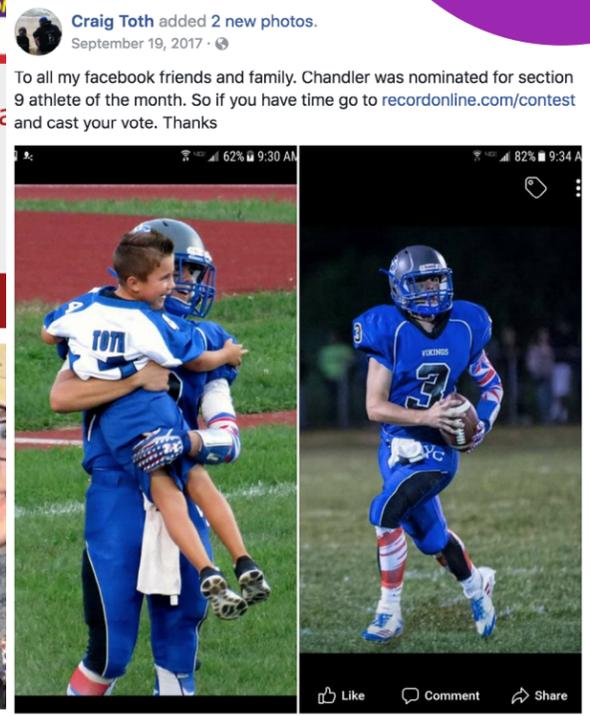
Times Herald-Record | Middletown, NY | Circ: 80,000



Contest Drives Month-After-Month Revenue from Multiple Sponsors

Vote for your favorite male and female athlete of the month by 1/22!

Already Entered?



Turnkey Available



Like Comment Share

160

24 Shares 71 Comments

THE GOAL

The paper was looking to increase their revenue, grow their email database, and promote goodwill among their readers. Varsity 845, the paper's designated local sports site, decided on a High School Athlete of the Month contest.

THE SOLUTION

While the paper was able to secure nine sponsors. From healthcare and home improvement to community colleges and automotive, their sponsors were proud to be a part of the contest. The year-long contest had categories for male and female athletes. Each month nominees are submitted and votes cast to pick the male and female winners. The two winners would receive a plaque, a gift card for \$250, and coverage in the paper. The paper also held a banquet in May to honor all of the winners.

THE RESULTS

\$60,000 revenue

11,000+ votes

2,800+ opt-ins

READ THE CASE STUDY

Inspiration for Multi-Month Campaigns

\$7,500 Revenue, Multiple Sponsors

Turnkey Available

Vote Now for the Readers Choice Award!
Vote twice per day, once for your favorite female and once for your favorite male student athlete. Then Come Cheer on Your Favorite Star at the awards ceremony, June 1 taking place at the College of Central Florida in Lecanto, FL. Tickets are \$10 & can be purchased at the Citrus Center, 1624 N Meadowcrest Blvd, Crystal River, FL.

High school athlete ballot drives 5,500+ votes

STARS Student Athlete Recognitions
Citrus County Chronicle
Crystal River, FL | Circ: 30,000

Thanks for joining the Aberdeen News Birthday Club. As a reminder, we send out great deals, freebies, coupons, BOGOs, and more 3 days prior to your birthday.

To redeem your coupons please bring a Photo I.D. and either print this email or just show your smartphone to the business.

Check out your great deals below and...

Happy Birthday, {{User.FirstName}}!

\$15,000 Revenue, Multiple Sponsors

Colorful Creations - Now on Main Street Coupon 1

As a special gift, get YOUR AGE as a percent off one piece of pottery during the month of your birthday or within 15 days of your birthday! See coupon for details.

GET THIS COLORFUL CREATIONS COUPON

Colorful Creations - Now on Main Street Coupon 2

As a special gift, get YOUR AGE as a percent off any party booking.

GET THIS COLORFUL CREATIONS PARTY COUPON

Birthday Club Email

Aberdeen American News
Aberdeen, SD | Circ: 81

SEPTEMBER



Advertisers to Target:

- Automotive
- Utilities & HVAC
- Bars & Restaurants
- Financial Services

The Wildest Sweepstakes

Case Study: Sweepstakes

Augusta Chronicle | Augusta, GA | DMA: 111

The screenshot shows the landing page for 'THE WILDEST SWEEPSTAKES GEORGIA VS FLORIDA'. It features the Wild Wing Cafe logo and a 'Brought to you by' tagline. The page includes a 'CONTINUE >' button and social media sharing options. A blue circular callout states: 'Thank-You Coupon Drives Foot Traffic to Local Sports Bar & Restaurant'. Below the landing page is a screenshot of a thank-you email with a '\$10.00 OFF' coupon for the purchase of an entree at Wild Wing Cafe, valid for one-time use until 10/28/2018. The email also includes a 'Click to print!' link and social media sharing options.

