



# Five Email Campaigns to Improve Subscriber Loyalty

*Growing Print and Digital Audiences, Reader Engagement, Retention, Loyalty and Revenue Through Email*

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# AGENDA

*Email marketing is a cost-effective method to acquiring and retaining subscribers. Whether you've been gathering subscriber email addresses for years or just getting started, you should be communicating regularly with your subscribers. It will keep your retention up and costs down. Learn the 5 email campaigns you should be constructing.*

## 1. Welcome

- Say Thanks!

## 2. Retention

- Pre-/Post Expire

## 3. Acquisition & Re-Acquisition

- Automated Acquisition Campaigns
- Non-Subscriber/Formal Subscriber

## 4. Activation

- Promote Your Products

## 5. Loyalty

- Reward Your Readers

# DEVELOP A UNIFIED DATABASE

*Aggregate Your Email Lists into a Lucrative Email Database*

## Your Data

Newsletters  
Contests  
Circulation  
Classifieds  
eEdition  
Facebook Fans  
Advertisers  
Registered Users  
On Site Event Registrants



## Your Opportunity

Triggered Emails for  
Circulation Retention  
Subscriber Loyalty Programs  
Contests & Surveys to Collect  
Data and Qualified Leads  
Automated Email Newsletters  
Data Collection & Targeted  
Emails on Behalf of Advertisers  
Data Segmentation for  
Sales & Marketing



D A T A & D B A S E

MAIL DATABASE MARKETING

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THE POINT IS

**PRESSLAFF**  
**INTERACTIVE**  
**REVENUE**



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# Benefit:

# WELCOME

Thanks for Becoming a Subscriber/Member

# WELCOME

## Highlight Benefits



Welcome to the News-Press!

Thank you for choosing to become a subscriber of the St. Joseph News-Press.

You'll have complete coverage in print, online and on-the-go, plus exclusive discounts!

Your subscription includes:

- Your St. Joseph News-Press
- Full access to [newspressnow.com](http://newspressnow.com)
- News-Press NOW Mobile App
- News-Press eEdition
- Exclusive News-Press Member rewards

*\* Products received may vary due to subscription level.*

You're now an insider, getting the best deals and local news and weather content available anywhere in the Midland Empire.

If you haven't made your payment, sign-up for EZPay by calling 816-271-8600. For your convenience, your account number is: ###ACCOUNT\_NUMBER###

Anytime you have a question or suggestion, contact us at 816-271-8600 (Monday-Friday 6am to 4pm & Saturday-Sunday 6am to noon) or email us at [subscribe@newspressnow.com](mailto:subscribe@newspressnow.com).

Thank you for being a valued subscriber of the News-Press.

Dave Mapel  
Circulation Director

St. Joseph News-Press  
Every Moment. Every Day. Every Way.

This email was sent as part of your relationship with the St. Joseph News-Press at [newspressnow.com](http://newspressnow.com).

Your email address is not sold to or shared with a third party.  
St. Joseph News-Press | 825 Edmond | St. Joseph | MO | 64501  
[Click here if you wish to unsubscribe](#) or [click here to edit your profile](#).



Thank you for your recent subscription to Lancaster Newspapers! Your subscription should begin on DATE.

To welcome you, we'd like to share some helpful tips and exclusive benefits that are included with your daily subscription:

- **FREE unlimited access** to content on [LANCASTERONLINE.COM](http://LANCASTERONLINE.COM)
- **FREE access to our eEdition**. It's only free for seven-day subscribers, like you! To access them, simply visit [LancasterOnline.com](http://LancasterOnline.com) and create an account.
- Stay in touch while on the go! Download our **FREE LancasterOnline** app for your [Phone](#), [Android](#) or [BlackBerry](#) device by visiting your app store.
- Easily manage your account online at [LancasterOnline.com/myaccount](http://LancasterOnline.com/myaccount) where you can pause your subscription while you're away, sign up for newsletters, provide delivery feedback, and more.
- **With your payment**, receive the valuable **Tasty Coupon Book**, complete with hundreds of dollars in savings at some of Lancaster County's favorite restaurants.



If we can answer any questions, please contact one of our helpful customer service representatives at 717-291-8811.

You may want to refer to your account number and the phone number on file for you:

- Your Account Number: XXXXX
- Your Phone Number on file: (XXX) XXX-XXXX

Enjoy your newspaper and thank you again for your subscription!

*Keith Kirchner*

Keith Kirchner  
Circulation Director  
Lancaster Newspapers  
Your #1 source of LOCAL news and information in Lancaster County



D A T A B A S E

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# WELCOME

## Highlight Benefits

### Subscriber Services

Mon-Fri: 5am-5pm | Sat-Sun: 5am-11am | 574-235-6464 | 800-220-7378



The South Bend Tribune Welcomes You!

TO: Michelle Novak

*Thank you for subscribing to the South Bend Tribune.*

I'd like to take this opportunity to thank you for making the South Bend Tribune a part of your life. You were scheduled to start receiving the newspaper on - please click on [Verify](#) and let us know if you are receiving your newspaper.

You can access additional information about your subscription at [Subscriber Services](#).

Great customer service is a goal of ours. But like most people, we are not perfect. If you experience a problem with your service, just let us know and we'll work doubly hard to make it right. Just give one of our customer service representatives a call at 574-235-6464 or 1-800-220-7378 (outside of Joseph County, Indiana) Monday through Friday from 8:00 a.m. to 5:00 p.m. or Saturday and Sunday from 8:00 a.m. to 11:00 a.m.

Thank you again for allowing us the privilege of serving you and please call us if you have any questions or concerns regarding your service.

Sincerely,

Kimberly D. Wilson  
President & Publisher  
South Bend Tribune

Thank you for using EZ-Pay!

Checking your e-mail?  
Why not get the news, too?

Sign up for our e-mail newsletter at:  
[www.SouthBendTribune.com/newsletters](http://www.SouthBendTribune.com/newsletters)



To ensure delivery to your inbox, please add [insite@herald-mail.com](mailto:insite@herald-mail.com) to your address book.

**Welcome** Thanks for registering for InSite, the VIP Club for [heraldmailmedia.com](http://heraldmailmedia.com) users and home subscribers.

**We're so glad to have you in our InSite club!** This is our way of saying "Thank you!" for reading and subscribing. We celebrate our members by sending special contests and giveaways, special offers, news to keep you in the know, and more – plus the special newsletters you've selected.

Look for a **monthly InSite VIP Club email** with contests, news and offers just for you. And, Reader Rewards members will receive even more great exclusive contests, based on the frequency of your home delivery or digital subscription

- Seven-day and digital-only subscribers get **Platinum rewards each month**
- Weekend and Monday-Thursday subscribers receive **Gold rewards every other month**
- Sunday-only subscribers will find **Silver rewards in their inbox every three months**.

If you have questions about your subscription or Reader Rewards status, call 301-733-5123. We always appreciate your feedback, so let us know what you think or what you'd like to see on InSite, by emailing [digitalteam@herald-mail.com](mailto:digitalteam@herald-mail.com).

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# Benefit:

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# RETENTION

*Add Automated Circulation Emails  
to Your Retention Process*

# RETENTION

## REDUCE TELEMARKETING & DIRECT MAIL COSTS

### Map Out Your Retention Calendar

*Slot email into the flow of your current retention process*



**Direct Mail Bill:** Mail 30 days before

**Add:** Pre-expire email 21 days before expiration date

**Telemarketing:** Call 14 days pre-expire

**Add:** Pre-expire email 7 days before expiration date

**Direct Mail Bill:** Day of Expiration

**Add:** Post-expire email 10 days after expiration date

**Telemarketing:** Call 14 days after expire

**Add:** Post-expire email 25 days after expiration date

**Add:** 1 day before Stop Date

**Telemarketing:** Call on Stop date



# RETENTION



Staffer reading the paper in a recognizable public setting

Dear Michelle,

Thank you for being a subscriber of Lancaster Newspapers. We haven't heard from you and your subscription expired 22 days ago.

But, here's the good news - **Renewing is easy**. One quick, easy [click](#) or call to 717-291-8611 will get your subscription on track.

**RENEW NOW**

You may want to refer to your account number and the phone number we have on file for you:

- Your Account Number: 4536252
- Your Phone Number on File: 203-857-4277

[Renew now](#) and you'll enjoy uninterrupted delivery of the award-winning Lancaster Newspapers, your [free eEditions](#) and [unlimited access at LancasterOnline.com](#) and so much more.

Thank you for being a valued subscriber of Lancaster Newspapers!

*Keith S. Kirchner*  
Keith Kirchner  
Circulation Director  
Lancaster Newspapers  
Your #1 source of LOCAL news and information in Lancaster County

**LANCASTER NEWSPAPERS**

Highlight Benefits/  
What would they be missing

From a PERSON not a company

This email was sent to you as part of your subscription to Lancaster Newspapers 8 West King Street, Lancaster, PA 17608  
Your email address has not been sold or shared with a third party. Unsubscribe - Edit Profile



# RETENTION

It's Not A Subscription = It's a Membership

## ADVANTAGE Membership



Thank you for being a subscriber to **The Post and Courier**. We hope that you have enjoyed your membership and benefited from the news and information we deliver every day.

We recently received a request to have your membership stopped, and have attempted to call you during the past week to find out what happened. Was it service, content, or a time issue? We would like an opportunity to get things right.

Service we can fix, content is for everyone, and time is what it is. Perhaps we could simply adjust the number of days **The Post and Courier** is being delivered to your home? That's the great thing about **The Post and Courier**. You can read what you want and use what you need, from news about your community, to money-saving recipes and coupons.



We hope that you will reconsider your request to stop home delivery of **The Post and Courier**. If this request has been received in error, please call our customer service department at 853-POST or (800) 648-2223, to have your service reinstated. If you prefer, you can [Manage Your Membership](#) online using your Account Number: <#> and [clicking here](#) or you can click here [SCRA##](#) and someone will contact you to restart your membership.

Readership has its **Rewards**

To view all Advantage Membership Benefits please click [here](#).

