

YOUR
SPRING REVENUE
GUIDE TO PROMOTIONS



This Spring, It's Time to Grow Your Revenue!

Spring is a season for new things. This year, make sure you're ready for finding new revenue opportunities to help you surpass your annual revenue goals.

We've designed this month-by-month guide to set you up for success - whether you're new to contests and interactive content or an experienced pro. Find an action plan, case studies, and advertisers to target, so that you can develop a plan to bring in \$30K, \$60K, or even \$90K over these spring months.

It's time to get started!

Follow our guide, plan ahead, prepare your sales team, approach the right advertisers, and it'll be raining revenue in no time.



LIZ HUFF

Director of Affiliate Success

liz@secondstreet.com

 [@emcridr](https://twitter.com/emcridr)

Planning



WHAT'S YOUR REVENUE GOAL?

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

Developing a great revenue strategy takes a bit of planning. A combination of different contests and interactive content will do better than just repeating the same thing over and over.

So, what's your revenue strategy?

It all starts with picturing what you want your results to be. Setting a revenue goal is important, but often it's an overlooked step in the planning process. Once you've set your goal, you can fill in all the most ideal contests and interactive content to achieve your goals.

Here are three revenue plans. See which one is right for you!

How to Make **\$30,000+**

● MARCH

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Fan Photo Contest (\$5,000)
Advertiser Sweepstakes (\$2,500)

● APRIL

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweepstakes (\$2,500)

● MAY

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Advertiser Quiz (\$2,000)
Advertiser Sweepstakes (\$2,500)



Add a college hoops bracket to make an additional \$7,500

How to Make **\$60,000+**

● **MARCH**

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Fan Photo Contest (\$5,000)
Advertiser Sweepstakes (\$2,500)

● **APRIL**

Recurring Revenue Campaign (\$1,500)
Quiz Bundle (\$4,000)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$3,000 each)
Advertiser Sweepstakes (\$2,500)

● **MAY**

Recurring Revenue Campaign (\$1,500)
Two Quiz Bundles (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Ticket Giveaway (\$3,000)
Two Advertiser Sweepstakes (\$2,500 each)
Mother's Day Sweepstakes (\$5,000)



How to Make **\$90,000+**

● **MARCH**

Two Recurring Revenue Campaigns (\$1,500 each)
Two Quiz Bundle (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$3,000 each)
Fan Photo Contest w/ 2 sponsors (\$10,000)
Three Advertiser Sweepstakes (\$2,500 each)

● **APRIL**

Two Recurring Revenue Campaigns (\$1,500 each)
Two Quiz Bundle (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Two Ticket Giveaways (\$3,000 each)
Three Advertiser Sweepstakes (\$2,500 each)

● **MAY**

Two Recurring Revenue Campaigns (\$1,500 each)
Two Quiz Bundle (\$4,000 each)
Two Advertiser Quizzes (\$2,000 each)
Three Advertiser Sweepstakes (\$2,500 each)
Mother's Day Sweepstakes (\$6,000)



Add a college hoops bracket to make an additional \$7,500

Multi-Month Campaigns

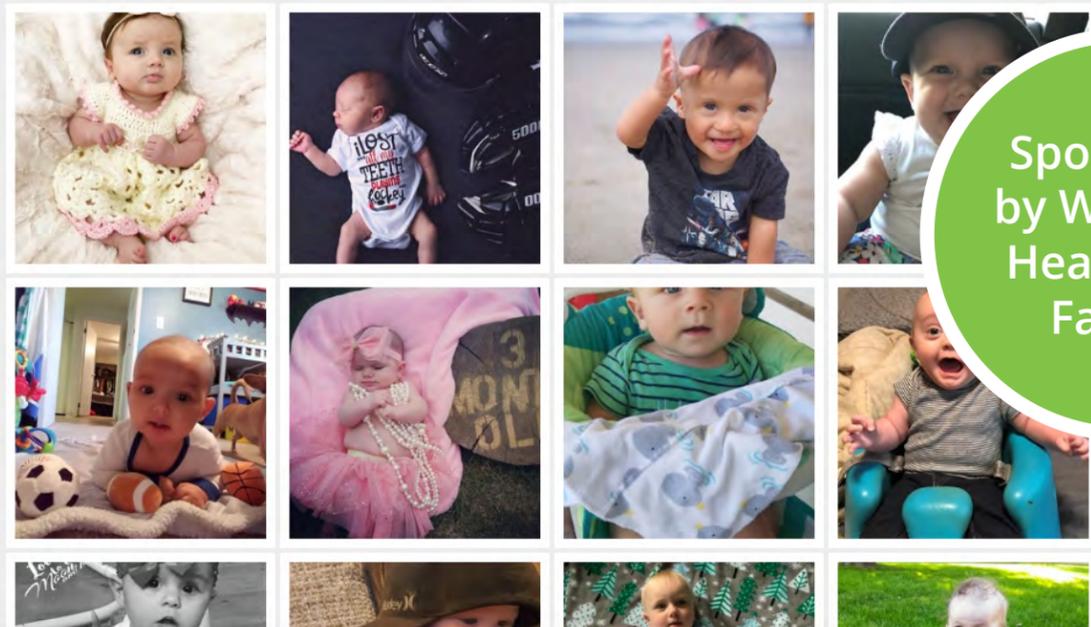




Show us your sporty baby and one randomly drawn cute baby's parents will win \$100 thanks to [Desert Sky Women's Healthcare!](#)

Already Entered?

The Promotion has Ended



Sponsored
by Women's
Healthcare
Facility

Cute Baby of the Month

KVEW-TV | Kennewick, WA | DMA: 126

THE GOAL

The team at KVEW-TV wanted to bring in recurring revenue with a cutest baby photo contest. They secured a Women's Healthcare clinic and had them sponsor a monthly cutest baby photo contest with different themes around holidays and more.

THE SOLUTION

They decided to run this contest as a photo sweepstakes and were able to collect data and entries from mothers. This ensured they would be able to reach their target audience to provide healthcare to women who were mothers of young children. They used different themes such as Sporty Baby of the Month, Halloween Baby of the Month, Messy Baby of the Month, and Summer Baby of the Month.

THE RESULTS

 **145**
opt-ins for sponsors

 **900+**
entries

Inspiration for Multi-Month Campaigns



Valli
INTERNATIONAL FRESH MARKET

THE GREAT GROCERY
GIVEAWAY

Enter for your chance to win up to
\$500 WORTH OF GROCERIES!

Enter for your chance to win up to \$500 worth of groceries!

Three winners!
First prize: \$500 Valli's gift card
Second prize: \$250 Valli's gift card
Third prize: \$150 Valli's gift card

Email Required

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CONTINUE >

1,000+
Opt-ins for
Grocery
Store



\$400K
Revenue in
Four Years!