THE GOAL

When the *Augusta Chronicle* was able to secure two tickets to the big Georgia vs. Florida football game, they knew they had to act fast to turn this opportunity into a great contest.

THE SOLUTION

The paper reached out to Wild Wing Cafe, a local sports bar. The restaurant immediately agreed to partner with the *Augusta Chronicle* on the contest. Wild Wing Cafe was so excited, they offered up a second prize of a VIP Tailgate Party. Plus, to drive even more traffic to their restaurant, they included a \$10.00 off coupon in the thank-you email to all participants. The contest was a big hit with the paper's readers and the sponsor.

THE RESULTS

\$2,000
revenue for paper

470+
entries

220+
opt-ins for sponsor



Inspiration for September

VOTE NOW!
Vote for a chance to win tickets to South Carolina's biggest game: **USC vs. CLEMSON!**

The Post and Courier
CHARLESTON MIX
SHOW US YOUR GAME FACE
sponsored by CHARLESTON MIX



1,400+ Opt-Ins for Station & 1,000+ for Sponsor

Show Us Your Game Face

The Post and Courier

Charleston, SC | Circulation: 100,000

YOU COULD WIN THE **ULTIMATE FAN CAVE**

\$7,500 from 3 Sponsors

Turnkey Available

Ultimate Fan Cave

WPRT-FM

Nashville, TN | DMA: 29

Can We Guess Your Tailgate Personality?

Question 1 of 8

#1 What do you bring to the tailgate?

Cheese platter | Chips in a team logo bowl | Hot dogs and hamburgers | Nothing

Sponsored by Local Bank

Turnkey Available

Can We Guess Your Tailgate Personality?

The Florida Times-Union

Jacksonville, FL | Circulation : 157,000

Game Time
Watch it! Play it!

Upload a photo showing your high school spirit for the chance to win a pair of tickets to the game and the a \$100 Game Time All Access Card located at One Daytona and a pair of...

Already Entered?

WINNER!

Friday Night Lights
Halftime Ready

\$20,000 from 4 Sponsors

Game On Daytona Stadium

WVYB-FM

Daytona Beach, FL | DMA: 19

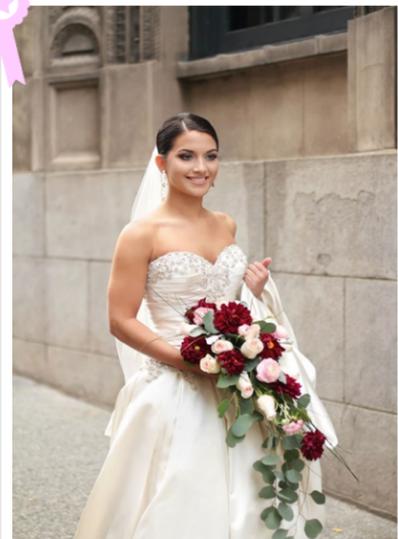
Inspiration for September



Which of these brides should be on the cover of Pittsburgh Magazine's Fall Weddings Issue? It's up to you! We have three finalists to choose from and you get to pick the winner.

Already Entered?

WINNER!



Leo Gigliotti & Gabriella DaPra

Drive BIG Revenue from Bridal Services

Turnkey Available

Fall Wedding Cover Contest

Pittsburgh Magazine
Pittsburgh, PA | Circulation: 50,000

\$47,000 Revenue for Paper

Turnkey Available

Pick'em Football Challenge

The Florida Times-Union
Jacksonville, FL | Circ: 157,000

\$25,000 Revenue from Local Nissan Dealership

Nissan Kick Off Challenge

WHAM-TV
Rochester, NY | DMA: 79

Inspiration for September

VOTE NOW

Honor your favorite local school mascot by voting for them in our Best Mascot Contest.

Brought to you by
SPRINGFIELD CLINIC SPORTS MEDICINE

ALL STAR PREPS CAPITAL REGION 2018

BEST MASCOT CONTEST

Honor your favorite local school mascot by voting for them in our Best Mascot Contest. Vote for your school's mascot for a chance to win "Best Mascot" recognition during the Best of Preps Event. Choose your favorite school in the form below. Vote once between now and June 19th!

Email Required

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CONTINUE >



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Best of Preps Mascot

The State Journal Register

Springfield, IL | Circulation: 50,000

\$7,500 in Revenue and Already Have Sponsor for Next Year

WHAT KIND OF FOOTBALL FAN ARE YOU?
ARE YOU THE BEST OR A PEST?

Clear99 Steve's Pest Control, Inc.
Today's Best Country Professional Pest and Termite Elimination Services

WIN MIZZOU FOOTBALL TICKETS AND SWAG!

Question 1 of 9

Please answer the survey questions below to be entered to win.