Regards,

Scott Hudson  
Retention Services Manager

## Reader Rewards



The Herald-Mail Company

Your Reader Rewards Club membership has expired. Please don't miss out on all the local news and information we deliver to you in print, online, on your phone and tablet, and via email.

To maintain your subscriptions please call us at **301-733-5123** or **800-626-6397, ext. 2600**, or visit our **self service portal**.

Remember your home delivery service also means you have complete access to [herald-mail.com](#) and the e-Edition.

If we can answer any questions or help you through the renewal process, please reply to this email or call one of our customer service representatives at **301-733-5123**.

Sincerely,  
Brian Tedrick  
Circulation Director  
[circulation@herald-mail.com](mailto:circulation@herald-mail.com)  
**301-733-5123**



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# RETENTION



Incentive to  
Convert to EZPay

Make It Simple to Click  
Through and Renew

St. Joseph News-Press | News-Press**NOW**.com

Dear Mary Jones

Your News-Press subscription 1142667 stops on 9/15/2014

We want to thank you for being a valued subscriber of the St. Joseph News-Press and want to be sure you continue to receive all the benefits of being a News-Press subscriber.

Renewing your subscription is quick and easy!  
Call 825-271-8600 (Monday-Friday 6am to 4pm & Saturday-Sunday 6am to noon) and our customer service representatives

**Sign up for  
EZPay and get  
1 month free!**

Remember as a News-Press subscriber, you receive:

- Your St. Joseph News-Press
- Full access to newspressnow.com
- News-Press Now Mobile App
- News-Press eEdition
- Exclusive News-Press Member rewards

*\* Products received may vary due to subscription level.*

Thank you,  
Dave Mapel  
Circulation Director

The St. Joseph News-Press  
Every Moment. Every Day. Every Way.

This email was sent as part of your relationship with the St. Joseph News-Press at [newspressnow.com](http://newspressnow.com).

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St. Joseph News-Press | 825 Edmond | St. Joseph | MO | 64501  
[Click here if you wish to unsubscribe](#) or [click here to edit your profile](#).



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# RETENTION



← A Little Bit of Attitude

Dear Michelle,

Thank you for being a subscriber of **Lancaster Farming**. We want to be sure you know that your subscription is scheduled to expire in 21 days.

We'd hate for you to miss a week of the most comprehensive source of farming news, information and advertising. Each week you receive:

- More than **150 pages** of news, columns and events, along with up to **100 valuable market reports**.
- The region's most complete **Public Sales** listings.
- 2,000 relevant ads, including **classified ads for farming equipment**, new and used.

You also have:

- **FREE** online access to the Lancaster Farming [eEdition](#).
- **FREE** online access to the Lancaster Farming [mobile app](#).
- **Two FREE Mailbox Market ads per month** for your listings; that's \$234 worth of ads each year. **It's like getting your subscription free.**

**Renewing is easy.** One quick, easy [click](#) or call to 717-721-4412 will get your subscription on track and keep you in touch wherever you are ... in print, online and via your mobile device.

When renewing, you may want to refer to your account number and the phone number we have on file for you:

- **Your Account Number:** 352663
- **Your Phone Number on File:** (203) 857-4277.

**RENEW NOW**

Thank you for being a subscriber of **Lancaster Farming**.

This email was sent to you as part of your subscription to Lancaster Farming 8 West King Street, Lancaster, PA 17608

Your email address has not been sold or shared with a third party.  
Unsubscribe - Edit Profile



← Include Account Info

# RETENTION STEPS

## Planning

- ☐ Map Out Retention Cycle
- ☐ Craft Email Campaigns

## Promotion

- ☐ Branding/Localize
- ☐ Benefits of Subscription
- ☐ Personalize
- ☐ Provide Incentives
- ☐ Promote Other Products
- ☐ Make it Easy (*Links/Account Info*)
- ☐ Make it Fun





# Benefit:

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# ACQUISITION

And Re-Acquisition

*Convert Database Members to Subscribers*

# ACQUISITION

## NON-SUBSCRIBER



**The New York Times** Can't see this e-mail? [VIEW IN BROWSER](#)

Subscribe to The Times for just  
**\$2 PER WEEK FOR 4 WEEKS**  
OF HOME DELIVERY PLUS FREE DIGITAL ACCESS.

**REDEEM SPECIAL OFFER ▶**


Get Home Delivery of The Times and pay just \$2 per week for 4 weeks, plus FREE digital access.\*

**When you subscribe, you'll enjoy:**


- The convenience of early morning newspaper delivery.
- FREE online access to NYTimes.com and FREE apps for your smartphone and tablet.
- FREE additional log in, so a friend or family member can enjoy FREE digital access as well.

Don't miss this great offer to benefit from all The Times has to offer at an exceptional value.

**REDEEM SPECIAL OFFER ▶**



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from The New York Times



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# ACQUISITION

## TOPICAL/SEASONAL PROMOTIONS



**It's Your  
Lucky Day!**



**1/2 Price Daily  
News-Press  
REWARDS**

Only \$10 a month  
for the next six months.\*

(Only through our convenient EZPay Program)

Call (816) 271-8600  
or stop by the News-Press  
between  
8:00 a.m. and 4:00 p.m.,  
Friday, December 13.  
Offer good for this one day only!

\*Must not have been subscriber in the past 30 days. Not valid with any other offer. Carrier delivery only, please call for mail rates. Through EZPay, we will automatically debit \$10 the 15th of each month for the next six months, a savings of 65% off the newsstand price, from your checking or credit card account (your choice). After the 6th month introductory rate, your account will continue to be debited at the regular rate of \$10.00 per month. Promo code 121313F51

Questions about News-Press Rewards?

For more information go to [newspressnow.com/Rewards](http://newspressnow.com/Rewards) or call 816-271-8600.

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The Elkhart Truth  
**SUMMER SAVINGS!**

Image showing a laptop, tablet, and smartphone displaying the Elkhart Truth website.

**HOME DELIVERY  
SUNDAY PRINT  
ONLY \$ 1.00**

**CLICK HERE TO SAVE!**

or summer savings, choose Sunday Only delivery frequency and enter promotion code: **1ONLY14** when creating your new subscription.

Introductory offer for new members only. Must not have subscribed within the last 60 days. Available only where same day delivery is maintained.

**The Elkhart Truth**

[www.elkharttruth.com](http://www.elkharttruth.com)

elkharttruth.com - Truth Publishing Company - 421 South Second Street - Elkhart, IN 46516

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# ACQUISITION

## FOCUS ON SUNDAY SUBSCRIPTION – AND BENEFITS

How do you read the newspaper?\*

-Pick One-

-Pick One-

Delivered to my home/work daily

Delivered to my home/work weekends

Buy it outside the home

Online reader only

Rarely or never read it

Other

# WEEKEND

+ Plus

Dear Herald-Times reader,

We're happy to announce **Weekend Plus**, a new Herald-Times and HeraldTimesOnline.com subscription option which includes home delivery of the Saturday and Sunday newspapers along with unlimited access to HeraldTimesOnline.com for only \$11.95 per month—a 40% added value! (Limited to existing Herald-Times home delivery area.)

**Weekend Plus includes all the great content you love.**

**HeraldTimesOnline.com:**

- Breaking news and weather alerts seven days a week
- Bonus digital-only content, like video and photo galleries
- Live chats and Q and A's
- Story comments
- Exclusive smartphone apps

**Saturday/Sunday Herald-Times:**

- News - The latest in local news and sports
- Homes section - Real estate listings, stories and tips about homes
- TV Times - A 24-page television section
- My Favorite Ride - Popular auto column
- Attractions section - Fine arts and entertainment features
- Outdoors section - Section devoted to outdoor activities

**PLUS—valuable coupons and sales flyers!**

**Over \$5,000 in coupons were delivered to every reader in 2013!**

To upgrade your Herald-Times news experience to Weekend Plus and save over 40%, simply email [circulation@heraldt.com](mailto:circulation@heraldt.com) and include your telephone number and home delivery address.

Thank you for being a Herald-Times reader!

ELKHART TRUTH

## SUNDAY SAVINGS

Subscribe to the Sunday Elkhart Truth this holiday season and receive the best money saving coupons, store flyers and gift ideas delivered right to your door.

**GET A 3 MONTH SUNDAY ONLY SUBSCRIPTION FOR \$24.87**

**+ A FREE \$10 GIFT CARD**



(SUBSCRIBE NOW AND RECEIVE YOUR FREE GIFT CARD. OFFER ENDS DECEMBER 31, 2013)  
All orders must be prepaid over the phone by credit card. Availability to some subscriptions only. Must not have subscribed in the last 90 days. Allow 4-6 weeks for delivery start.

**The Elkhart Truth**  
[www.elkharttruth.com](http://www.elkharttruth.com)

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# ACQUISITION

## ENCOURAGE GIFT SUBSCRIPTIONS



### The Herald-Mail PRINT SUBSCRIPTION


A subscription to The Herald-Mail makes a great gift whether Dad is

... Tech Savvy



Addicted to his tablet? He can read the latest edition of The Herald-Mail through our eEdition.

... Old School



Sometimes there's nothing better than sitting down to a good old-fashioned newspaper.

... or a News Aficionado!



He can get unlimited access to [herald-mail.com](http://herald-mail.com) so he'll never miss the latest breaking news.

And it all comes included with every print subscription.

[Click here](#) or call (301) 733-5123 to get started!

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Don't forget to check out the [HM Mega Auction](#) where we have discounted [golf packages](#), a [grill](#), and [more fantastic gift ideas](#)!

Hurry! The auction ends tomorrow (Friday) at 3 p.m.

You are receiving a promotional email from [herald-mail.com](http://herald-mail.com), your online source of news and information from The Herald-Mail 100 Summit Avenue, Hagerstown, MD 21740. 301-733-5131  
If you no longer wish to receive emails from The Herald-Mail, [click here to unsubscribe](#).  
To update your [herald-mail.com](http://herald-mail.com) preferences and profile, [click here to edit your profile](#).  
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# ACQUISITION

## CONTESTS TO INCENTIVE SUBSCRIPTION UPGRADES/GIFT SUBSCRIPTIONS TO EXISTING SUBSCRIBERS

### \$500 Holiday cash could be yours just for subscribing

Our Circulation department is playing Santa Claus this year and they'll be giving away a \$500 holiday shopping spree to one lucky person on Tuesday, December 21 just for subscribing to or renewing their subscription to The Herald-Mail newspaper. Have you gotten your subscription and chance to win yet?