Dunkin' Hot Spots 2019

HOT 96.9 Beasley Boston
Boston, MA | DMA: 7

[SEE THE CASE STUDY](#)

Valli Produce Great Grocery Giveaway

Rockford Register Star

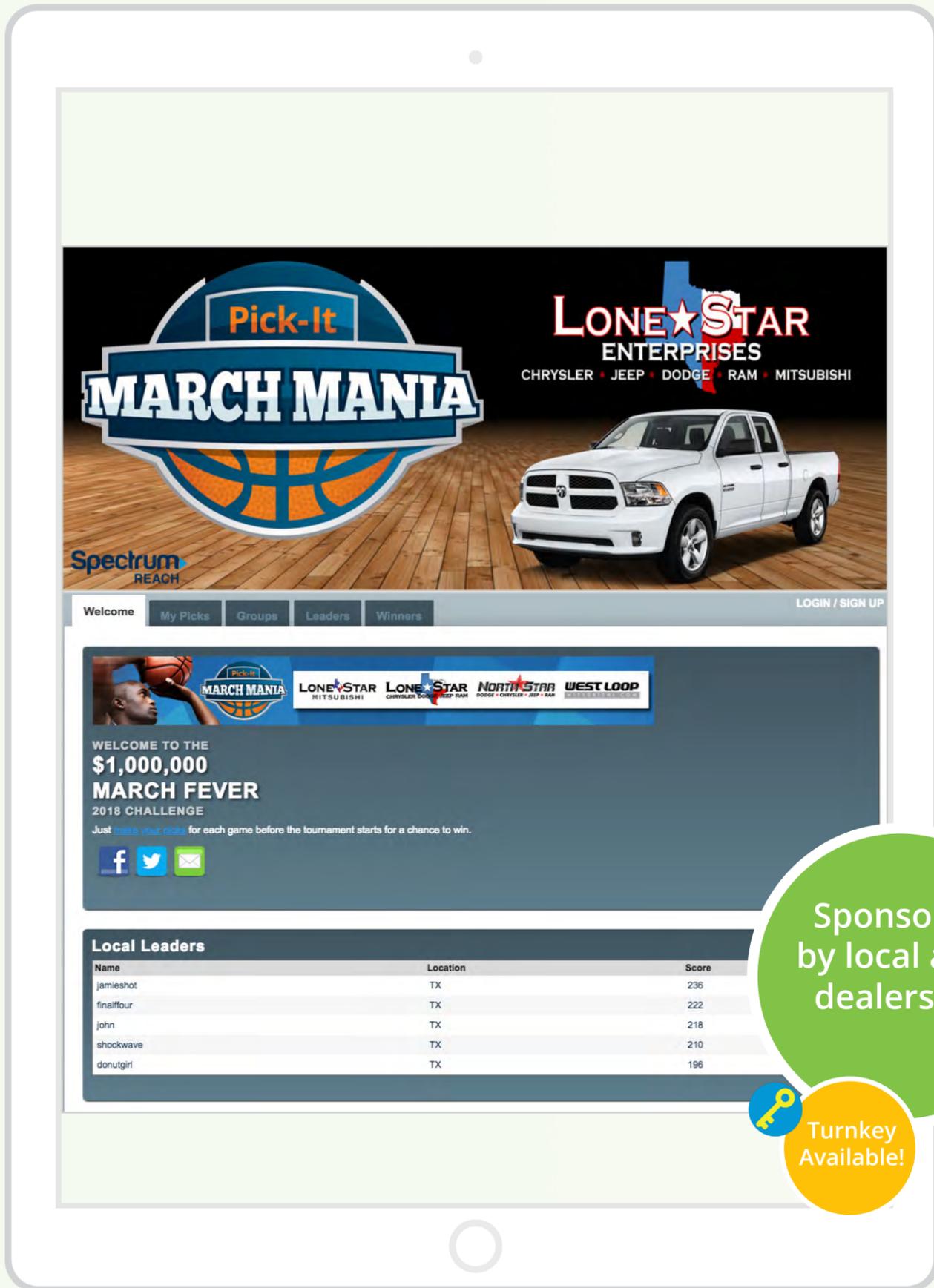
Rockford, IL | Circ: 58,000

March

Top Advertisers to Target:

- Automotive
- Bars & Restaurants
- Financial





Sponsored by local auto dealership

Turnkey Available!

Pick-It March Mania

Spectrum Reach | San Antonio, TX | DMA: 32

THE GOAL

Spectrum Reach of Texas saw the opportunity to harness the excitement of the Men's NCAA College Basketball Championship in San Antonio. Spectrum was looking to win back a previous auto dealer sponsor, and found the perfect opportunity to do so.

THE SOLUTION

Spectrum Reach of Texas reached out to Lone Star Enterprises, an auto dealership, to sponsor a custom college basketball bracket. This allowed the dealership to engage with consumers and capitalize on the March frenzy.

Viewers made their picks for the first 64 team bracket and the sponsor maintained exposure throughout the entire tournament.

THE RESULTS

\$134,000
total revenue

4+ Months
of branding experience

Inspiration for March

KETK March Mattress Giveaway
Sponsored by Sleep Masters




MARCH MATTRESS GIVEAWAY

Enter Everyday. Share with Friends. Get Bonus Points!

Email Required

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CONTINUE >

March Mattress Madness has Begun!
 Want a chance to win a new Serta Pillow Top Queen Mattress? Enter now to win and you could be sleeping on a cloud this March!





\$1,500 Revenue & 500+ Opt-Ins for Mattress Store

March Mattress Giveaway
 KETK-TV
 Tyler, TX | DMA: 107

MUTT MADNESS

Presented By:
Cornerstone Animal Hospital
"Where Pets Are Family, Too"




\$2,500 Revenue & 600+ Opt-Ins for Animal Hospital

Mutt Madness Contest
 Zimmer Radio Group
 Joplin, MO | DMA: 148

[SEE THE CASE STUDY](#)

COUNTRY FINANCIAL

BIG SCREEN MADNESS



16 people requested to be contacted for an insurance review

Big Screen Madness
 KFXX-AM
 Portland, OR | DMA: 22

- Yes, I would like to receive special email offers from COUNTRY financial
- I would like to receive a no-obligation insurance review from COUNTY Financial at the telephone number above.