Do you own your home? Required

-- Select One --

Do you worry about (or currently have problems with) the following: (check all that apply)

- Termites
- Spiders
- Mice / Rodents
- Cockroaches
- Flies / Wasps
- Fleas / Mosquitos
- None of the above

Do you have a current pest control provider? Required

-- Select One --

What do you normally wear to football games?

A team jersey

War paint on my face

Powered by **secondstreet**

Survey Questions Deliver Hot Leads for Pest Control Company

What Kind of Football Fan Are You: Are You the Best or a Pest?

KCLR-FM

Columbia, MO | DMA: 137

\$11,000 in Revenue

KDSM Present

Iowa Pork College Football Tailgate Giveaway

Enter Now to Win!

Email Required

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CONTINUE >

FOX 17 and the Iowa Pork Producers want you to be the most popular person at your next college football tailgate. Enter here for a chance to win \$25 in pork from the Iowa Pork Producers. Each week we'll select one lucky winner to amp up their tailgate with Iowa Pork. If at first you don't win, be sure to come back each week and enter for another chance to win! A total of 12 lucky folks will get \$25 worth of delicious Iowa Pork. Good Luck!

IOWA PORK PRODUCERS ASSOCIATION COLLEGE FOOTBALL TAILGATE GIVEAWAY

FOX 17 KDSM-TV DES MOINES

pork checkoff

[f](#) [t](#) [e](#) [p](#)

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Powered by **secondstreet**

Iowa Pork College Football Tailgate Giveaway

KDSM-TV

Des Moines, IA | DMA: 72

FEATURED ADVERTISER OPPORTUNITY

HVAC & Utilities Companies

With cold weather on its way, HVAC and utilities companies are looking to get in front of their target consumers now. Create custom engagement campaigns to deliver results for them.

Plan of Attack:

CAMPAIGN IDEAS

- Quiz Bundle: What Season Are You?, What's Your Energy Efficiency?, HVAC Repair or Replace - Do You Know?
- Sweepstakes: New AC Unit or Furnace Giveaway

LEAD-GEN QUESTIONS

- How soon are you looking to replace your furnace or AC?
- How old is your current HVAC unit?
- Do you own a home?

EMAIL OPT-IN

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC HVAC.

Find more of these including prize ideas and customer needs analysis questions for 30+ advertisers, in the Seller's Guide.

DOWNLOAD THE SELLER'S GUIDE

Football Tailgate Sweepstakes

Daytona Beach News-Journal

Daytona, FL | Circ: 83,169



**PLAY THE
TOTAL COMFORT FOOTBALL
TAILGATE SWEEPSTAKES!**

You could win a tailgate party package that includes:

\$150* GIFT CARD | **2** GAS TANK REFILLS
AND
COOLER FILLED WITH GOODIES

*Gift card to Lowe's/Home Depot towards a new grill

TOTAL COMFORT
Heat/Air Conditioning • Electrical • Propane Gas • Plumbing

Enter Every Day!

Email Required

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CONTINUE >

**466
opt-ins for
HVAC
company**

OCTOBER

Advertisers to Target:

- Healthcare
- Seasonal Attractions
- Retail Stores
- Bridal Services



Which Horror Creature Are You?

Case Study: Quiz

WAFX-FM | Chesapeake, VA | DMA: 42



Do you hold onto grudges or forgive easily?

I forget easily so I'm forgiving.

I have no memory at all!

I live for my hate of others!

I am very forgiving, after I cut you up!



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Station Secures
\$8,500 Revenue
from Local
Haunted House

Result

A Werewolf!



You're a Werewolf! By day, you walk this world as a normal human with a terrible secret. By the light of the full moon you transform into a hideous man-eating doglike monster. Capable of killing dozens by moonlight only to transform back the next morning to remember nothing.

Wicked Whispers is coming September 2018! Haunted Hunt Club Farm is a terrifying Halloween festival featuring the Village of the Dead, the Field of Screams and Hampton Roads' Best Haunted Hayride! [MORE INFO HERE](#)

THE GOAL

WAFX-FM had success the previous year with local haunted house attraction, Haunted Hunt Club Farm, and was looking for a creative contest opportunity for them beyond a traditional enter-to-win sweepstakes.

THE SOLUTION

The station put together this creative personality quiz. Users answered a variety of questions and were paired with a specific outcome such as Werewolf or Vampire at the end of the quiz. Not only did the station include an email opt-in for the sponsor, they also updated the Results Page of the quiz to include more information about the haunted house and a link to purchase tickets. The station promoted the contest through email, website ads, on-air ads, and on social media.

THE RESULTS

 **\$8,500**
revenue for station

 **1,100+**
entries

 **900+**
opt-ins

Inspiration for October

#campbellsmazedaze
Fall Photo Contest

\$5,000 from Local Pumpkin Farm

SUBMIT YOUR FAVORITE FALL PHOTO WITH THE HASHTAG #CAMPBELLSMAZEDAZE FOR A CHANCE TO WIN!