New subscribers qualify by signing up for a 3-month, 6-month, 1-year or EZ Pay for 7-day home delivery. Current subscribers qualify by renewing their 7-day subscription or upgrading from a 5-day, weekend or Sunday-only to 7-day.

Subscriptions must be paid in advance. The random prize drawing will be held Monday, Dec. 20th. The winner will be announced Tuesday, Dec. 21st.

Get more information by calling 301-733-5131 and ask for Circulation. The Herald-Mail covers the Tri-State area with delivery to Washington and Frederick counties in Maryland, Franklin, Fulton and Adams counties in Pennsylvania and Berkeley, Morgan and Jefferson counties in West Virginia.



### Upgrade to Sunday Delivery Save Money, and receive a FREE GIFT!

CALL 1-800-925-4100 to UPGRADE NOW!  
Offer available in carrier delivery areas only, excludes mail rate.

An advertisement for American News. On the left, a blue box contains the text: 'American News', 'FREE ATHLON SPORTS PREVIEW!', 'Upgrade your current American News subscription and receive a FREE Athlon Sports Preview! Choose from:', a list of sports (Big Ten Preview: Nebraska, Big Ten Preview: Iowa, Minnesota, NFL Preview: Minnesota Vikings, NFL Preview: Green Bay Packers), and 'GREAT FOR YOU! OR AS A GIFT!'. On the right is a collage of sports-related images, including football players and a '2014 NFL PREVIEW' magazine cover. Below the collage, text reads: 'Thank you for subscribing to the digital edition of the American News! Did you know you can SAVE 92¢ AND get a Sunday paper delivered to your door? Upgrade your account now and receive a free gift! (Offering for delivery only, not available for the news) Call 1-800-925-4100'.

SAVE  
**92¢**  
per month

Sign up for Sunday Delivery  
Offer valid for delivery routes only. For mail rates call customer service.

Call 1-800-925-4100

# ACQUISITION

## CONDUCT A CONTEST – FOLLOWED BY SPECIAL SUBSCRIPTION OFFER TO ALL ENTRANTS



**Win a 1 Year Subscription to the Wenatchee World!**

**[Click Here To Enter!](#)**

Here's a sweepstakes where everybody wins! Enter for a chance to win a home delivery print subscription to the Wenatchee World!

- Grand prize: 1 year subscription (\$173 value)
- 2nd prize (2 available): 12 week subscription (\$42 value)

Everyone who enters will receive a code for a special rate of \$19.99 for a 12 week home delivery subscription (a 65% discount!). Contest ends Dec. 12 at noon. Enter once per day.

*Employees of World Publishing not eligible. Current print subscribers not eligible for \$19.99 rate.*



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**Congratulations to the winners in our Win The World Subscription Giveaway:**

- **Blaire Skelton:** Grand Prize (1 Year subscription)
- **Paul Nordrup:** 2nd Prize (12 Week subscription)
- **Talia Taylor:** 2nd Prize (12 Week subscription)

And thanks again to everyone who participated in this giveaway – we had a fantastic turnout!

Everyone who is not currently a home delivery subscriber can still receive the special introductory 12 week subscription for just \$19.99. That's a 65% discount off of our regular home delivery rate. Just click the link below and enter the promotional code "XMAS1999"

**<http://world.us/19-99-intro-special>**

This code is valid through 12/31/13.

From all of us at World Publishing and The Wenatchee World, Happy Holidays!



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# ACQUISITION

## COME BACK

The New York Times

[Come back and save 50% for 26 weeks.](#)

[View in browser](#)



Dear Former Subscriber,

Don't miss out on The Times's Black Friday/Cyber Monday sale — our biggest sale of the year. **Save 50% for a full 26 weeks** on a digital or home delivery subscription for yourself or as a gift. It's a great opportunity to come back to The Times and once again stay fully informed about everything from politics and business to the arts and dining, with our in-depth articles and innovative multimedia that enrich the reading experience.

Choose from digital subscription options that include full access to NYTimes.com and our smartphone or tablet apps, or both.

Or select one of our convenient home-delivery options, such as 7-day delivery, The Weekender or Sunday delivery. All home delivery options come with FREE, unlimited access to NYTimes.com and our apps.

Either way, you or your gift recipient will stay on top of all the news, covered by more than 1,000 of the world's finest journalists.

COME BACK NOW AND SAVE. SALE ENDS DECEMBER 2.\*

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Dear New York Times Reader,

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- 1 Convenient newspaper delivery
- 2 Unlimited access to NYTimes.com
- 3 Unlimited access to our smartphone apps
- 4 Unlimited access to our tablet apps

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THE SOUTH'S LARGEST DAILY NEWSPAPER

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Limited time offer on new seven-day home delivery membership for twelve months. Valid current non-member (45+) days in home delivery areas serviced by independent distributors of The Post and Courier only. This is a nonrenewable, nonrefundable offer. Payment must be given when the order is placed. Offer expires at 5 p.m., September 29, 2014. Cannot be combined with any other subscription offer.



D A T A B A S E

EMAIL DATABASE MARKETING

Michelle Novak – [mnovak@presslaff.com](mailto:mnovak@presslaff.com) - 203-857-4277



THE POINT IS

**PRESSLAFF  
INTERACTIVE  
REVENUE**

# ACQUISITION – CASE STUDY

## Contest which Identified New Subscribers, Generated Ad Revenue and Editorial Content

Readers were invited to submit their “Love Story” for a chance to win a bundle of prizes from 9 advertiser sponsors

**Share Your Love Story**

How did you fall in love? Over candlelight, soft music, looking into each others' eyes? Or maybe during a special trip, hiking a stunning landscape or exploring the shops and cafes of a new town?

Share your love story, and we'll help you celebrate it! Stories will be posted online, and you'll be entered to win a spectacular **Valentine's Day gift package\*** built for two. A team of hopeless romantics at the Herald-Mail will select the grand prize winner, who will receive:

- a \$50 gift certificate from Nick's Airport Inn
- a Pandora bangle and Valentine charm from R. Bruce Carson Jewelers
- a \$50 gift certificate from Cafe Liquors
- a men's haircut and women's cut and color courtesy of Salon Pure
- a facial and massage (\$150 value!) from Sagittarius Salon & Spa
- a 8-inch frozen yogurt or custard cake and \$25 gift certificate from The Meadows Frozen Custard
- a \$50 gift certificate from Green Arbor
- a \$25 gift card/certificate from The Locked Door
- a 2 lb. heart-shaped box of assorted handmade chocolates from Olympia Candy Kitchen

And, **everyone who enters will receive an email with special discounts from our contest sponsors!**

We'll post your special story on [www.heraldmallmedia.com](http://www.heraldmallmedia.com) to help spread the love, and the winning love story will be printed in The Herald-Mail on Valentine's Day. The winner will be announced Feb. 10. [Click here](#) to enter now!

\*Grand prize winner must pick up prize package from Herald-Mail office before 5 p.m. Feb. 13.

With Love,  
Your InSite VIP Club  
and our Love Story contest sponsors:



**insite**  
only on **HeraldMailMedia.com**

How did you fall in love?



Share your story and enter to win a romantic prize package built for two!

Sponsored by:



Tell us your love story!

**Share Your Love Story**



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# ACQUISITION – CASE STUDY

## Contest which Identified New Subscribers, Generated Ad Revenue and Editorial Content

First Name:\*

Last Name:\*

Email Address:\*

Gender:\*

Date of Birth:\*

Zip Code:\*

Is it OK for us to send you local information and offers?\*

Tell us which categories interest you (click all that apply) and we'll help you save money, find the deals and stay informed.\*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Activities/Events | <input type="checkbox"/> Arts/Entertainment        | <input type="checkbox"/> Ag-Farming/Ranching |
| <input type="checkbox"/> Auto              | <input type="checkbox"/> Contests                  | <input type="checkbox"/> Dining              |
| <input type="checkbox"/> Education         | <input type="checkbox"/> Finance                   | <input type="checkbox"/> Food/Recipes        |
| <input type="checkbox"/> Gambling/Casinos  | <input type="checkbox"/> Health/Fitness            | <input type="checkbox"/> Home Improvement    |
| <input type="checkbox"/> Hunting/Fishing   | <input type="checkbox"/> Outdoor Recreation/Sports | <input type="checkbox"/> Parenting           |
| <input type="checkbox"/> Pets              | <input type="checkbox"/> Shopping/Fashion          |  |
| <input type="checkbox"/> Travel            | <input type="checkbox"/> None                      |  |

Do you subscribe to the Herald-Mail?\*

Street Address\*

City

Phone (we'll only call if you've won)

Are you a Reader Rewards member? (Herald-Mail subscribers are entitled to special Reader Rewards perks available exclusively for our members!)\*

Contest Registration Questions, as needed.

*Past contest participants did not need to re-answer basic demographic information.*

**New Question for ALL entrants  
to Identify Subscriber Status**



D A T A & B A S E

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# ACQUISITION – CASE STUDY

## Contest which Identified New Subscribers, Generated Ad Revenue and Editorial Content

Are you a Reader Rewards member? (Herald-Mail subscribers are entitled to special Reader Rewards perks available exclusively for our members!)\*

- ✓ –Pick One–
- Yes, I am
- I'm not sure, but I would like to be
- No, I'm not interested
- No, I'm not a subscriber but would like more info



A subscription to the Herald-Mail includes so much more than the newspaper!

**Get the best of both worlds:** Each home delivery schedule includes unlimited digital news access on HeraldMailMedia.com and our eEdition, plus exclusive contests and giveaways through our email Reader Rewards program. And, new subscribers can get great rates through the first year:

### Platinum: 7-Day delivery

\$8.99 per month + tax

Includes 7-day home delivery of The Herald-Mail newspaper, unlimited digital access, as well as all the perks and rewards of our Platinum Reader Rewards Program (emailed monthly). Pricing available for new customers only.