Inspiration for March



Email Required

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\$1,500 Revenue & 550+ Opt-Ins for Restaurant

Did you know Tommy Condon's has live music 7 Days a week? Required

Yes
 No

Did you know Tommy Condon's has open mic night every Monday night? Required

Yes
 No

Have you been to our Happy Hour before? Required

Yes
 No

St. Patrick's Day Giveaway
The Post and Courier
Charleston, SC | Circ: 96,000

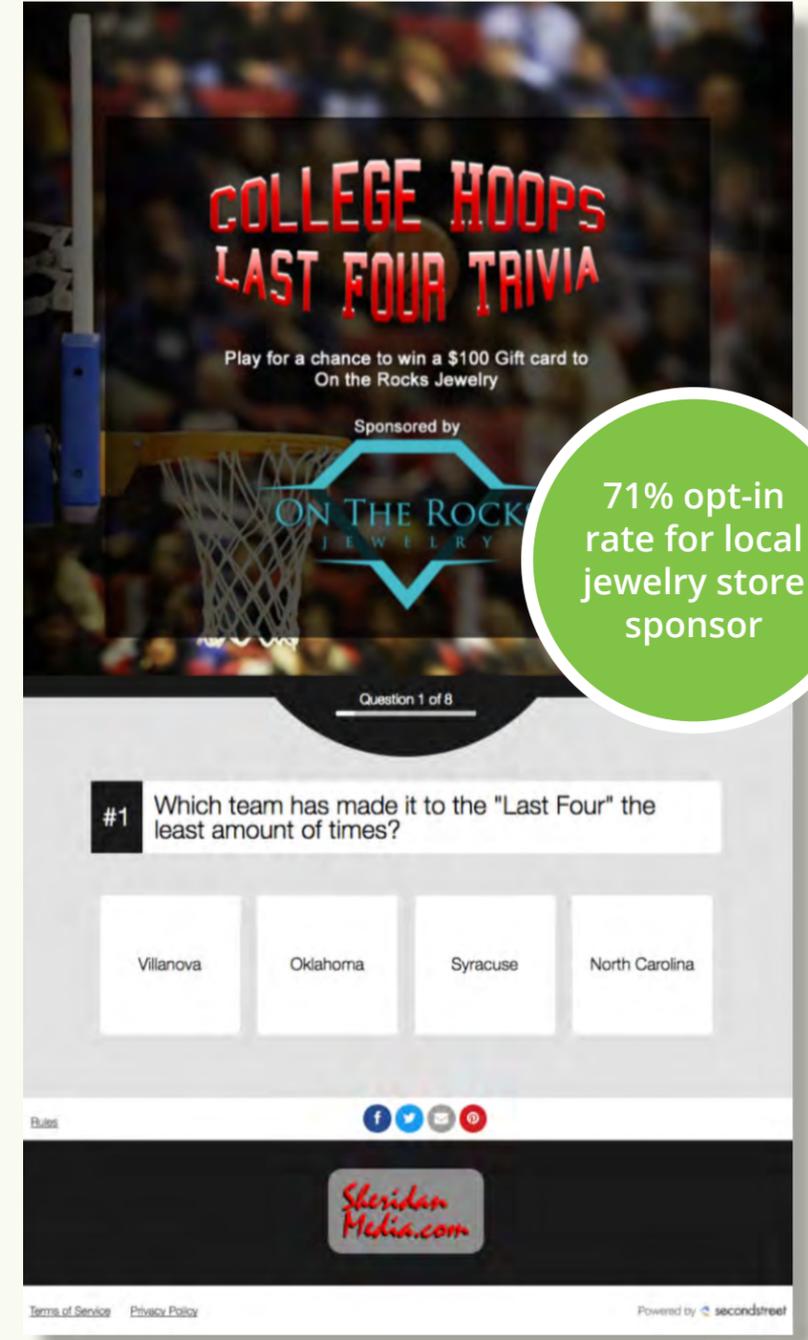


\$60,000 Revenue & 58% Increase in Pageviews!

Turnkey Available!

HOOPS Bracket Challenge
WLEX-TV
Lexington, KY | DMA: 64

SEE THE CASE STUDY



71% opt-in rate for local jewelry store sponsor

College Hoops Last Four Trivia
KLQQ-FM
Clearmont, WY | DMA: 173

Inspiration for March

Finger Lakes Pet Resort
MESSENGER POST MEDIA
ENTER YOUR PET PICTURES TODAY!
PET HOOPLA PHOTO CONTEST
Upload a photo of your "sporty or not" pet!
Enter for a chance to win a \$100 gift card and a free lodging weekend from Finger Lakes Pet Resort!
Already Entered?
The Promotion has Ended
GO GO TEAM
CHEERLEADER
kiss me
Turnkey Available!

Pet Hoopla Photo Contest

Messenger Post Media

Canandaigua, NY | Circ: 14,500

WHAT KIND OF COLLEGE HOOPS FAN ARE YOU?
Question 1 of 8
Sponsored by Local Sports Bar
#1 You support your team by wearing?
Lucky jersey or bust out face paint
I think I have a team hat somewhere
I don't own any team gear
I don't have a team to root for
Turnkey Available!
COYOTES
FAMOUS WINGS
Terms of Service Privacy Policy Rules
Powered by secondstreet

What Kind of College Hoops Fan are You?

KYTV-TV

Springfield, MO | DMA: 75

How Much Do You Know About ST. PATRICK'S DAY?
Question 1 of 9
Sponsored by Local Irish Pub & Liquor Store
#1 What was the first colour associated with St. Patrick's Day?
Blue
Purple
Green
Gold
Turnkey Available!
CARLOS O'BRYAN'S
NEIGHBORHOOD PUB & LIQUOR STORE
Terms of Service Privacy Policy
Powered by secondstreet

How Much Do You Know About St. Patrick's Day?

Nanaimo Bulletin

Nanaimo, BC | Circ: 6,000

FEATURED ADVERTISER OPPORTUNITY

Automotive

From dealerships and local car sales to car washes and service centers, automotive advertisers love to participate in sports contests and interactive content

Plan of Attack:

CAMPAIGN IDEAS

- College Basketball Bracket Title Sponsor
- Sweepstakes: Lease for a Year, Oil Changes, Car Washes
- Quiz Bundle: Which [Local Team] Player Are You? Test Your Basketball Movie IQ? Which Kind of College Hoops Fan Are You?