1ST PLACE WINNER:
ALL INCLUSIVE VIP PARTY FOR UP TO 10 PEOPLE. INCLUDES ALL ACTIVITIES, FOOD, BONFIRE, PICTURE AND MORE! \$100 VALUE!

2ND PLACE WINNER:
FALL PORCH DISPLAY THAT INCLUDES MUMS, PUMPKINS, HAY BALES AND MORE! \$50 VALUE!



Campbell's Maze Daze Fall Photo Contest

KY3-TV
Springfield, MO
DMA: 75

Halloween weekends at Cedar Point
Win 4 Tickets
Sorry! This promotion has ended.

ENTER TO WIN! Five (5) winners will be selected to win a four (4) pack of tickets to Cedar Point HalloWeekends!

Tickets are valid any Friday, Saturday or Sunday between October 6 and October 29, 2017.

2,000+ Opt-Ins

Cedar Point Halloween Ticket Sweepstakes
WEWS-TV
Cleveland, OH
DMA: 18

Which Fall Activity Are You?

Take the quiz to find out and you could win a Family 4-Pack to Gross Farms Corn Maze & Pumpkin Patch!

Question 1 of 7

#1 What is your favorite thing about fall?

- Hayrides and picking apples
- Decorating for Halloween
- Football is back!
- Long walks and the sound of crunching leaves

Turnkey Available

Powered by secondstreet

\$5,000 from Local Pumpkin Farm

Fall Fun Activity & Giveaway
WKML-FM
Fayetteville, NC
DMA: 27

Inspiration for October

NEW HOPE Community Presents

FALL ROAD TRIP IN New York SWEEPSTAKES

WIN

A 2-Night Hotel Stay Plus a \$100 Gas Card!

14 WINNERS OVER 14 DAYS

Co-Sponsored by:

Astar	Genzyme	New Hope Community	Temple Sinai
Ethan Allen	Healey Brothers	Northstar Energy	United Cerebral Palsy
Ettinger Law Firm	Jimmy Sturr	ProBuild	Warehouse Furniture
Flanagan Tree Service	Manza	Serrano II	
Friends of Harmony Hall	Millspaugh	Sohns	

Enter Every Day to Increase Your Chances of Winning!
We Will Choose a Winner Every Day For 14 Days!

Winners will receive a 2-night stay plus a \$100 Gas Card.
Winners can choose from any of the participating Wyndham, Marriott, Hilton or Hyatt properties in NYS (Excluding NYC)

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Powered by secondstreet

\$27,000 Revenue from 19 Sponsors

Fall Road Trip

Times Herald-Record

Middletown, NY | Circulation: 80,000

Drove Qualified Leads from Lead-Gen Questions

IS YOUR SCARY, WORN-OUT FLOOR CREAKING AND HAUNTING YOUR HOUSE?

WIN a 12' x 12' carpeted room (underlay and basic installation included) from your favourite flooring store as we celebrate our 50th year in Abbotsford!

ALL TREATS & NO TRICKS with our industry leading BOO-TEE-FUL GUARANTEE!

The Beautiful CARPET ONE **TIP TOP FLOORS** 50th Anniversary

ENTER TO WIN NEW FLOORING FLOORS! (VALUED AT \$500)

Email Required

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CONTINUE >

Facebook Twitter Email Pinterest

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Squeaky Floor Sweeps

Abbotsford News

Abbotsford, BC | Circulation: 44,500

\$100 VALUE

WHAT COSTUME SHOULD YOU WEAR?

ENTER TO WIN A HALLOWEEN PRIZE PACKAGE!

Question 1 of 1 **Witch or Warlock**

#1 When at a Halloween find me...

- silently hanging out in the background
- hosting the party, of course!
- being social, but hanging out with the p...
- gossiping with friends
- ... I'm sleeping
- ...ing with everyone

You're a traditionalist with a slight inkling for stirring up trouble – *witch* we love! Keep with the classics this year and rock a witchy look!

Sponsored by Goodwill, Drove Opt-ins

Turnkey Available

Facebook Twitter

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Powered by secondstreet

What Costume Should You Wear

The Daily Telegram

Adrian, MI | Circulation: 50,000

Inspiration for October

ST. LOUIS POST-DISPATCH

ALL HOWLS EVE

HALLOWEEN JOKE CONTEST

PRESENTED BY JOHNNIE BROCK'S **Dungeon**

200+ Entries & 150+ Opt-Ins

“WHY CAN'T YOU TELL A SKELETON A SECRET?”

“BECAUSE IT GOES IN ONE EAR AND OUT THE OTHER!”

Roses are red, violets are blue, sugar is sweet...
And so am I, so pick me! Pick me!! I want to be a zombie this year!!!
[SHARE](#)

What kind of car does a witch drive?
A Chevy Malibu B00.
[SHARE](#)

What do you get when you cross Bambi with a ghost?
Spooket!

