



CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION

CSCMA
PROMOTIONS CHAIR
Author: Angie Lyons
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CSCMA Promotions Newsletter

Promotional Pick

Well, we made it through another conference. The consensus seems to be that the combined sectional efforts paid off. It's always a pleasure to see my fellow circulators, get some new ideas as well as meet with the vendors.

For me, there were lots of new faces; some I had spoken/emailed with in the past, some not. Definitely some great networking opportunities.

We had a good amount of entries for the Promotions Contest. Combining efforts between CSCMA, MCMA and 360 Media Alliance members netted us well over 50 entries. I feel everyone could have taken something home with them.

Congratulations to our CSCMA award winners:

- **Executive of the Year Award:** Chad Campbell, Kankakee Daily Journal, Kankakee, Illinois
 - **President's Award:** Pete Jones, News Gazette, Champaign, Illinois
 - **Bill Herter Award:** Bruce Tischer, Gannett Wisconsin
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I'd also like to welcome our new board members.

Conference Secretary: Holly Schonert, Cadillac News, Cadillac, Michigan

Training Chair: Lon Haenel, Janesville Gazette, Janesville, Wisconsin

Advertiser Representative: Dennis Jenkins, Schermerhorn Bros.

This newsletter's Promotional Pick comes to us from **The Telegraph Herald in Dubuque, IA.** This idea was the **1st place** winner in the *Under 35,000 Circulation, Single Copy* at the 2013 conference.

The objective was to increase single copy sales through a Casey's gas promotion.

The promotion offered the Telegraph Herald for \$.01 with the purchase of 8 or more gallons of gas at Casey's.

Over a 25 week period, this promotion resulted in the following:

- 63,346 additional daily sales
- 11,278 additional Sunday paper sales
- These numbers are equivalent to incremental revenue of \$62,734.05.

Great job to Michelle Schmidt and Staff on a job well done!

To see this idea and other past promotional ideas

Log-onto www.cscma.com to view them.

CSCMA is linked in

Visit www.linkedin.com and search for CSCMA. Questions? Contact Scott Daily at sdaily@gannett.com.