LEAD-GEN QUESTIONS

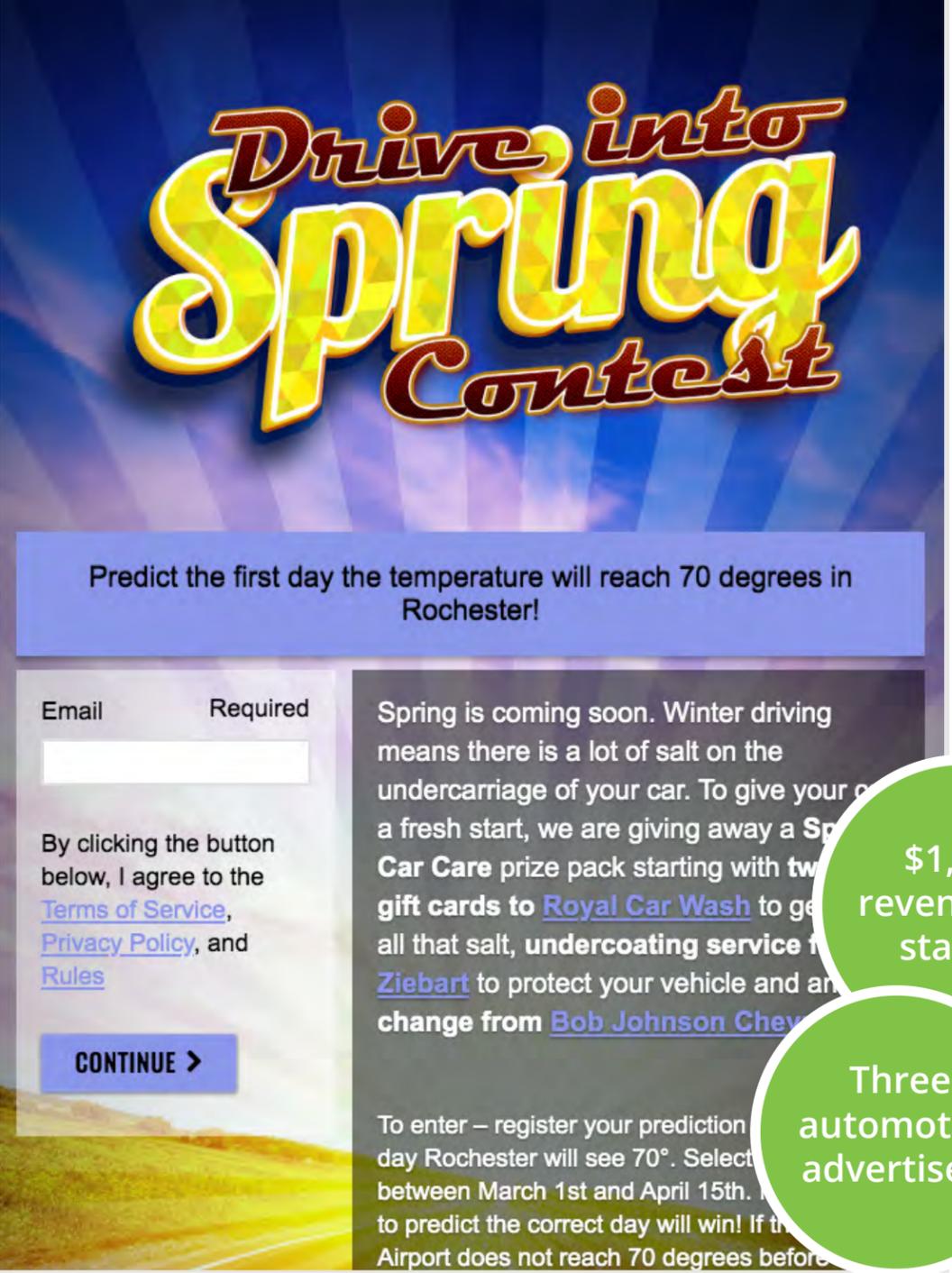
- How soon will you be purchasing a new vehicle?
- Did you know about our VIP Car Wash service?
- Where do you get your oil changes and services done?

EMAIL OPT-IN

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

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



The screenshot shows a mobile app interface for a contest titled "Drive into Spring Contest". The main heading is "Drive into Spring Contest" in a stylized, colorful font. Below the heading, there is a blue banner with the text "Predict the first day the temperature will reach 70 degrees in Rochester!". Underneath the banner, there is a form with an "Email" field and a "Required" label. Below the form, there is a "CONTINUE >" button. To the right of the form, there is a text block that reads: "Spring is coming soon. Winter driving means there is a lot of salt on the undercarriage of your car. To give your car a fresh start, we are giving away a Spring Car Care prize pack starting with two gift cards to Royal Car Wash to get all that salt, undercoating service from Ziebart to protect your vehicle and an oil change from Bob Johnson Chevrolet." Below this text, there is another text block that reads: "To enter – register your prediction of the first day Rochester will see 70°. Select a date between March 1st and April 15th. The first person to predict the correct day will win! If the Rochester Airport does not reach 70 degrees before..."

Dive Into Spring Contest

WHAM-TV

Rochester, NY | DMA: 79

\$1,500
revenue for
station

Three
automotive
advertisers

April

Top Advertisers to Target:

- Lawn & Landscaping
- Real Estate
- Healthcare



Yard Shaming Photo Contest

WTAT-TV | San Antonio, TX | DMA: 32

THE GOAL

The team at WTAT-TV wanted to tap into the prime lawn and landscaping season and drive significant revenue. They set out to create an out-of-the-box contest to get individuals in the Charleston area to show them their “shameful” yards. They hoped this would appeal to their viewers and potential advertisers alike.

THE SOLUTION

Their idea was a photo contest called “Yard Shaming.” They asked users to submit a photo of yards that were in desperate need of a fix-up. The WTAT team was able to secure five local sponsors including a contractor, a pool installer, and a landscaper. The “most shameful” yard would win a \$5,000 prize for a yard makeover – perfect to drum up qualified leads. The contest was a big hit with station viewers and generated a lot of excitement and some hilarious yard photos.

THE RESULTS

\$ **\$12,000**
total revenue

\$ **5**
lawn care advertisers

📷 **90+**
photo entries

✉️ **85+**
opt-ins for station



Submit your photo of your outdoor area that you think needs a makeover for a chance at winning an outdoor living makeover! Total prize value \$5000! Prizes include: Grill, Outdoor Entertainment, Patio Furniture, Hardscape, Fire Pit and Landscape!

Already Entered?

The Promotion has Ended



\$12,500
Revenue
from Five
Lawn-Related
Sponsors

🔑
Turnkey
Available!

Inspiration for April

ENTER THE SPECTACULAR TAX SWEEPSTAKES!

Enter now so you can relax this tax season!

WIN A FREE TAX RETURN AND \$250!

ORANGE COUNTY TAX
SERVING HUDSON VALLEY AND BEYOND SINCE 1974

Enter daily and you could win a \$250 Visa Card and free tax preparation from Orange County Tax, Inc.

Brought to you by:

ORANGE COUNTY TAX
SERVING THE HUDSON VALLEY AND BEYOND SINCE 1974

Email Required

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CONTINUE >

126 Asked to be Contacted by Tax Company

\$2,500 Revenue for Paper

Powered by [secondstreet](#)

Spectacular Tax Sweepstakes

Times Herald-Record

Middletown, NY | Circ: 80,000

FAVORITE BASEBALL PHOTO CONTEST

Enter your favorite photo involving America's Favorite Pastime. Maybe it's you and your besties in front of Busch Stadium, or maybe your daughter in t-ball, or you and your dad in the backyard playing catch with your son...it all works.

The photo that garnishes the most votes will win 4 All-inclusive tickets to the Cardinals Baseball Game on August 19th versus the Brewers.

ELLIS BATTERY
Start Easy. Stay Positive.

Johannes AUTO & PARTS

TERRI PENROD

REALTY EXECUTIVES
POWERED BY Cape Girardeau

Three Sponsors from Automotive and Real Estate

Turnkey Available!

Already Entered?

Enter: May 7 - June 8th
Vote: June 12 - 25th
Winner selected: June 27

Favorite Baseball Photo Contest

Southeast Missourian

Cape Girardeau, MO | Circ.: 15,000

Weed Man presents

Test Your Lawn Care IQ

TAKE THE QUIZ TO WIN!

