

CSCMA Promotions Newsletter

Happy Holidays!

Wow, this year has really flown by!

At this time you are beginning to or have already finalized your budgets for 2013. I hope you included your membership renewal to CSCMA.

CSCMA is excited to announce we are a co-sponsor of the Media 360 Mega-Summit in St. Louis. CSCMA is actively involved in the planning of the 360 conference and will hold our annual business meeting, awards presentation, and promotional contests at that time. For more information on this conference log-onto www.360mediaalliance.com.

CSCMA will continue to provide benefits for our members throughout the year by providing:

- Free Seminars
- Free Webinars
- Sharing Promotional Ideas

Our DM seminar in September was quite a success with 34 attendees. I have attached the power point presentation given at the seminar for your reference.

UPCOMING WEBINAR

What topic? "11 Circulation Metrics Everyone Should Know"

When? Thursday, December 13 at 2pm EST

Who? Steve Wagenlander, Dir of Audience Development at the Post and Courier in Charleston, SC

Look for your official invitation/registration email coming soon!

CSCMA is linked in-
Visit www.linkedin.com and search for CSCMA. Questions-contact Scott Daily at sdaily@gannett.com

Promotional Pick

My duty as Promotions Chair is to provide/share promotional ideas with members of CSCMA.

My goal is to share at least one idea per month with the group. These ideas can be from previous CSCMA conferences, from you as members, as well as ideas from nonmembers.

Please share your promotional ideas and results with me, lets seem if you can become the next newsletters "Promotional Pick"!

At the beginning of this month I shared one of our yearly promotions from the Journal Star. It is our BOGO event. This event is very successful for us year after year. If you would like more info please feel free to contact me at alyons@pjstar.com

ATTENTION JOURNAL STAR SUBSCRIBERS - THIS SALE ONLY COMES AROUND ONCE A YEAR
Make a payment on your subscription and you can give that same subscription to a friend or family member for just one penny per day!
CLICK HERE FOR MORE INFO

We also have 2009-2012 past promotions and projects winners on our website. Log-onto www.cscma.com to view them.

Jim Smith of Steel City has also been picking up promotional ideas on his travels.



Check out www.scity.com for more ideas.