### Gold: Weekday or Weekender delivery

\$7.99 per month + tax

Includes either Mon.-Fri. or Weekender home delivery of The Herald-Mail newspaper, unlimited digital access, and all the perks and rewards of our Gold Reader Rewards Program (emailed every other month). Pricing available for new customers only.

### Silver: Sunday Only delivery

\$6.99 per month + tax

Includes home delivery of the Sunday Herald-Mail newspaper, unlimited digital access and the rewards of our Silver Reader Rewards Program (emailed every three months). Pricing available for new customers only.

Special pricing offer is available for new subscribers for one year. Reader Rewards is a subscriber-only program – our way of saying, “Thank you” for being a Herald-Mail reader.

For details and to subscribe, call 301-733-5123, 800-626-6397 or email us at [circulation@herald-mail.com](mailto:circulation@herald-mail.com).

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The “No, I’d Like More Info” response triggered this automated email encouraging purchase of a subscription.



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# ACQUISITION – CASE STUDY

## Contest which Identified New Subscribers, Generated Ad Revenue and Editorial Content

Are you a Reader Rewards member? (Herald-Mail subscribers are entitled to special Reader Rewards perks available exclusively for our members!)\*

✓ -Pick One-

- Yes, I am
- I'm not sure, but I would like to be
- No, I'm not interested
- No, I'm not a subscriber but would like more info

The “*I’m Not Sure, but would like to be*” response triggered an email to Circulation Customer Service to match up with Subscriber account and grow the number of email addresses in their circulation system.



To:

Cc:

Bcc:

Subject:

First: NAME  
Last: NAME  
Email: EMAIL@ADDRESS.COM  
Street: 123 ABC Street  
City: Town  
State: State|  
ZIP: Zip  
Phone: XXX-XXX-XXXX

# ACQUISITION – CASE STUDY

Contest which Identified New Subscribers, Generated Ad Revenue and Editorial Content

## Editorial Content for the Website and in Print

The screenshot shows the Herald-Mail Media website with a contest titled "Love Stories from our Readers". The contest is for a Valentine's Day package. The website header includes the Herald-Mail Media logo, a search bar, and navigation links. The main content area features several love stories, each with a title, a brief description, and a "posted" date of January 22. A sidebar on the right contains a "Beautiful Hairstyles & Color!" advertisement for Salon Pure, a "CURRENT CONDITIONS" weather section, and a "YOUR EXTENDED FORECAST" section. The footer includes a "CONNECT WITH US" section with Facebook and Twitter links.

The screenshot shows the Herald-Mail Media website with a contest titled "There was never a doubt he was the one". The contest is for a Valentine's Day package. The website header includes the Herald-Mail Media logo, a search bar, and navigation links. The main content area features a love story titled "There was never a doubt he was the one" by Brittany W. Clear Spring. A sidebar on the right contains a "Beautiful Hairstyles & Color!" advertisement for Salon Pure, a "CURRENT CONDITIONS" weather section, and a "YOUR EXTENDED FORECAST" section. The footer includes a "CONNECT WITH US" section with Facebook and Twitter links.



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# ACQUISITION – CASE STUDY

Contest which Identified New Subscribers, Generated Ad Revenue and Editorial Content

## Results:

- ✓ **34 new subscriber LEADS!**
- ✓ **70 wanted to become "Rewards Members,"** triggering info to the paper's Customer Service team in order to associate the subscriber's email address with their subscription.
- ✓ **9 Advertising sponsors** generating **\$2,000** in revenue
- ✓ Editorial Content online/in print

# ACQUISITION – CASE STUDY

## RINSE AND REPEAT



**WORLD'S GREATEST DAD**

---

**He'll Always be the Greatest**

My dad has passed. But to me my dad will always be the greatest dad. When I was growing up he worked three jobs so he could take care of five ...

posted: June 03

---

**Forever My Inspiration**

My Dad passed away almost three years ago, but I want to honor him. Not only was he my best friend and the greatest father a girl could ask fo...

posted: June 04

---

**Someone I'll Always Look Up To**

My Dad is the best dad in the world. Any time you need help, he is there. You need some life's advice? He's there, too. Need a push to do some...

posted: June 04

[More Father's Day Stories](#)

MORE TOP STORIES

# ACQUISITION & RE-ACQUISITION

## Planning

- ☐ More Than Price
- ☐ Schedule Campaigns
- ☐ Identify Formers

## Promotion

- ☐ Automate Acquisition Campaigns
- ☐ Be Topical
- ☐ Focus on Benefits
- ☐ Gift Subscriptions/Upgrades
- ☐ Offer Incentives other than price
- ☐ Contests



# Benefit:

---

# ACTIVATION

Drive them to Your Products

*Whenever we need to promote one of our products – or our advertisers products – we send an email and the audience responds.*

- Marketing Director



# ACTIVATION

## MEMBERSHIP – DIGITAL SUBSCRIPTION

### it's **your** **ADVANTAGE**

With your subscription to The Post and Courier you are automatically a Member of our Advantage program, entitled to **unlimited free access** to our digital products.



#### So take full Advantage!

Activate your complimentary access to postandcourier.com today and get:



**What's your Advantage?**  
Unlimited access to postandcourier.com.  
24 hour news on mobile devices, specialty publications, exclusive savings and more!

- **Unlimited access to postandcourier.com**  
including the ability to comment on stories and access our archives. Archives dating to the 1700s are being digitized and continually added to our database.
- **Premium home delivery including delivery of several great specialty publications**  
including My Charleston, Lowcountry Parent and Tideline.
- **Subscriber rewards discount program**  
featuring offers from more than 220 local and national businesses
- **Access to our full suite of mobile apps**  
for iPad tablet, iPhone, Droid and Blackberry
- **Access to E-Edition interactive newspaper**

To activate, **click here** then hit red "CLICK HERE" where it asks if you already receive home delivery. *Shown below:*

Already receive home delivery of the print edition of The Post and Courier?

**CLICK HERE** to activate your complimentary access to postandcourier.com



**The Post and Courier**  
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# ACTIVATION

## MEMBERSHIP – DIGITAL SUBSCRIPTION



Michelle Novak

Activate your digital South Bend Tribune subscription by Feb. 28 to be automatically entered to win a \$100 Martin's gift card. Subscribers who have already activated their digital account will automatically be entered to win!




**Two Ways To Activate:**

1. [Click Here](#) to go to the Activate Tab
- or
1. Visit [SouthBendTribune.com](#)
2. Click "activate" on the menu bar
3. Follow the on screen instructions

Need additional help?  
Our Subscriber services team is ready to assist you!

Call 574.235.6464 or 1.800.220.7378



\*No purchase necessary. One subscriber, drawn at random, will receive a \$100 Martin's gift card. Winner must complete and sign a W-9 tax form to receive gift card, provided by the South Bend Tribune. Contest ends 2/28/14. Winner will be notified by phone on or before 3/5/14.

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**SUBSCRIBERS:**  
Activate your digital South Bend Tribune subscription by March 31 to be automatically entered to win a \$100 Meijer gift card. Subscribers who have already activated their digital account will automatically be entered to win!

**TO ACTIVATE:**  
[Click Here](#) or

1. Visit [SouthBendTribune.com](#)
2. Click "activate" on the menu bar
3. Follow the on screen instructions.



This could be you!

**Need additional help?**  
Our Subscriber services team is ready to assist you!  
Call 574.235.6464 or 1.800.220.7378

\*No purchase necessary. One subscriber, drawn at random, will receive a \$100 gift card. Winner must complete and sign a W-9 tax form provided by the South Bend Tribune. Contest ends 3/31/14. Winner will be notified by phone on or before 4/14/14.



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# ACTIVATION

## MEMBERSHIP – DIGITAL SUBSCRIPTION

**Subject Line:** Activate your Digital Subscription & Win!


**Session Name:** Activate Subscribers Email

### Campaign Summary

53446 Total Recipients  
52454 Successful Deliveries  
2631 Total Clicks  
11246 Total Opens  
82 Total Unsubs



53446 messages sent



opens	11246	21.04 %
clicks	2631	23.39 %
hard bounces	858	1.61 %
soft bounces	134	0.25 %
unsubscribes	82	0.15 %

Email Type	Send Date	Subject	Raw # Of Clicks	Unique # Of Clicks
EB	3/25/2014 9:30:00 AM	Activate Meijer Subscriber Email	494	412
EB	2/28/2014 7:30:00 AM	Activate Subscribers Email	2257	1812
EB	2/17/2014 5:00:00 PM	Activate Subscribers Email	3173	2631
Totals			5924	4855



# ACTIVATION

## DIGITAL PRODUCTS

### The Elkhart Truth

WE BUILD COMMUNITY

July 2013



**ELKHART** — The Elkhart Truth's third interactive magazine is available for free in the Apple iTunes App Store.

The Healthy Living Spring 2013 magazine offers advice for healthy living from a variety of medical providers and experts in Elkhart County, Ind.

The publication, which appeared in print last month and is free at a number of area locations, includes interactive features that add to the experience of the reader on the iPad. Its availability in the Apple store also makes it available no matter where you live.



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# ACTIVATION

## SERVICE MESSAGES

Thursday, April 10th, 2014



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**\*\*\*\* Pittsburgh Tribune-Review EMERGENCY ALERT \*\*\*\***

Due to unforeseen mechanical press problems at our printing facility, the Monday, December 16th, 2013 edition of the Pittsburgh Tribune-Review will not be delivered to homes until Tuesday, December 17th. We sincerely apologize for this inconvenience and you will receive a credit for the Monday edition of your newspaper.



Please remember that the digital edition of Monday's newspaper, the eTRIB, will be available at the regular time and you may access it by visiting [e.triblive.com](http://e.triblive.com)

Again, we sincerely apologize for this inconvenience. We will deliver your Monday edition on Tuesday and will credit your account.

Thank you for your patience and for choosing the Pittsburgh Tribune-Review.