Test Your Lawn Care IQ and you could win a year of FREE lawn care service!

Question 1 of 8

#1 When is the best time to run a spring system?

Late at night Early afternoon Early morning

13 Users Requested Consultation from Sponsor

Terms of Service Privacy Policy Rules

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Test Your Lawn Care IQ

Lubbock Avalanche Journal

Lubbock, TX | Circ: 41,317

Inspiration for April

ARE YOU A MASTER MOVER?
Make Your Move Kid Friendly!

You Could Win a \$100 Hy-Vee Gift Card!

SHELLY RAGAN

CBSHOME
A BERKSHIRE HATHAWAY AFFILIATE

Question 5 of 5

#5 What are some good ideas to help children of all ages say "goodbye" to neighborhood & school friends before moving?

A going-away party Creating a photo album Calling cards or phone allowances All of the above

Turnkey Available!

Powered by secondstreet

Are You A Master Mover? Quiz

Omaha World-Herald

Omaha, NE | Circ: 184,000

\$5,000 revenue

FIX MY YARD

Enter for your chance to win a "Fix My Yard" package!

Email Required

Enter for your chance to win a landscaping package from **Cutting Edge Lawn Service**, plus additional prizes from **Watsons' Backyard Living**, **The Potting Shed**, and **Clark Grading & Paving**! One winner will be chosen at random on April 10th. For complete list of details including prize info, visit the [Rules](#) link at the bottom of the screen.

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CONTINUE >

CUTTING EDGE LAWN SERVICE, LLC
DESIGN • INSTALL • MAINTAIN

WATSON BROTHERS PHOTO AND GRAPHIC

POTTING SHED SALES & SERVICE

CHRIS CLARK GRADING & PAVING

Turnkey Available!

Powered by secondstreet

Fix My Yard Makeover Sweepstakes

Opelika-Auburn News

Opelika, AL | Circ: 14,986

\$2,000 revenue, 4 sponsors

Buckeye Tax & Financial Services, Inc

WINNER BEST OF ALLIANCE 2018

Presents

TAX QUIZ

TEST YOUR KNOWLEDGE

Do you know what the new tax changes are for 2018?

Take the quiz and find out!

Take the quiz and register for your chance of winning a \$100 VISA Gift Card!

Question 1 of 8

#1 The reformed 2018 Child Tax Credit is a maximum of \$_____ per qualifyir child.

\$1000 \$2000 \$3000 \$4000

Turnkey Available!

Powered by secondstreet

Buckeye Tax Quiz & Sweepstakes

The Alliance Review

Alliance, OH | Circ: 13,200

\$1,500 Revenue & Leads for Tax Service Sponsor

Turnkey Available!

Inspiration for April



\$1,000 revenue & 100+ hot leads

TEST YOUR IQ. ENTER TO WIN!

Question 1 of 10



#1 On average, how many hours a week do Americans spend taking care of their lawn?

12	20	1	4
----	----	---	---

Turnkey Available!

When do you think the next time you'll be shopping for lawn & garden equipment?

-- Select One --

Lawn Mower IQ

WDSN-FM

Du Bois, PA | DMA: 101

Identified 1,200+ Looking to Buy Storm Shelters within 6 Months

Survive the Storm Giveaway

KSPR-TV

Springfield, MO | DMA: 75



Who usually performs lawn care at your house?

ME

Family Member

Professional Service

Which lawn care services are you most interested in?

Mowing

Landscaping

Tree Trimming

Sprinkler System Repair

Fertilization

I want ABC Home & Commercial Services to contact me with a FREE QUOTE on lawn care services!

Worst Lawn in Aggieland 2

KNDE-FM

College Station, TX | DMA: 94

FEATURED ADVERTISER OPPORTUNITY

real estate

With the winter weather thawing out, this is the perfect time to focus on real estate gearing up for their peak season.

Plan of Attack:

CAMPAIGN IDEAS

- Quiz Bundle: What's Your Home Decor Personality?, Test Your Homebuying IQ, and Household Safety Trivia
- Sweepstakes: New AC Unit or Furnace

LEAD-GEN QUESTIONS

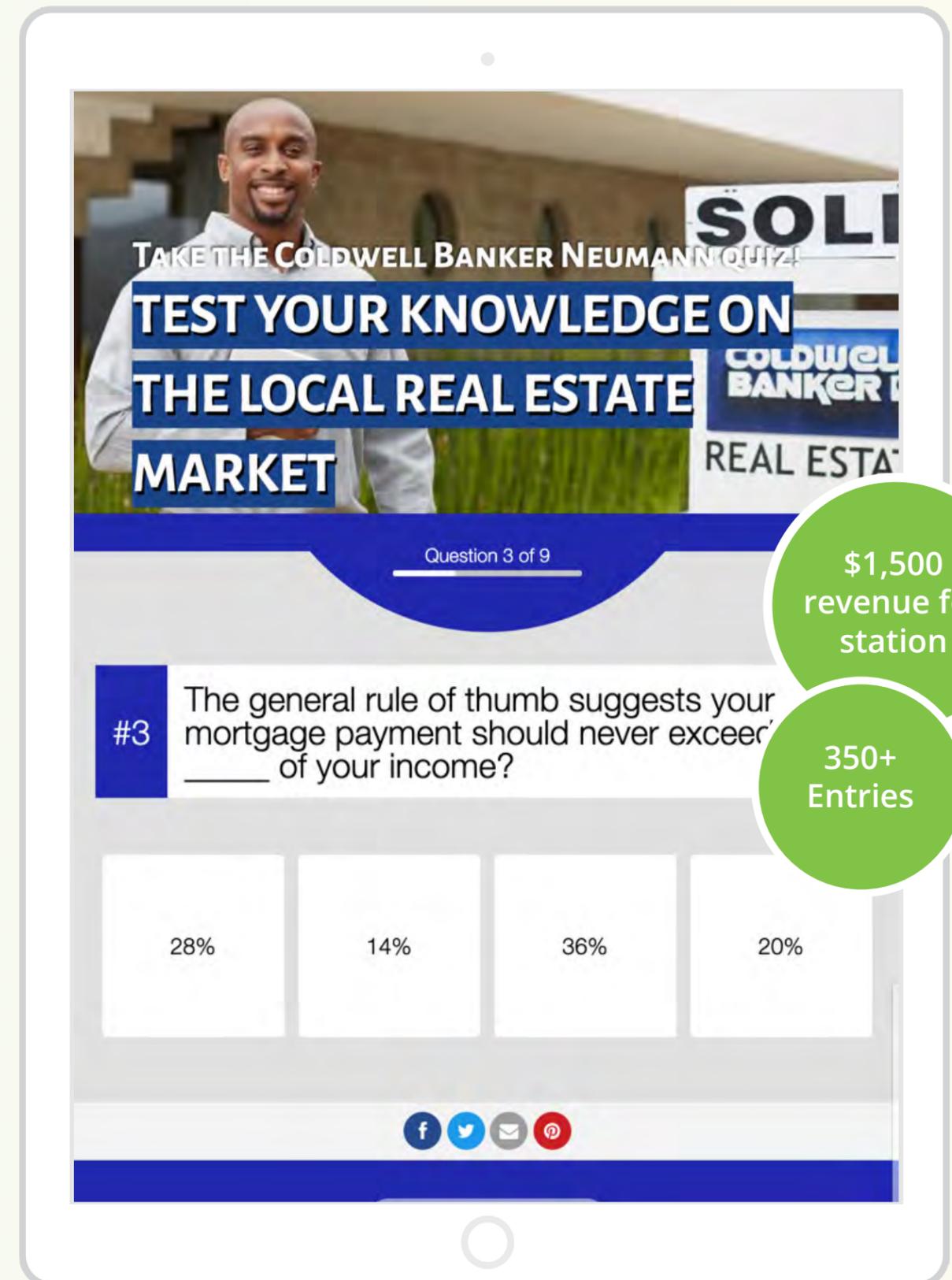
- How soon are you looking to sell or buy your home?
- What's your household income?
- What area are you looking to live in?