Halloween Joke Contest Ballot
St. Louis Post-Dispatch
St. Louis, MO | Circulation: 238,000

ENTER QUINNZ PINZ ESCAPE ROOM GIVEAWAY!

QUINNZ PINZ

Enter the Escape Room Sweepstakes for your chance to win an escape room package for four people!

Grand Prize Winner: Great Escape Package valued at \$140
Second Place Winner: Perfect Escape Package valued at \$124
Third Place Winner: Escape Artist Package valued at \$116

[Click to enter more great contests!](#)

Brought to you by:

QUINNZ PINZ

Email Required

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[CONTINUE >](#)

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Escape Room Giveaway
Times Herald-Record
Middletown, NY | Circulation: 80,000

Fall Personality Quiz

Branson FERRIS WHEEL THE TRACK FAMILY FUN PARKS SILVER DOLLAR CITY

Sponsored by 3 Local Attractions

600+ Opt-Ins

Personality Quiz for Your Chance to Win!

1st: \$100 Gift Card to The Track & Branson Ferris Wheel and 4 Passes to Silver Dollar City
2nd: \$75 Gift Card to The Track & Branson Ferris Wheel
3rd: \$50 Gift Card to The Track & Branson Ferris Wheel

Question 1 of 7

#1

#1 What is your favorite thing about Fall?

Hayrides and picking apples | Decorating for Halloween | College football is back! | Long walks and the sound of crunching leaves

[f](#) [t](#) [e](#) [p](#)

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Fall Personality Quiz
KYTV-TV
Springfield, MO | DMA: 75

FEATURED ADVERTISER OPPORTUNITY

Healthcare

October is a perfect month to target healthcare professionals, clinics, and hospitals as it's a dedicated as National Breast Cancer Awareness month.

Plan of Action:

CAMPAIGN IDEAS

- Quiz Bundle: Test Your Breast Cancer Knowledge, How Much Do You Know About Mental Illness?, How Healthy Are You?
- Sweepstakes: Win a Whiter Smile

LEAD-GEN QUESTIONS

- Do you see your primary care doctor on a regular basis?
- Are you considering [*teeth whitening, cosmetic surgery, etc.*]?
- Where do you get your prescriptions filled?

EMAIL OPT-IN

Yes, I'd like to receive health tips and news about events and local causes from ABC Hospital Group.

Find more of these including prize ideas and customer needs analysis questions for 30+ advertisers, in the Seller's Guide.