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# ACTIVATION

## SERVICE MESSAGES



In light of today's inclement weather, we are delaying plans to launch a new subscription platform on [HeraldMailMedia.com](http://HeraldMailMedia.com). **The website will be free and open to the public today.** [Visit the website](#) for the latest news about the snow storm and other interesting topics.

If you haven't been to the website lately, this is a **great time to explore and discover** all the local information we have – from sports to lifestyle and everything in between. And of course, we'll help you keep up with **the latest snow storm developments**.

A new subscription platform will be launched tomorrow afternoon. Current subscribers should check their email tomorrow for easy directions to access their accounts.

Herald-Mail Media employees wish you a safe and warm day!

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While you will still be able to access PostBulletin.com this weekend, Subscriber Services will be down for improvements on Saturday, Sept. 20 and Sunday, Sept. 21. This means you will not be able to log in to your subscription accounts on both PostBulletin.com and PBinnercircle.com. Once again, PostBulletin.com will remain live all weekend, meaning ***you'll still have uninterrupted access to the most comprehensive local news in the area.***

All services will be back up and running on Monday, Sept. 22. Thank you for your understanding, and we look forward to providing you with an even better online experience with the Post-Bulletin.



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## NTR Products



**THE PERFECT  
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Time is running out to give your Notre Dame fan the perfect Christmas gift!

Relive Notre Dame's championship season with this commemorative, full color, hardcover book featuring powerful photos and captivating coverage of every 2012-2013 Notre Dame football game.

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Wednesday, September 10, 2014

## HeraldNet

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The Daily Herald, Everett, WA.

# ACTIVATION

## SPOTLIGHT IN-PRINT AND ONLINE CONTENT

charlevoix **courier**

The Most Viewed

### News Featured

**Charlevoix boards to mull medical marijuana management**

Charlevoix boards to mull medical marijuana management.

Four city, township boards will meet Aug. 22 to discuss zoning regulations

Four Charlevoix-area governmental bodies have scheduled a combined meeting for later this month to discuss how they will regulate medical marijuana businesses in their respective jurisdictions.

**Schools unveil \$200,000 fundraising campaign**

Schools unveil \$200,000 fundraising campaign

After weathering many months of gloomy financial news, Charlevoix Public Schools officials are hoping that a new fundraising campaign will serve as a springboard to meeting some of the district's equipment and supply

### Sports

**Rayders wrap up summer**

The Charlevoix Rayders closed their summer baseball schedule with a 3-0 victory over the Buddo Sho Falls last weekend.

**Game Changer? Study E Football's Hard Hits**

Game Changer? Study E Football's Hard Hits

A groundbreaking new study by Mayfield that could change equipment and training methods

IMPERIAL VALLEY PRESS

Local News Classifieds Sports Business Send a News Tip Contact Us

Use the "Web Profile" link below to continue receiving our newsletters or to add your free email newsletter subscription preferences.

### This Week in Review

**Jumping for a cause**

Some 24 schools throughout Imperial County participated and will continue to participate in Jump Rope for Heart events through the end of the month. The 790 students at Oakley Elementary School in Brawley who participated kicked off our coverage last week, in which we also spoke with American Heart Association officials about all the good done by the schoolchildren's contributions. For some of the jumpers at Seelye school, Jump Rope for Heart was more personal, as they wanted to raise money in honor of friends and family with heart problems.

**Suspects arrested in Mexicali shooting of E.C. man**

The story began when an Imperial Valley man drove himself to the Calexico East Port of Entry Saturday after being shot several times. Within a day, three suspects had been arrested in what was an apparent botched robbery attempt of an El Centro man while he was in Mexicali. Read our report on the incident.

**Ron Garcia hired back in Brawley**

Former Brawley Elementary School Superintendent Ron Garcia is no longer former. The Brawley Elementary School Board made his return official Tuesday night, restoring his pay and even approving a \$30,000 settlement over a lawsuit he filed against the district for his firing. Read our story on the chain of events.

**Crazy for CrossFit**

CrossFit exercise programs and businesses are cropping up across the country with amazing speed since Reebok began sponsoring CrossFit competitions on ESPN in the last few years. In the Imperial Valley, CrossFit Amundson has seen itself grow from a out-of-the-way of a few people to a warehouse with classes all day long and dozens of locals getting fit. What's more impressive is, CrossFit Amundson has roots all the way back to the invention of the program in Santa Cruz. Read about the Amundsons' CrossFit journey here.

Our Calexico Branch Is NOW OPEN!

The Lowest Auto Loan Rates in the Imperial County As Low As 2.69% APR\*

760-357-5117 3334 Hollywood Ave. Unit 1A (Across from Wal-Mart)

FIRST IMPERIAL CREDIT UNION

CLICK HERE!

The Post and Courier

postandcourier.com

What's coming up this week in The Post and Courier

VIP ALL ACCESS

July 21, 2014: **News**  
At the calendar of upcoming events. And don't forget to see saw out and about last weekend.

July 22, 2014: **Your Health**  
on debate  
Controversial new recommendations for pelvic exams, could discuss with their doctor what they need and how

July 23, 2014: **Food**  
meal, "organic," and other food trends with a patina of "healthiness" isn't a guarantee of deliciousness when it comes to

July 24, 2014: **Charleston Scene**  
My Summer  
one of the most active singer-songwriters of the last 40 years of the Los Angeles Times, John Hiatt will be in North is with Robert Cray, widely recognized as one of the virtuosos of our time, and his band.

July 25, **People**  
at 80  
Donick Jr. is an 80-year-old practicing surgeon who lives with hiking and mountain climbing and a range of

July 27, 2014: **Arts & Travel**  
up the arts  
to get more active in Mount Pleasant, with several is in the works, including a public art showing and the flyers coming to town.

**Real Estate**  
o piece into your home office  
people to respect your work, so don't trust the work your home like it's nothing. Local at-homeers share their nativity for making this space special.

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PRESSLAFF INTERACTIVE REVENUE

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# ACTIVATION

## MAGAZINES

YOUR LIFE UP NORTH

# GOODLife

[Click here to view the current issue of GoodLife.](#)

Pick up your copy of this GoodLife in the Petoskey News-Review on Tuesday, Nov. 6.

NOVEMBER/DECEMBER 2012

YOUR LIFE UP NORTH

## GOODLife



**Cover Story: Sounds of the season**  
David Sawtelle, the new director of the nonprofit Little Traverse Choral Society, planned his debut concert as a made-in-Michigan program titled "A Choral Christmas Card." The concert is scheduled for 7:30 p.m. on Saturday, Dec. 1, at the United Methodist Church in Petoskey and again at 3 p.m. on Sunday, Dec. 2, at Cross in the Woods National Shrine in Indian River.

**Sounds of the season:**  
"A Choral Christmas Card"

**Good Buys:**  
Snow shovel 101



### Twinges in the hinges

Seniors with twinges in their hinges are finding pain relief, increased mobility and fun in a class at the Charlevoix Area Community Pool.

Twinges in the Hinges is a low-impact, non-weight bearing aquatic workout that will benefit those who have arthritis, or have had replacements or challenges with their joints, or who haven't been very mobile. The class incorporates low cardio, muscle toning, strengthening and balance work all in a fun and friendly environment. Each class is designed to work on flexibility in every joint in the body by going through about 80 different exercises.

"You don't even have to know how to swim to take Twinges in the Hinges," instructor Molly Tate said.



### Snow: Can you dig it?

Snowflakes will fall. So put a shovel on your shopping list.

The anatomy of a shovel is blade and handle. Designs vary with tasks. Ergonomic designs keep your back healthier.



GoodLife, 319 State St., Petoskey, MI 49770

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# ACTIVATION

## EVENTS



Don't miss the third annual  
LowCountry Paws  
& Claws  
**PET EXPO**



**Next Saturday!**

**Sept. 17, 11 a.m.-4 p.m.**  
Exchange Park in Ladson  
Inside and outside the Exhibit Hall

brought to you by



Over 4,200 pet lovers and their furry sidekicks attended last year's event and had a tail wagging good time! There will be fun and educational demonstrations and presentations, adorable adoptable pets from local rescues, and numerous local businesses looking to cater to you and your pet's needs.

Admission: \$2 per person. 12 & under, free! Cash only please. Proceeds benefit all participating rescue groups and shelters.

**To find out more, click here!**

For more information, contact Joyce Neville at (843) 937-5420 or Jennifer Eyer at (843) 937-5421. Or email [info@lowcountrypaws.com](mailto:info@lowcountrypaws.com).

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# Post-Bulletin

*If it matters to you, it matters to us*

*You're invited...*

*The Post-Bulletin is coming to Wabasha and we'd like to meet you.*

Join Publisher Randy Chapman, Managing Editor Jay Furst and others from the PB team on

**Tuesday, Sept. 16, 5:30 - 6:30 p.m. at Slippery's Tavern located at 100 Church Ave, Wabasha MN 55981.**

for an engaging conversation about news, issues and media coverage in your community.



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# ACTIVATION

## PUTTING IT ALL TOGETHER

Promoting Content  
& Driving Website  
Traffic

What's Happening  
Around Town

Rewards



### Week In Review



#### Fake service dogs a real problem at airports, other public buildings

Some in the disability rights community who rely on dogs are concerned. They say more travelers are bringing their dogs to airports and passing them off as service dogs when they're actually just family pets.

[READ IT](#) [SHARE IT](#)

### LOCAL DINING

#### Come for the food, stay for the booze at Tin Roof Bistro

Booze hours are later than proverbial hell's both here in Los Angeles. More than a little unexpectedly, there's one at the Tin Roof Bistro in the Manhattan Village neighborhood. But there it is, a booze court of a restaurant that's far more New American than Italian — though in all fairness, there is pizza and pasta on the menu.

[READ IT](#) [SHARE IT](#)

### LOVE ALL THINGS BEER?

#### Check out our blog, *Beer Goggles* - Great beer in focus.

This weekend - Don't miss the Los Angeles Craft Brewery Tap Takeover in Redondo Beach.