EMAIL OPT-IN

Yes, I'd like to receive listings, tips, and other information from this real estate office.

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](#)



\$1,500
revenue for
station

350+
Entries

Test Your Knowledge: Real Estate
CHYM-FM
Kitchener, ON | DMA: 9

[SEE THE CASE STUDY](#)

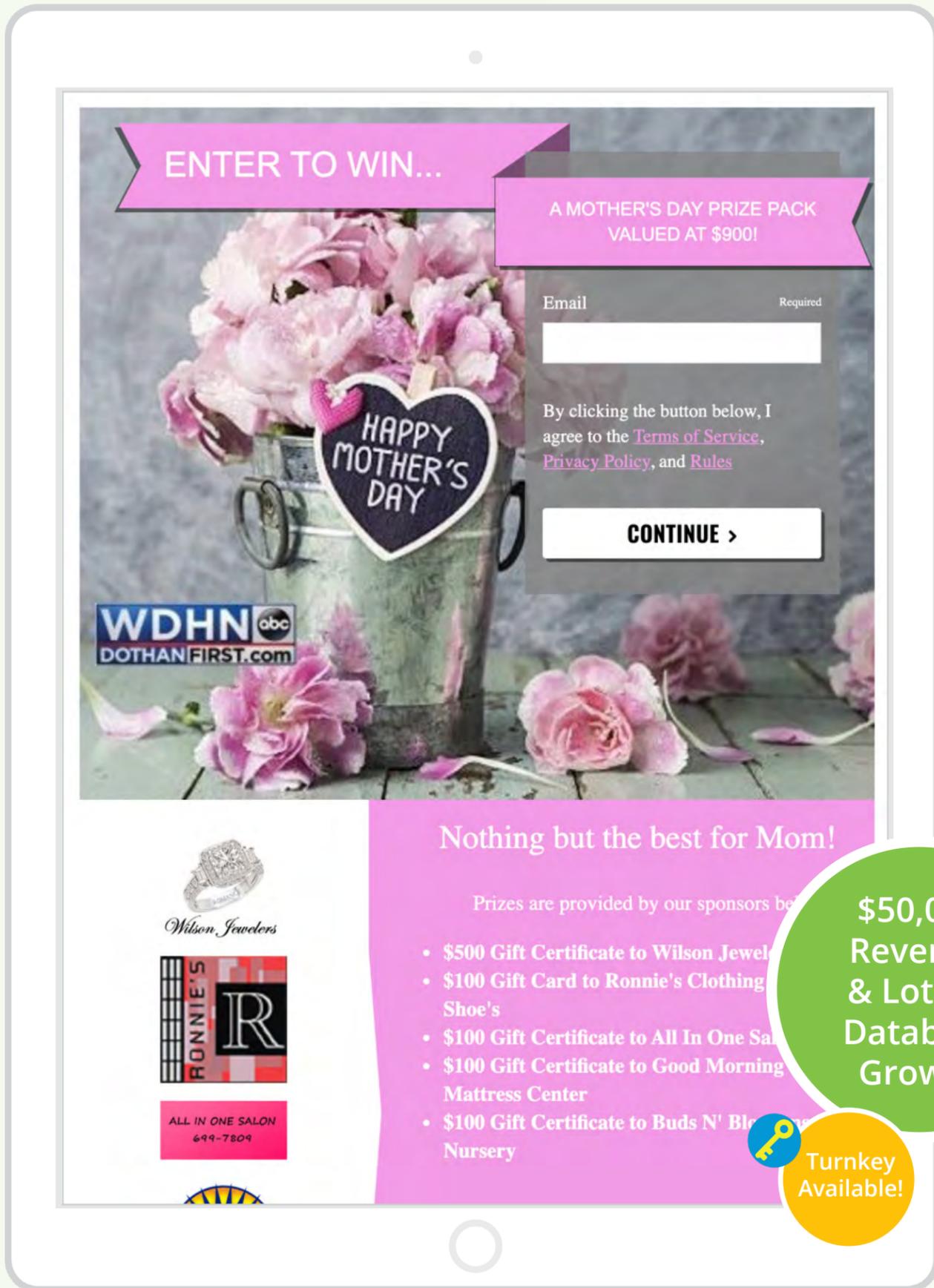
april

May

Top Advertisers to Target:

- Home Improvement
- Retail
- HVAC





Mother's Day Sweepstakes

WDHN-TV | Dothan, AL | DMA: 169

THE GOAL

WDHN-TV had a goal to drive more revenue around the Mother's Day holiday. They knew there would be a lot of competition with other Mother's Day contests this time of year, so it was important for their contest to stand out amongst the crowd.

THE SOLUTION

Their team focused on picking advertisers who could provide valuable prizes. They emphasized mothers needed a day to spoil themselves, so they sought out five sponsors: jewelry store, mattress company, plant store, salon, and retail store. They pushed the contest on-air, on social, through email, and on their website.

THE RESULTS

\$50,000
total revenue

1,100+
entries

750+
opt-ins for station
contest newsletter

500+
opt-ins for station
breaking news newsletter

Inspiration for May



Is your old AC is SO OLD it once rocked acid washed jeans, wore a pager, and did the Macarena? It may be time for a New AC unit and you could win one from Fuller Heating & Air!

Complete the form below for your chance to win !

Email Required

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CONTINUE >

Have you ever done business with Fuller Heating, Air Conditioning, Plumbing, & Electrical?