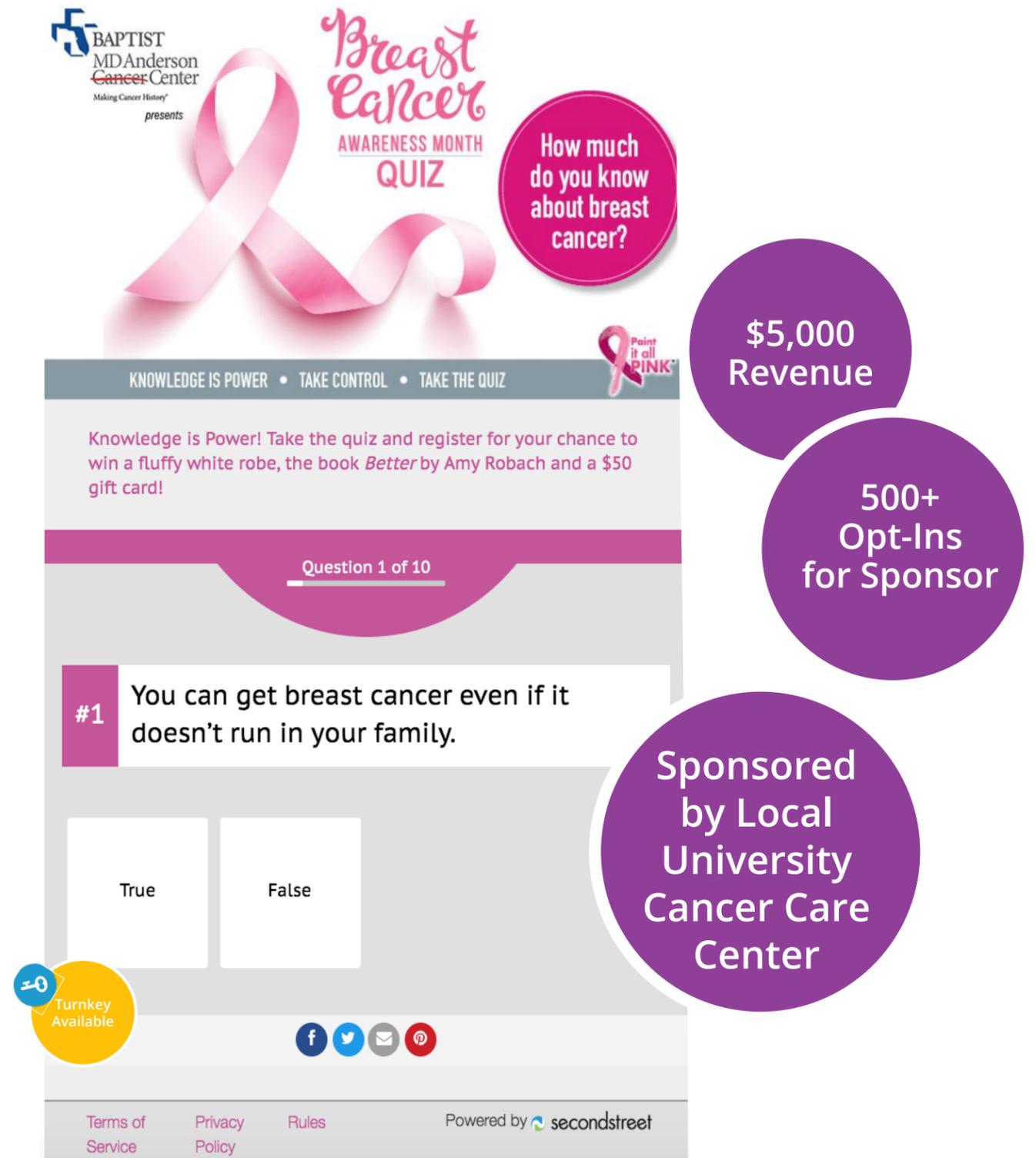
DOWNLOAD THE SELLER'S GUIDE



Breast Cancer Awareness Month Quiz

The Florida Times-Union

Jacksonville, FL | Circ: 157,000



The image shows a screenshot of a quiz interface for Breast Cancer Awareness Month. At the top, it features the logos for Baptist MD Anderson Cancer Center and the text 'Breast Cancer AWARENESS MONTH QUIZ'. A pink ribbon is prominently displayed. A circular callout asks 'How much do you know about breast cancer?'. Below the header, a banner reads 'KNOWLEDGE IS POWER • TAKE CONTROL • TAKE THE QUIZ'. The main content area includes a promotional message: 'Knowledge is Power! Take the quiz and register for your chance to win a fluffy white robe, the book *Better* by Amy Robach and a \$50 gift card!'. The quiz progress is shown as 'Question 1 of 10'. The first question is: '#1 You can get breast cancer even if it doesn't run in your family.' Below the question are two buttons: 'True' and 'False'. A yellow callout bubble says 'Turnkey Available'. To the right of the quiz interface, three purple callout bubbles provide key metrics: '\$5,000 Revenue', '500+ Opt-Ins for Sponsor', and 'Sponsored by Local University Cancer Care Center'. At the bottom of the interface, there are social media icons for Facebook, Twitter, Email, and Pinterest, along with links for 'Terms of Service', 'Privacy Policy', and 'Rules'. The footer indicates the quiz is 'Powered by secondstreet'.

NOVEMBER

Advertisers to Target:

- Grocery
- Retail Stores
- Financial Services

Holiday Grocery Dash Contest

Case Study: Sweepstakes

Times Herald Record | Middletown, NY | Circ: 80,000



Enter to win a Shopping Spree where you will get two minutes to grab as many groceries as possible on December 13th at one of three ShopRite locations.

Plus, \$50 Gift Card given away each week!

Enter every day and for every friend that enters, you earn an extra entry! Use our social media link, you earn an extra entry! Use our social media link, you earn an extra entry!



\$10,000
Revenue for
Paper

THE GOAL

To capitalize on the season of giving, the Times Herald-Record was looking for a promotion that could really give back to the community while driving revenue and results. And when it comes to November, everyone could use a little help with grocery money.

THE SOLUTION

The Great Grocery Dash was a sweepstakes where users would register to win a two-minute shopping spree to a local grocery store. The paper reached out to ShopRite, and the grocery store was thrilled to participate. Not only would the store get the brand awareness on the promotion itself, but they would also collect email opt-ins to grow their database.

THE RESULTS



\$10,000

revenue



4,300+

opt-ins for sponsor



17,000+

registered users



4,100+

opt-ins for paper

Inspiration for November

KITCHEN TABLES

400+ Opt-Ins for Kitchen Store

What Thanksgiving Food Are You?

Question 1 of 8



#1 Do you play with your food?

Never. Absolutely. Yes, but you'll never catch me. Just the veggies.

