

CSCMA Promotions Newsletter

Promotional Pick

Welcome Fall, and budget time.

It's that time of year again, budget.

With volumes dropping at newspapers across the nation and requirements for revenue increasing it makes it more important that we don't kill our sales expense budgets.

It goes back to that old adage; you have to spend money to make money. I realize the easiest place to cut expenses is in the promotions budget but that doesn't always make it the best option.

Sure you are saving money at that moment but the loss of revenue from the subscriptions you miss out on as well as the loss of preprint revenue you will see counteracts the money you "saved".

I'm sure you are asking yourself the question... Well, where am I supposed to come up with this money then Angie?

Obviously there is no short answer for this. One thing you might want to try is renegotiating your rates with your vendors. If you can get them to cut their rates, even a small amount, this could lead to big savings across the board. This might not make your vendors too happy but, you will make your publisher happy and perhaps the most important thing is you aren't putting any of this back on your customers.

Don't forget to include the conference in your budget!

CSCMA and MCMA are sponsoring the 360 Media Alliance Circulation Conference in St. Louis, MO – April 13-14, 2014. A preliminary agenda is available:
<http://summit.360mediaalliance.com/>

This newsletter's Promotional Pick comes to us from **The St Louis Post Dispatch, St. Louis MO.** This idea was the **1st place** winner in the *Over 35,000 Circulation, Subscriber Acquisition* at the 2013 conference.

The objective was to increase subscription sales with a one day sale, with a goal of 500 new subscriptions.

The promotion offered the Post Dispatch for 52 weeks or Easy Pay at discounted rates. There was an added bonus of a Schnucks gift card with the paid order. Promotional ads touted the upcoming Holiday ads as well as the **SUPER-STUFFED THANKSGIVING EDITION.**

Communication methods of this promotion were:

Single Copy Inserts, Email Blast, Local Area Blogger, Stltoday.com, Facebook, Twitter and Mobile Apps.

The One day sale resulted in the following:

- 536 New Subscriptions

Great job to Becky Griess 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.