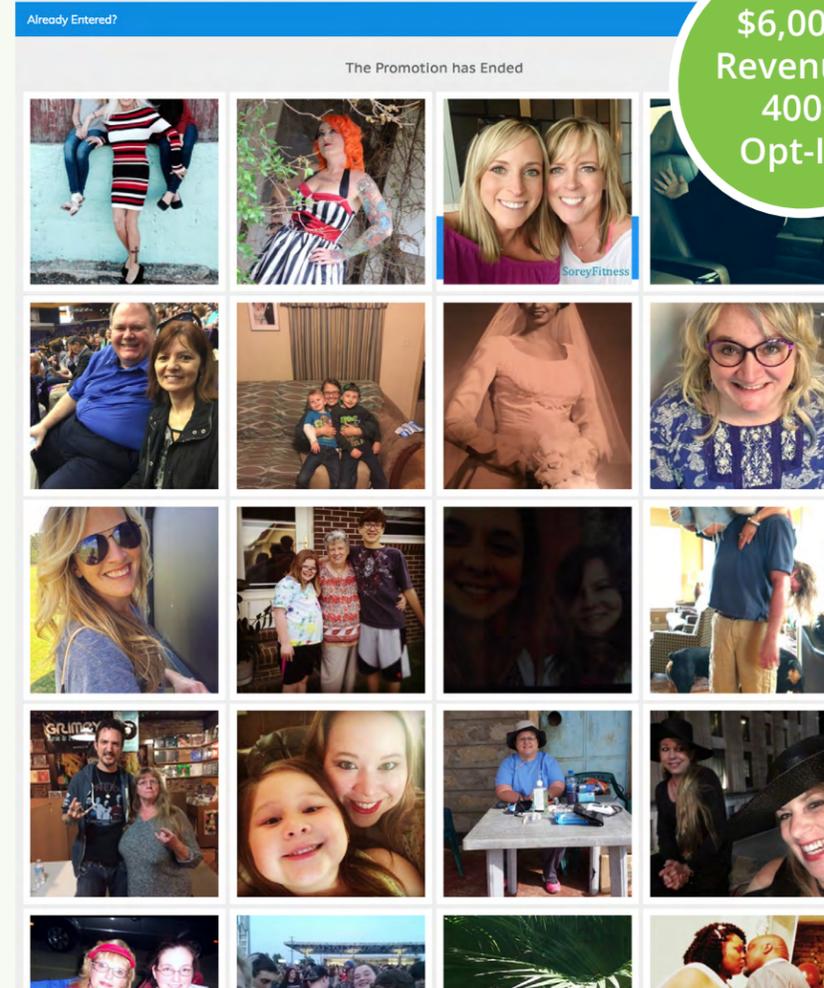
-- Select One --

Do you anticipate needing a new heating and cooling system within the next year? Required

-- Select One --

Yes, I would like to receive specials and offers from Fuller Heating, Air Conditioning, Plumbing, & Electrical.

Prize of New HVAC Unit Drove Qualified Leads!



\$6,000+ Revenue & 400+ Opt-Ins

Mother's Day Photo Contest
WPRT-FM
Nashville, TN | DMA: 29



1,100+ Opt-Ins for Local Zoo Sponsor

Turnkey Available!

What Should You Get Your Mom for Mother's Day?
KYTV-TV
Springfield, MO | DMA: 75

Fuller Heating & Air Giveaway
WQLT-FM
Florence, AL | DMA: 82

Inspiration for May

WHAT'S YOUR HOME DECOR PERSONALITY?

CAROL HOUSE Furniture
BECAUSE YOU LIKE THE THINGS YOU LIVE WITH

Take this quiz to find out what decor style matches your personality and be entered to win a \$1000 gift card to Carol House Furniture! Contest ends September 24 at 11:59 PM.

Question 1 of 4

#1 Which bedroom set do you prefer?

1 2 3 4

Turnkey Available!

Powered by secondstreet

550+ Opt-Ins for Furniture Store

What's Your Home Decor Personality?
St. Louis Magazine
St. Louis, MO | Circ.: 38,200

ECO DEPOT.
It's Time For Solar
It's Time for Eco Depot

MegaWatt Solabration Sweepstakes

Enter to win a 1800W Solar System from Eco Depot!

Eco Depot has installed OVER 1 MILLION WATTS of solar energy in our community- that's a lot of power to the people! To celebrate, they are giving away a free 1800W solar system and announcing the winner at the MegaWatt Solabration event on June 28th. If you're a homeowner and want to pay less to power your home, don't miss your chance to work with a trusted, proven, and local company. Enter Now!

- A solar system is a fantastic way to reduce or even eliminate your monthly energy costs
- An 1800W system most likely won't fully power your home, but it will reduce your monthly bill
- You can receive a 30% Federal Income tax credit for using solar electricity
- Solar customers in Washington can get paid to go solar through energy credits on their bill and an annual incentive payment from the Utility

Email Required

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CONTINUE >

Turnkey Available!

Powered by secondstreet

\$6,100+ Revenue

MegaWatt Solabration Sweepstakes
KXLY-TV
Spokane, WA | DMA: 75

Mother's DAY Look-Alike Photo Contest

ENTER YOUR FAVORITE PHOTO NOW!

\$2,500 Revenue from Jeweler Title Sponsor

Mother's DAY Giveaway

Sponsored by: Monroe Jewelers
FINE JEWELERS SINCE 1925
MONROE, NY 14850-763-2961

Enter for a chance to win a \$100 Monroe Jewelers' Gift Certificate and a massage from Subtle Energies!

[Click here to see all contests!](#)

Email Required

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CONTINUE >

Turnkey Available!

Mother's Day Campaign
Times Herald-Record
Middletown, NY | Circ: 80,000

Inspiration for May



The Great Pave Off

WHAM-TV

Rochester, NY | DMA: 79

SEE THE CASE STUDY

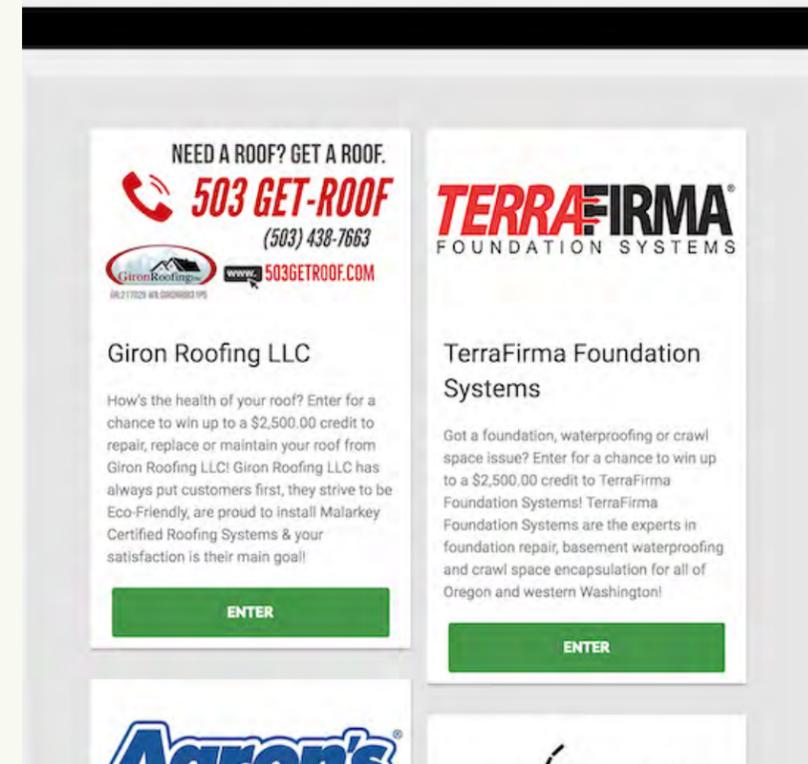
\$250K booked in business for the sponsor



\$50,000 Revenue

Calling all homeowners - now is your chance to win up to \$2,500 in credit to be used at any of the Ultimate Fix Up sponsors below! Whether you need furniture and appliances, or home improvement services, we've got you covered.