Turnkey Available

Terms of Service Privacy Policy Feedback Powered by secondstreet

What Thanksgiving Food Are You? Quiz

WSNY-FM
Columbus, OH | DMA: 32

SUBMIT AN ACTIVE MILITARY MEMBER TO WIN A CARE PACKAGE

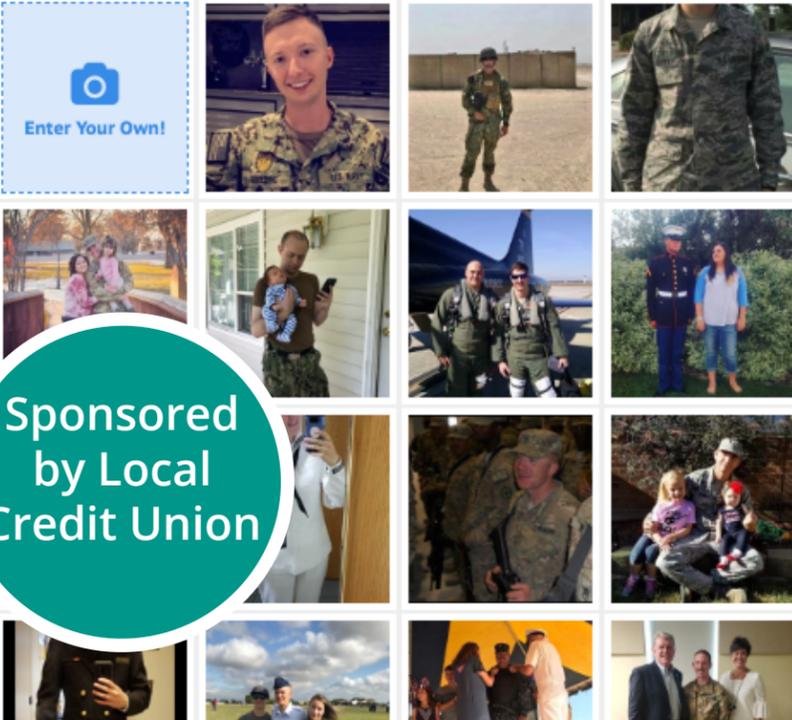
Sponsored by WESTMARK CREDIT UNION

Nominate a soldier for their chance to win a great care package, courtesy of Westmark Credit Union!

Already Entered? Round 2

Enter until 7/1 @ 1:59am Central

Enter Your Own!



Sponsored by Local Credit Union

Care Package for Soldiers

KIFI-TV
Idaho Falls, ID | DMA: 162

BOZEMAN DAILY CHRONICLE PRESENTS: MONTANA HUNTER PHOTO CONTEST



Enter to win:

- A Craftsman 20 piece full polish ratcheting combination wrench set from Sears
- A CamelBak 100oz Antidote reservoir from Mountain Hot Tub
- A \$50 Gift Certificate to Daniel's Meat's and Sausages
- A pair of Bridger Ridge Kenetrek Boots

Kenetrek Boots FOR THE TRAIL LESS TRAVELED

sears HOMETOWN STORE

REGISTER TO ENTER & VOTE Sep. 15 - Dec. 7 LEARN MORE

Already Entered?

WINNER!



Proud Papa Proud Papa

Turnkey Available

Mountain Hunter Photo Contest

Bozeman Daily Chronicle
Bozeman, ID | Circ: 17,000

Relevant Prizes Draw Qualified Entrants

Inspiration for November



Which Pie Should You Make For Thanksgiving?

Question 1 of 8

#1 What is your favorite season?

Winter

Spring

Summer

Fall

6,300+
Entries,
Sponsored by
Local Grocer

10
Turnkey
Available

Which Pie Should You Make for Thanksgiving? Quiz

The Columbian

Vancouver, WA | Circ: 54,060

Sponsored
by Outlet
Mall

Black Friday Sweepstakes

KRDO-TV

Colorado Springs, CO

DMA: 91

\$74,000
Revenue from
24 Sponsors

Shop Local Sweeps

WLEX-TV

Lexington, KY | DMA: 64

Inspiration for November



KENOSHA NEWS

Festival Foods Great Grocery Giveaway

Kenosha News

Kenosha, WI | Circulation: 24,000

GREAT GROCERY GIVEAWAY!



\$3,750
Revenue
and 6,200
Entries

Turnkey Available



Thankful for Family photo contest

ENTER BELOW TO WIN A \$100 GIFT CERTIFICATE!

sponsored by #GIVINGTUESDAY PEE DEE

Vote Now for your favorite photos! Voting ends on December 5, 2017!

Already Entered?

Thankful for Family Photo Contest

Florence Morning News

Florence, SC | Circ: 30,590



Sponsored by Restaurant, Community Center, & Non-Profit

Homemade Holidays

Online Reader Recipe Contest

Recipe submissions: November 12th -26th
Voting: November 27th-30th
Winner announced: December 1st