[READ IT](#) [SHARE IT](#)



### What's going on in the South Bay?

#### THINGS TO DO THIS WEEKEND

**Melville Boyz:** Rascals comedy and strong drama blend together in this engaging play about family, relationships, and healing.  
Where: 8 p.m. Friday through April 5, 2014  
Where: Little Fox Theatre, Main Stage, 777 S. Centre St., San Pedro  
Tickets: \$20-\$27  
Details: Call 310-812-8090 or [visit online](#)

**Space Science Day:** El Camino College presents NASA astronomer Douglas H. Woodcock to Christus Space Science Day 2014. This free and hands-on event is open to serious-minded science students is grades 9-12.  
Where: 8 a.m. to 1 p.m. Saturday  
Where: El Camino College, 10507 CRENSHAW BLVD., TERENCE  
Details: Call 310-660-3487 or [visit online](#)

**Storytime with Bangers:** This month's nature-themed stories will focus on "Threatened Species." Young people of all ages are invited to attend.  
Where: 10 a.m. - noon Saturday  
Where: White Point Education Center, 1600 W. Paseo del Mar, San Pedro  
Details: Call 310-541-7073 or [visit online](#)

**Composting Class:** Learn the tips for good composting at a beginner class offered by Dominguez Ranch Adobe Museum as part of an ongoing gardening series.  
Where: 9:30-11:30 a.m. Saturday  
Where: 18127 S. Alameda St., Artesia Dominguez  
Tickets: Suggested \$4 donation  
Details: [visit online](#)

**South Bay Ballet:** The dance company's 34th season continues with *Brav! The Classical & Contemporary Ballet Experience*.  
Where: 7 p.m. Saturday, 2 p.m. Sunday  
Where: Janice Armstrong Theatre, 3330 Civic Center Drive, Torrance  
Tickets: \$22  
Details: Call 310-690-3487 or [visit online](#)

### Enter to Win

Our monthly winners of a \$50 Target gift card are...  
Herbert Ueno of Torrance, Rachel Carson of Redondo Beach, Lisa Crane of Culver City, Shirley Drake of Carson, and Tammy Pao of Hermosa Beach. Congratulations to you all!  
(Winners have been selected by email.)



Do you want to be a monthly Target gift card winner?  
It's easy to get in on the action so enter today!



ENTER TO WIN!



Do you have the luck of the Irish this St. Patty's Day?  
Then enter to win a life green from the pot of gold at the end of the Reader Rewards rainbow. We are giving 2 lucky winners \$50 to spend any way their web host desires. Enter now through midnight on St. Patty's Day (March 17th).

ENTER TO WIN!

Don't miss out!  
Check the [Reader Rewards website](#) for even more great giveaways.

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# ACTIVATION

## SERVICE



The VIP Club wants to know how you use newspapers but specifically The Elkhart Truth want to provide information the way you want, when you want it. Please take a few minutes to complete this survey and as a reward you will be entered into a drawing for 100 cards to a local business!



A subscription to the Herald-Mail is so much more than a subscription. In addition to print, digital and television news, we love to show our appreciation by bringing you great giveaways, fun prizes, local discounts, the scoop on the latest events, and so much more! But we want to make sure we're giving you, our Reader Rewards and InSite VIP Club members, the sorts of prizes you really love.

So, please let us know what you think! For completing our short survey, you'll be entered to win a \$50 gift card and HM logo mug!

What rewards and prizes would you most like? (select all that apply) \*

- ☐ Members-only contests
- ☐ Special early seating at movies, theater performances or other events
- ☐ Free or reduced-price tickets for local events (pays, festivals, dinners, etc.)
- ☐ Museum entry
- ☐ Members-only coupons (free coffee or 10 percent off purchase, for example)
- ☐ Special events for members only (an exclusive reception or movie screening or seminar)
- ☐ Free private-party classed all every quarter
- ☐ Discounts for other products
- ☐ Actual items (HM logo mug, holiday wreath, Santa statue, for example)

What types of events would be most appealing to you? (select all that apply) \*

- ☐ Concerts and music festivals
- ☐ Theater performances (plays, comedians, dance performances, etc.)
- ☐ Local events (Blues Fest, Ag Expo, Augustoberfest, etc.)
- ☐ Family-friendly events
- ☐ Art- and science-related events
- ☐ Nationally recognized events/exhibitions outside the area (like Mummies of the World in Baltimore)
- ☐ Outdoor activities
- ☐ Sporting events

### Do you regularly read newspapers?\*

- ☐ Yes, I read the print edition of The Elkhart Truth
- ☐ Yes, I read the print edition of other local newspapers (The South Bend Tribune, Goshen News)
- ☐ Yes, I read a USA Today, Wall Street Journal
- ☐ Yes, I access the online edition of The Elkhart Truth
- ☐ Yes, I access other local newspapers online
- ☐ Yes, I access newspapers online
- ☐ No, I do not read a newspaper regularly

### How often do you read newspaper(s) whether in print or online?\*

- ☐ At least once a day
- ☐ Six times a week
- ☐ Five times a week
- ☐ Four times a week
- ☐ Three times a week
- ☐ Two times a week

### In a typical week, how often do you read The Herald-Mail newspaper?\*

- ☐ 0 Days
- ☐ 1 day
- ☐ 2 days
- ☐ 3 days
- ☐ 4 days
- ☐ 5 days
- ☐ 6 days
- ☐ 7 days



### In a typical week, how often do you read the comics?\*

- ☐ 0 days
- ☐ 1 days
- ☐ 2 days
- ☐ 3 days
- ☐ 4 days
- ☐ 5 days
- ☐ 6 days
- ☐ 7 days

### How often do you read Apartment 3-G?\*

- ☐ I never read them.
- ☐ I read them once a month.
- ☐ I read them once a week.
- ☐ I read them three to four days a week.
- ☐ I read them every day.

### How often do you read Beetle Bailey?\*

- ☐ I never read them.
- ☐ I read them once a month.
- ☐ I read them once a week.
- ☐ I read them three to four days a week.
- ☐ I read them every day.

### How often do you read Blondie?\*

- ☐ I never read them.
- ☐ I read them once a month.
- ☐ I read them once a week.
- ☐ I read them three to four days a week.
- ☐ I read them every day.

### How often do you read Brevity?\*

- ☐ I never read them.
- ☐ I read them once a month.
- ☐ I read them once a week.
- ☐ I read them three to four days a week.
- ☐ I read them every day.



DATA BASE

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# ACTIVATION

## SERVICE



**We're  
Looking  
for You!**

**The Elkhart Truth is now looking for  
Independent Contractors for Home Newspaper Delivery**

Earn an extra \$250 to \$1500 per month delivering for The Elkhart Truth newspaper  
a few hours each morning. You could start next week or sooner! Don't delay!

We are looking for people to deliver in the following areas:

### Elkhart Area

- Maple Lane Apartments: Approx. 90 papers daily; Approx. \$70.00 per week
- Boardwalk / Parkplace / Osolo Road: Approx. 135 papers daily; Approx. \$150.00 per week
- Forest Creek Park / Mishawaka Road: Approx. 75 papers daily; Approx. \$75.00 per week
- W Beardsley Avenue / W Simonton Street: Approx. 132 papers daily; Approx. \$130.00 per week

### Bristol Area

- Willowbend Blvd / CR 19: Approx. 165 papers daily; Approx. \$145.00 per week

### Goshen Area

- Waterford Circle / Mallard Lane: Approx. 197 papers daily; Approx. \$175.00 per week
- Hidden Meadows / Woodmere Drive: Approx. 154 papers daily; Approx. \$125.00 per week

### Milford Area

- 1350 N / Wabec Lake / Higbee Street: Approx. 156 papers daily; Approx. \$315.00 per week

### Nappanee Area

- US 6 / SR 19 / W 600 N: Approx. 270 papers daily; Approx. \$375.00 per week

### Syracuse Area

- Pickwick Park / Lake of the Valley: Approx. 128 papers daily; Approx. \$250.00 per week

### Wakarusa Area

- Waterford Street / S. Elkhart Street: Approx. 219 papers daily; \$235.00 per week

**You must drive a dependable car and have a valid driver's license and auto insurance.  
Delivery deadlines are before 6:00 a.m. Monday-Friday and 7:00 a.m. on the weekends.**

*For an immediate interview, apply in person Monday through Friday between 9:00 a.m. and 11:00 a.m. at 421 S. 2nd  
Street in Elkhart. Be sure to bring your driver's license and proof of current auto insurance.*

# The Elkhart Truth

**574-294-1661**

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# ACTIVATION

## REWARDS PRODUCTS

Trib Total Media appreciates the continued support of our members. And to show our appreciation, we are giving away **125 pairs** of tickets to see our Pittsburgh Pirates battle the Boston Red Sox on September 18th! Be our guests at PNC Park.

Entering is easy. Simply click below to enter via the Trib Membership Rewards site once per day now through Friday September 12 at 12 pm.



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### BROADCAST SUMMARY REPORT

SUBJECT LINE: **Be Our Guests at PNC Park**  
SESSION NAME: **Win Pirates Tickets**

Campaign Summary	
55700	Total Recipients
55645	Successful Deliveries
3765	Total Clicks
12596	Total Opens
49	Total Unsubs



55700 messages sent

opens	12596	22.61 %
clicks	3765	29.89 %
hard bounces	55	0.10 %
soft bounces	0	0.00 %
unsubscribes	49	0.09 %

### Link Tracking Summary

Link	Raw Clicks	Unique Clicks
<a href="http://www.rdpdeals.com/index.php?client=3A2B2C&amp;error=300">http://www.rdpdeals.com/index.php?client=3A2B2C&amp;error=300</a>	5050	3765

### Results:

- Great Open Rates
- Huge Click-Throughs
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- New Registered Rewards Users
- New Rewards Trials
- Thousands of Contest Entrants



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# ACTIVATION STEPS

## Planning

- ☐ What do you want your readers to do?
- ☐ What products do you want to promote?