Increase your chances of winning! You may submit up to five (5) entries in this contest, one entry per sponsor box below. So get started today, and give your home the Ultimate Fix Up!



Ultimate Fix Up
Entercom Portland
Portland, OR
DMA: 21

SEE THE CASE STUDY



Home Improvement Giveaway

WPRT-FM

Nashville, TN | DMA: 29

\$10,000 Revenue

FEATURED ADVERTISER OPPORTUNITY

Home Improvement

As people head into summer, they're thinking about the big house projects they want to accomplish. Prepare your sales team with the best ideas to target these food and dining advertisers.

Plan of Attack:

CAMPAIGN IDEAS

- Photo Contest: Fix My [Room or Project]
- Quiz Bundle: Do I Need a New Roof? What's Your Kitchen Decor Personality? What Color Should You Paint Your [Room]?
- Sweepstakes: Free Services & Discounts on Services

LEAD-GEN QUESTIONS

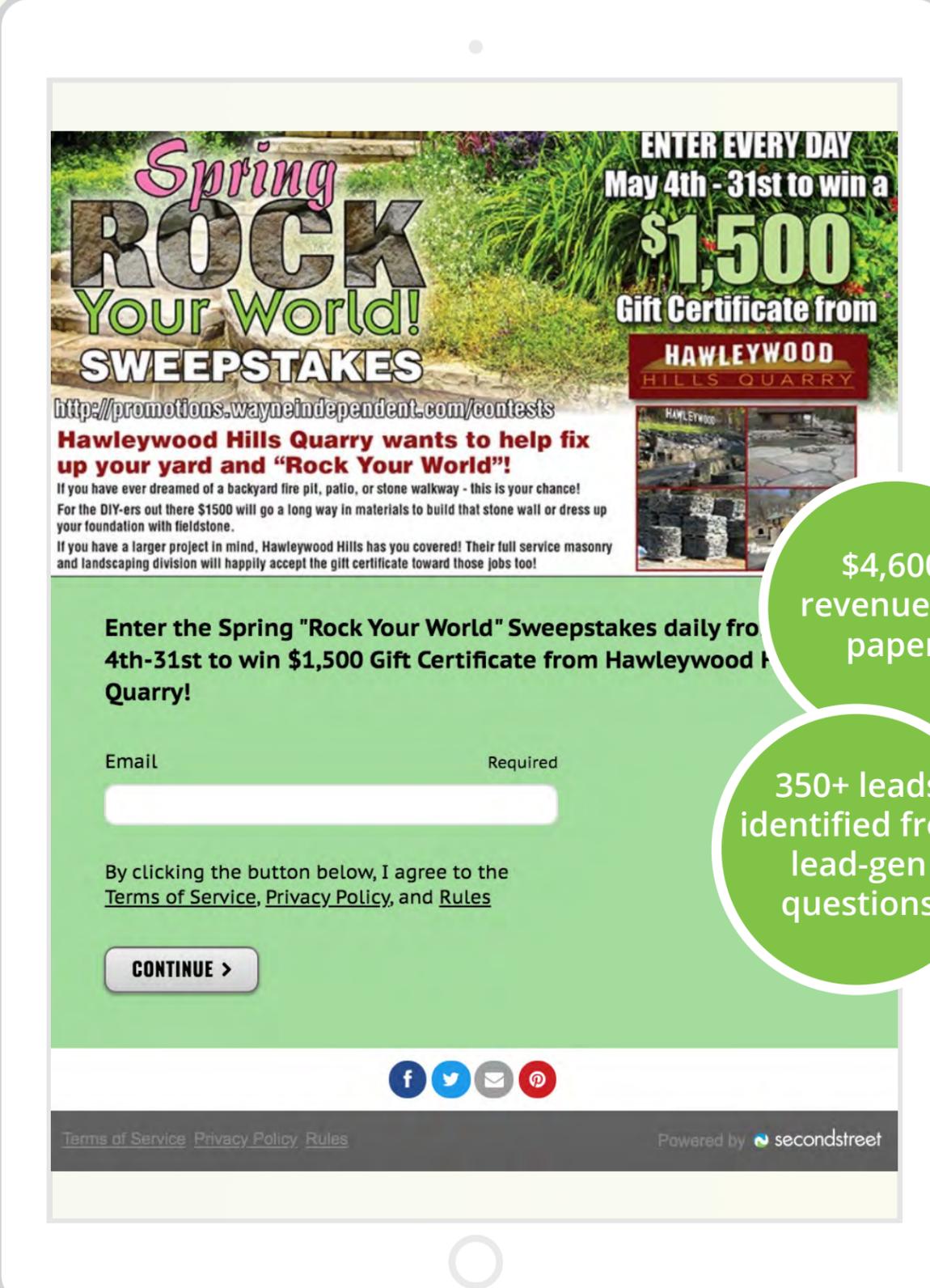
- How soon do you want to update your [room]?
- Can we contact you for a offer free estimate?
- How old is your roof?

EMAIL OPT-IN

Yes, I'd like to receive specials and discounts from ABC Home Improvement Store.

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](#)



Spring Rock Your World! SWEEPSTAKES

ENTER EVERY DAY
May 4th - 31st to win a
\$1,500
Gift Certificate from
HAWLEYWOOD HILLS QUARRY

<http://promotions.wayneindependent.com/contests>

Hawleywood Hills Quarry wants to help fix up your yard and "Rock Your World!"

If you have ever dreamed of a backyard fire pit, patio, or stone walkway - this is your chance!
For the DIY-ers out there \$1500 will go a long way in materials to build that stone wall or dress up your foundation with fieldstone.
If you have a larger project in mind, Hawleywood Hills has you covered! Their full service masonry and landscaping division will happily accept the gift certificate toward those jobs too!

Enter the Spring "Rock Your World" Sweepstakes daily from 4th-31st to win \$1,500 Gift Certificate from Hawleywood Hills Quarry!

Email Required

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\$4,600 revenue for paper

350+ leads identified from lead-gen questions

Spring "Rock Your World!" Sweepstakes

Tri-County Independent

Honesdale, PA | Circ: 3,750

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succeed with promotions, visit:

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LIZ HUFF

Director of Affiliate Success

liz@secondstreet.com

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