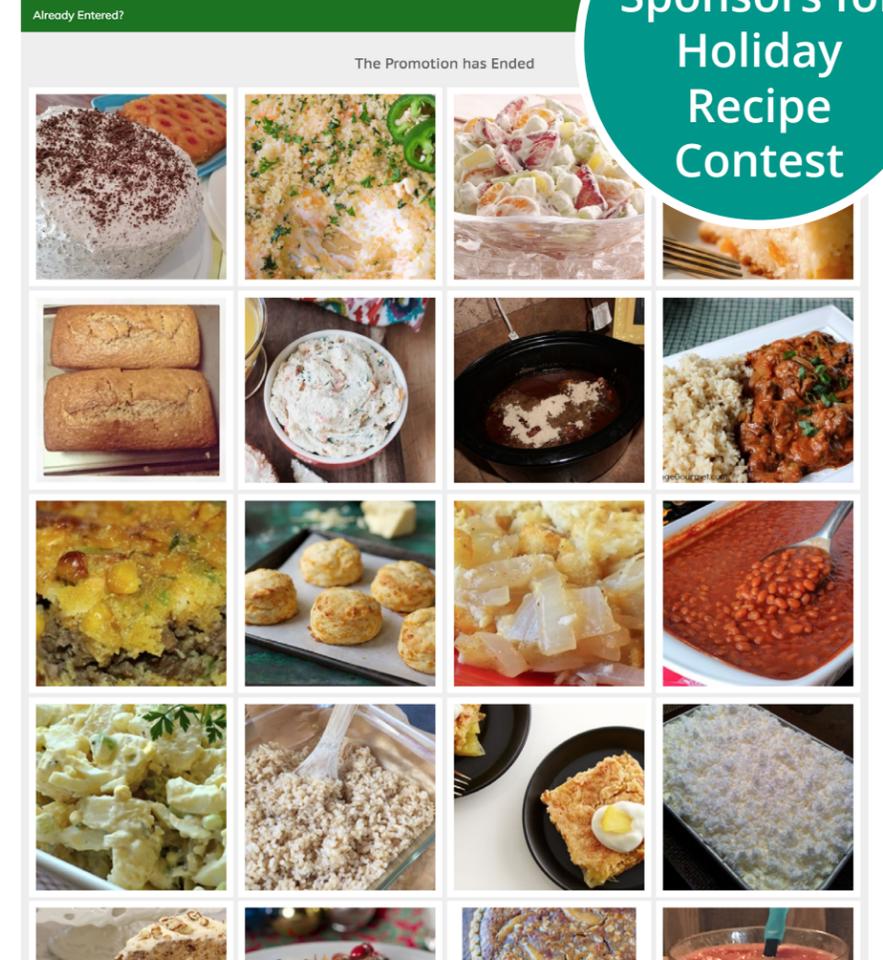
Sponsored by: Ann Harkey Marion City Council • Marion Pharmacy • Killough's Music
Buckner Plumbing • Cassie Kelley-ERA Mountain View Properties

Share your favorite holiday recipes on mcdowellnews.com for a chance to win a \$100 Visa Gift Card

Homemade Holidays Online Reader Recipe Contest

Share your favorite holiday recipes on mcdowellnews.com for a chance to win a \$100 Visa Gift Card.

Multiple Sponsors for Holiday Recipe Contest



Homemade Holidays Recipe Photo Contest

Hickory Daily Record

Hickory, NC | Circulation: 20,000

FEATURED ADVERTISER OPPORTUNITY

Grocery Stores

Thanksgiving is centered around family and food, so now is the perfect time to approach your grocery stores for targeted advertising opportunities.

Plan of Action:

CAMPAIGN IDEAS

- Quiz Bundle: What Thanksgiving Food Are You?, Can You Guess the Calories?, What Should You Make for Dinner?
- Sweepstakes: Giftcard Giveaway or Shopping Spree

LEAD-GEN QUESTIONS

- Where do you most often shop for groceries?
- Have you ever shopped at ABC Grocery?
- Who are you most often buying groceries for? (*self, family*)

EMAIL OPT-IN

Yes, I'd like to hear about weekly sales and seasonal offerings from ABC Grocery.

Find more of these including prize ideas and customer needs analysis questions for 30+ advertisers, in the Seller's Guide.

DOWNLOAD THE SELLER'S GUIDE

Grocery Dash

KSTU-TV

Salt Lake City, UT | DMA: 80



YOU COULD WIN A

\$500 Gift Card for Macey's Groceries!

ENTER TODAY!

Email Required

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

CONTINUE >

One lucky winner will receive a \$500 gift card to spend on Macey's groceries! Enter your email to get started for your chance to win. Good luck!

Macey's Anywhere <http://maceys.com/anywhere>

Macey's Anywhere™ is our online grocery shopping service currently available at all 12 of our Macey's locations.

You might not love grocery shopping but guess what, we do! Let us save you time and energy by doing the shopping for you! We've partnered with Rosie to offer curbside grocery pickup. It's easy, simple and fast.

Create an account on Rosie, add items to your cart, select a time to pick up and we'll bring all of your groceries to your car. Macey's Anywhere, Happy Shopping@...online!

- Shop from anywhere on any device
- Select a time pickup time that works for you so
- Pick up your order and you're on way!

maceys

f t e p

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opt-ins
for sponsor

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

lab.secondstreet.com