## Promotion

- ☐ Digital Subscriptions
- ☐ Digital Products/Apps
- ☐ NTR Products
- ☐ Print Content
- ☐ Online Content
- ☐ Special Publications
- ☐ Events



# Benefit: LOYALTY

Reward Subscribers

*Give Them Love*



# LOYALTY – REWARD SUBSCRIBERS

Build loyalty with exclusive contests and savings offers.  
Include Advertising partner offers to grow advertising revenue.



**May Member Benefit - Shred Truck**  
Who is a member? Anyone that a subscriber to the American News, print or digital.



What: Shred personal documents, tax forms, checks...Protect yourself from identity theft.  
When: 10:00 a.m. - 2:00 p.m. Saturday, May 31  
Where: Ken's SuperFair Foods parking lot  
Cost: Free for members, general public is suggested to donate for drive in drop off services (suggested \$4 per box / bag)  
Drop in drop off services provided by Aberdeen Aqua Addicts. All donations will go to Aberdeen Aqua Addicts.



Win a "Recipe for an Amazing Woman" pie plate  
Start with faith and honesty. Mix in pure humility. Add strength of character that rises above the stress of life's surprises. Fold in personality. Toss with generosity. Pour in love from a heart that's true...Yield: one terrific, amazing mother!

[Click here to Win!](#)



Congrats to our Latest Contest Winners!  
Low Park Punch Card Winner:  
Mark Hofer  
ACT Season Pass Winners:  
Dee Sanderson and Teresa Godfrey

[May contest announced soon!](#)

NEWS TO KEEP YOU IN THE LOOP

We've got some BIG giveaways happening now on [Inner Circle](#). Head over to [PILintercircle.com](#) now to put your name in the hat! These offers won't be around for long!

---

**SPRING TRAVEL GETAWAY!**

Enter now for your chance to win our **Spring Travel Getaway!** One winner will receive 2 airline tickets valued up to \$500 each, courtesy of [Capeview Floral & Gift](#), as well as \$500 travel cash from [Home Federal](#). [Click here to enter!](#) Entries accepted through 3/31/14.

---

Enter by May 2, 2014 to be the lucky winner of a prize package from [Salon Nouvo](#) which includes a consultation, a hair cut and color, a manicure and pedicure and a basket of salon goodies. Prize is valued over \$250! [Enter here.](#)

---

Enter to win two tickets to a "Bourbon Street" themed dinner at [Johnny Mango's](#) at Barlow Plaza on Friday, March 28. Check back every month for a chance to win tickets! Themes change monthly. [Click here to enter.](#)

---

Enter to win one of 10 pairs of tickets to see *Grease* at the Rochester Civic Theatre - a 1950's themed pre-party on 3/22! [Click here to enter.](#)

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# LOYALTY – REWARD SUBSCRIBERS

## SEND – WEEKLY EMAILS WITH REWARDS



Dear Michelle Novak,

Thank you for being a valued Member of News-Press Rewards.  
As a Member, don't forget to take advantage of these exclusive offers just for you.

### This week's deals:

Print them out or show them on your mobile device. Yes, it really is that simple.

	<b>\$2.00 off</b> Best Choice spiral cut whole & half hams. <small>Must present coupon. Expires 11/30/13. PLU 5018</small>
	<b>FREE</b> cup of coffee with any other in store purchase. <small>Expires 11/26/13.</small>
	Buy one admission, get one <b>FREE</b> . <small>Expires 11/26/13.</small>
	Enter to win 2 <b>FREE</b> tickets to The Drowsy Chaperone at MWSU. <b>CLICK HERE</b> to enter NOW! Limited tickets available. <small>Winners will be notified via email by Thursday, Nov 21st. Performances are November 21, 22, 23 and December 5, 6, 7, 8. Tickets can be redeemed for any performance date.</small>

[CLICK HERE](#) for a complete list of offers.

### COMING UP...

**St. Joe Live Presents: Music at the Mansion**  
Saturday, December 14th 2013

### News-Press REWARDS

Thank you for being a loyal News-Press Rewards Member!

We've recently made some changes to make Rewards better than ever for you.

As a Rewards member, sign-in once to [newspressnow.com](http://newspressnow.com) and have full access to more than 40 local and national deals, movie tickets, travel discounts, members-only contests, and the most complete local news and weather coverage in the Midland Empire.

Pick out your favorite deals and put them in your Coupon Book so you can easily return and use them later. *Never* pay full price again!

Visit [newspressnow.com/Members](http://newspressnow.com/Members) and start saving today!

### Two easy ways to redeem:

1. Print the coupon from your computer and take with you to claim your deal.
2. Tap the "Show on mobile device" icon to, well, show from your mobile device.

### Questions?

Our customer service representatives are standing by to help. Call (816) 271-8600 Monday-Friday 6 a.m. - 4 p.m. and Saturday - Sunday 6 a.m. - 12 noon.

Here is a sample of just a few of the deals waiting for you...



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# LOYALTY – REWARD SUBSCRIBERS

## SEND – WEEKLY EMAILS WITH REWARDS



Freebies and Savings Offers



D A T A B A S E

EMAIL DATABASE MARKETING

Michelle Novak – [mnovak@presslaff.com](mailto:mnovak@presslaff.com) - 203-857-4277



THE POINT IS

**PRESSLAFF**  
**INTERACTIVE**  
**REVENUE**

# LOYALTY – REWARD SUBSCRIBERS

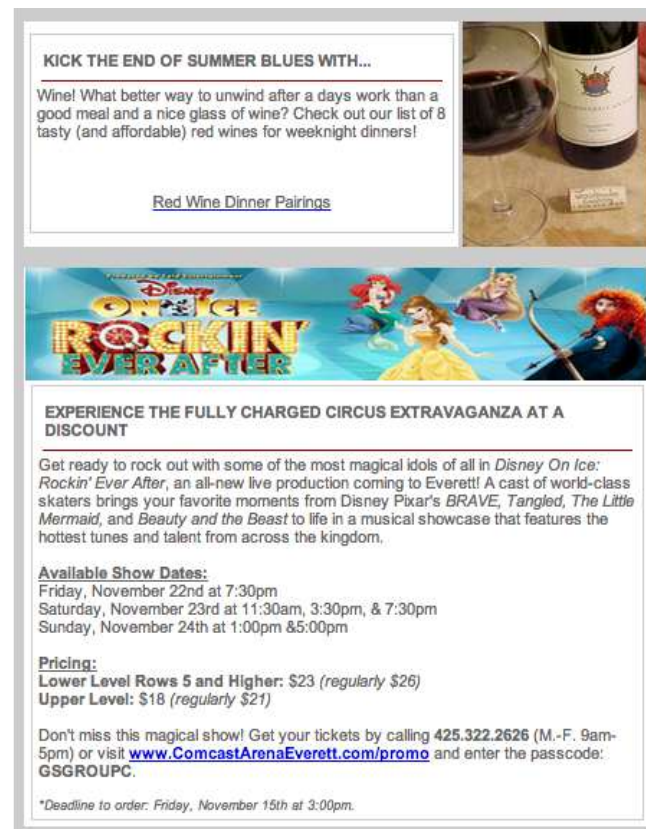
## SEND – MONTHLY EMAILS WITH REWARDS



Promote Your Content



Special Incentive/Pricing



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## EXCLUSIVE CONTESTS





PT Reader Rewards wants to help you kick off the holiday shopping season!

We are giving away a \$100 Amazon giftcard to one lucky winner... will it be you?

**ENTER TO WIN!**

This special giveaway ends on Monday, Dec. 2nd so enter now!

Good luck and Happy Holidays from the Press-Telegram!

This email was sent as part of your Press-Telegram Reader Rewards membership at [presstelegram.com/rewards](http://presstelegram.com/rewards). Your email address is not sold to or shared with a third party.  
300 Ocean Gate, Long Beach, CA 90844 | 562-499-1222  
Click here if you wish to Unsubscribe or click here to Edit your profile.

### ENTER TO WIN

Official  
**Pittsburgh Penguins®**  
Autographed Merchandise!



Prizes include an autographed James Neal jersey, autographed mini helmets and autographed hockey pucks from Evgeni Malkin, Sidney Crosby, Pascal Dupuis, Chris Kunitz, Marc-Andre Fleury and more!

As a special thank you to our valued home delivery subscribers, we're offering this chance to enter to win official Pittsburgh Penguins® autographed merchandise!

#### IT'S EASY TO ENTER!

Just visit [e.triblive.com](http://e.triblive.com) to register for your eTRIB account. Once your account is set up, you will be entered into the contest. Receive additional entries each time you log in now through December 20th! Already have an account? You will receive an entry into the contest every time you access your eTRIB now through December 20th.

**NOT A SUBSCRIBER?**  
Log on to [e.TribLIVE.com](http://e.TribLIVE.com) or call 1-800-909-8742 to get started today.

**TRIB TOTAL MEDIA**  
OFFICIAL RULES: No purchase necessary. Must be 18 years of age or older to enter and win. Additional rules and regulations apply. For a complete list of rules, contact call 714-772-6348.

**HURRY - ENTER NOW!**  
**Deadline to enter is December 20th.**  
Access your eTRIB every day for additional entries!



The eTRIB is just like reading and surfing the pages of the newspaper, but on your computer, tablet, or smartphone, anywhere you have an Internet connection. Best of all, access is included in your print subscription!



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ALWAYS HAVE SOMETHING GOING ON

**PRESS-TELEGRAM**  
presstelegram.com

**pt** reader rewards!

Welcome to Reader Rewards, Michelle!

**New to Reader Rewards?**

- Reader Rewards is an email club that gives away prizes each month.
- Members receive 2 to 3 emails per week and can unsubscribe at any time.
- Members also receive the exclusive PT Reader Rewards newsletter featuring things to do in Long Beach and a Week in Review.
- It's 100% local, 100% free, and managed by The Press-Telegram.

Not you, Michelle? [Click here.](#)

[Click here to edit profile](#)

**Disney ON ICE**  
Presented by Disney Entertainment

One lucky reader will win four tickets to see Disney on Ice, Rockin' Ever After on Sunday, December 1 at 7 P.M. For your chance to win, simply click on the image or [click here](#). Good luck!

