

## CSCMA/MCMA Promotions Newsletter

### Upcoming CSCMA Member Webinars:

#### **DM Training/Best Practices Webinar**

Aug 25, 2016 @ 10:30 cst

Presented by Mike Newland, Circulation & Operations  
Director, Dubuque Telegraph Herald

#### **Sales/Audience Growth Ideas Webinar**

Sep 22, 2016 – Presented by Robert Robertson,  
Circulation Director, Quincy Herald-Whig

#### **Thanksgiving Day Edition Tips for Maximizing Revenue & Single Copy Sales**

October 2016 – Presented by Paul Hart,  
Circulation Director

#### **Preparing your AAM Quarterly Report & Statement of Ownership**

January 2017 – Presented by Jill Henderson,  
Circulation Director for Moline Dispatch

*CSCMA Members, look for an upcoming email with  
information regarding how to attend these webinars.*

### MCMA @ Mid-America Newspaper Conference:

In Lake Ozark, Missouri, September 15th is the day for  
Circulation! Conference carries on through 9/17. On  
the 15th there will be sessions on USPS, Single Copy,  
Home Delivery, Expense/Revenue Equations,  
Partnership Opportunities and Legal/Contracting.  
Low cost, high value conference = plan to attend!

### 2017 Mega Summit

Mark your calendars and put it in your budgets! We  
are back at the Hilton at the Ballpark on March 26 &  
27<sup>th</sup> 2017! Since our normal weekend falls on Easter  
next year, we have moved to the last weekend in  
March. Plan on coming early, staying late, or both...  
networking is one of the biggest values to you and your  
newspaper.

### Promotional Pick

This issues pick is from Joe Suttner & Scott Daily out  
of the Green Bay Press-Gazette.

They have rediscovered the power of the carrier sale!

They had carriers use the below sample flyer offering  
Thursday/Sunday delivery with full online access for  
\$1/week. In the Summer version carriers received a  
\$25 gas card while the DM received a \$10 gift card  
for each valid order generating 208 sales, the highest  
from carriers in over 3 years. For the Fall & Winter  
versions they found that they could reduce the  
carriers' payout to \$15 without impacting the results.

3 seasonal promotions in '15 generated a total of 685  
new subscriptions, including 239 for the "Fall  
Special" you see below!

Carrier Special Offer

# Fall Special

Thursday and Sunday for only  
**\$1.00 per week\***

\*\$26 for 26 weeks.  
Offer expires October 31, 2015.

Yes - I would like the  
Thursday and Sunday delivery for \$26.00 for 26 weeks  
That's just \$1.00 per week!

Name: \_\_\_\_\_ Route # \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

TERM: \$26 pre-payment for 26 weeks of delivery on Thursday and Sundays  
PAYMENT TYPE:  
 Credit Card# \_\_\_\_\_ Expire Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Sec. Code: \_\_\_\_\_  
 Check# \_\_\_\_\_  Cash Enclosed

Delivery will start within 1 week of payment. Subscriptions also include digital access every day.  
Send payment to:  
PO Box 59, Appleton, WI 54912-9962  
Offer valid for non-subscribers only. Offer expires October 31, 2015.