**Target GiftCard**

Five of our lucky readers will win \$20 Target GiftCards each month. Just click on the image or [click here](#) for your chance to win.

[Click Here to Leave a Comment](#)

Press-Telegram Reader Rewards

Welcome back to InSite, Michelle!

[Click here](#) to log out or log in under another account.

[Update newsletter subscriptions](#)



**Win an iPad Air Just In Time for Christmas!**

Herald-Mail Media is celebrating the launch of At Home Places magazine by giving away an iPad Air! Over the next four weeks, we'll give you four opportunities to enter the drawing for the grand prize iPad Air – plus other great prizes along the way. You can enter to win the iPad Air up to four times by liking a new Facebook page each week!



**Win a Herald-Mail Media Coffee Mug**

Have a hot beverage on us while you peruse the news in print, online or through HMTV5. You could win this classic 14-ounce Herald-Mail Media coffee mug, complete with a selection of hot chocolate, teas and coffee packets. We'll choose one winner at the end of each month. Just [click here](#) to enter. Good luck!



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# LOYALTY – REWARD SUBSCRIBERS

## Celebrate! With Birthday 'Gifts' AND Sales Revenue



Happy birthday from the Herald-Mail's InSite VIP Club!  
Please enjoy these birthday gifts:



You can print this email and present these coupons to redeem your gifts.  
We hope this day is special and fun-filled!

From,  
Your friends at InSite VIP Club and the Herald-Mail

[Click here](#) to sign in and see our current content!



## IMPERIAL VALLEY PRESS

### Happy Birthday, Michelle!

It's your birthday, and our opportunity to let you know how much we appreciate you on this special day and every day.

Your friends at the Imperial Valley Press, [ivpressonline.com](http://ivpressonline.com), Adelante Valle and Valley Women Magazine hope you have the best birthday ever, and to help you enjoy this day and make it even more special, we invite you to take advantage of the following offers made exclusively for you!



[Click here to visit La Bella Pizzeria Online!](#)

Print and bring in full email to redeem this special offer. Have an excellent day!



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# LOYALTY – REWARD SUBSCRIBERS

Celebrate! With Birthday 'Gifts' AND Sales Revenue



Surprise! Michelle, We remembered

Please enjoy these special offers in honor of your special day!



**northern michigan review, inc. V.I.P. Club**

Happy Birthday FIRST-NAME!

It's your birthday, and we want you to know that your hometown newspaper really appreciates you on this day and every day! Your friends at the Petoskey News-Review, Gaylord Herald Times, Charlevoix Courier and Bob-In Again hope you have the best birthday ever!

**Get your F.U.N... on US 31!**

Dine-In or Take-Out (231) 347-1750

**Bob-In Again**

**Happy Birthday from Bob-In Again!**

**FREE Sundae for your Birthday!**

No purchase necessary. Valid 2 weeks for your birthday. You must present your driver's license for verification. Dine-in only. No cash.

Print this coupon from your email and show it to your server! The Bob-In Again is located at 1150 Bay View Rd., U.S. 31 North of Downtown Petoskey. Call (231) 347-1750

**Bob-In Again**

**Fresh Frozen Custard & Bobby Burgers**

**HTO VIP** Hoosier Times Online

Happy birthday from HTO VIP!

Please enjoy these birthday gifts...

**HAPPY BIRTHDAY!**

This coupon is worth **\$10 value**

**HAPPY BIRTHDAY FROM PITA PIT**

Bring this in and receive a **FREE REGULAR PRICED PITA**

**Happy B-Day!**

Free Dessert & \$5 off

**Westside Call 812-323-0123**

**Eastside Call 812-331-1234**

**A Birthday Surprise Just for you!**

**DANGER!**

**CAMPUS CANDY**

**WE AIN'T JUST CANDY**

**Happy Birthday**

**CHICAGO'S PIZZA**

**Enjoy a free order of breadsticks**

Enjoy your special day!

The HTO VIP Team

Click here to email us

Click here for today's FREE giveaway



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# LOYALTY – REWARD SUBSCRIBERS

## INVITATION-ONLY EVENTS

**The Post and Courier**  
postandcourier.com

**The Post and Courier cordially invites Advantage Members to**

**The Wizard of Oz**  
performed by the **FlowerTown Players**

**Saturday, Aug. 18**  
7:45 p.m.  
at the James F. Dean Theatre in Summerville

No charge for Advantage Members!  
Free tickets available on a first-come, first-served basis.

Post and Courier Advantage Members are cordially invited to attend a special members-only production of *The Wizard of Oz* at 7:45 p.m. on Aug. 18, performed by the FlowerTown Players at the Historic James F. Dean Theatre, 133 South Main St. Summerville, S.C.

- Tickets are limited and will be distributed on a first-come, first-served basis. Tickets may not be redeemed for cash or other considerations.
- Members may bring up to three guests. You will be required provide the names of all of your guests when making your reservations.
- As a courtesy to the performers, no one will be permitted into the theatre after 7:45 p.m. Guests are encouraged to arrive early.
- You must be a Post and Courier Advantage Member to receive tickets. Advantage membership is first to anyone who receives print delivery of The Post and Courier or has a digital subscription but you must activate your membership. If you are not a member, [CLICK HERE](#) to join today.

To reserve tickets, please call 937-4931 or email [events@postandcourier.com](mailto:events@postandcourier.com). Give your name, Post and Courier delivery address and phone number. Please also provide the number of people in your party and their names. You will receive a written confirmation. Tickets will be mailed to your Post and Courier delivery address unless otherwise requested.

Employees and independent contractors of the Evening Post Publishing Co., its subsidiaries and members of their immediate family are not eligible.

**The Post and Courier** **ADVANTAGE**  
postandcourier.com Membership

**Be our guest and show your support for our wounded veterans**



Remember Lt. Dan from "Forrest Gump"? Post and Courier Advantage Members are cordially invited to the Lt. Dan Band Concert to Benefit Our Wounded Veterans Sept. 14 at Johnson Hagood Stadium

- Tickets are limited and will be distributed on a first-come, first-served basis. Tickets may not be redeemed for cash or other considerations.
- Members may request up to a total of 4 tickets per membership account. You will be required provide the names of all of your guests when making your reservations.
- The doors open at 5:30 p.m., and the show begins at 6. Guests are encouraged to arrive early as seating is general admission.
- You must be a Post and Courier Advantage Member to receive tickets. Advantage membership is first to anyone who receives print delivery of The Post and Courier or has a digital subscription but you must activate your membership. If you are not a member, [CLICK HERE](#) to join today.

To reserve tickets, please email [events@postandcourier.com](mailto:events@postandcourier.com). Provide the following information: your name, Post and Courier delivery address and phone number. Please also provide the number of people in your party and their names. You will only be eligible if all of the information above is received. Ticket recipients will receive a confirmation by email and tickets will be mailed to them. This is a limited offer, first come, first served.

Employees and independent contractors of the Evening Post Publishing Co., its subsidiaries and members of their immediate family are not eligible.

The Post and Courier invites Advantage Members to the



Post and Courier Advantage Members are cordially invited to attend  
**The Charleston Mac-Off**  
2-7 p.m., Saturday, October 12, 2013  
The Grove at Patriots Point, Mount Pleasant

- Tickets are limited and will be distributed on a first-come, first-served basis. Tickets may not be redeemed for cash or other considerations. Each admission ticket is valued at \$30.
- Members may bring up to three guests, for a total of 4 per membership account.
- You must be a Post and Courier Advantage Member to receive tickets. Advantage membership is first to anyone who receives print delivery of The Post and Courier or has a digital subscription but you must activate your membership. If you are not a member, [CLICK HERE](#) to join today.

To reserve tickets, please email [events@postandcourier.com](mailto:events@postandcourier.com). Provide the following information: your name, Post and Courier delivery address and phone number, and number of people in your party. You will only be eligible if all of the information above is received. Tickets will be mailed to the delivery address provided. This is a limited offer, first come, first served. Ticket recipients will receive a confirmation by email.

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**The Post and Courier** **ADVANTAGE**  
postandcourier.com Membership



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# LOYALTY STEPS

## Planning

- ☐ Email Frequency
- ☐ Benefit Types
- ☐ Sales Tie-Ins

## Promotion

- ☐ Coupons
- ☐ Exclusive Savings Offers
- ☐ Contests
- ☐ Birthday “gifts”
- ☐ Events



# Action Steps:

## Try This At Home

# BUILD YOUR PLAN

## 1. WELCOME

- ☐ Automate Emails
- ☐ Reaffirm Benefits of Subscription
- ☐ Personalize
- ☐ Promote Other Products

## 2. RETENTION

- ☐ Automate Emails
- ☐ Map Out Your Retention Schedule
- ☐ Personalize
- ☐ Promote Other Products

## 3. ACQUISITION/RE-ACQUISITION

- ☐ New/Formers/Current Subscribers
- ☐ Vary the Promotional Messages/Offerings
- ☐ Contesting to Capture Engage Consumers Who May Not Be Subscribers



# BUILD YOUR PLAN

## 4. ACTIVATION

- ☐ What do you want your readers to do?
- ☐ Always be thinking of how email can tie-in to your promotional strategy
- ☐ What products do you want to promote?

## 5. LOYALTY

- ☐ Determine the Role Email will Play in Your Rewards Program
- ☐ Determine the Kinds of Rewards You'll Offer
- ☐ Identify Partners to Provide Rewards
- ☐ Review and Revise Quarterly

# NEED HELP?



## SERVICES

**Dat-e-Base Software** - Online data collection, contesting, surveying, loyalty clubs and deeply targeted emailing.

**A.C.E.<sup>SM</sup>** - Automated Circulation Emails - Stand-alone or integrated platform for delivering subscriber service emails.

## CONSULTATION

Our backgrounds in media, product development, data development and data analysis provide the **ideas and support that turn databases into a valuable tool for building audience and revenue.**

Presslaff Interactive Revenue works with over 1,000 media properties including companies like Evening Post Publishing, Schurz Communications, LANG, Hearst, Clear Channel, Cordillera Communications and dozens more.