

CSCMA/MCMA Promotions Newsletter

Promotional Pick

Welcome to our first combined CSCMA/MCMA Promotions Newsletter.

With the conference now a month behind us it is time to put those great ideas to use.

As usual it was great to see familiar faces at the conference, meet newcomers and visit with the vendors.

For those of you who were not able to attend, you did miss out on some great speakers as well as the special guest to our Tail Great Party. However if you weren't there, all is not lost. You can access several of the presentations, promotional awards and pictures at www.cscma.com or www.midwestcirculation.com.

Congratulations to our CSCMA award winners:

- **Executive of the Year Award:** Angie Lyons, Journal Star, Peoria, Illinois
- **President's Award:** Mike Newland, Telegraph Herald, Dubuque, Iowa
- **Bill Herter Award:** Tim Smith, Hoosier Times Newspapers, Bloomington, Indiana

Check out www.scity.com for promotional ideas Jim Smith has picked up during his travels.



This newsletter's **Promotional Pick** comes to us from the **Salina Journal –Salina KS**. The idea was in our Subscriber Acquisition category, Under 35,000, category at 360 Mega Summit in 2014.

The objective was to acquire new subscribers through a direct mail campaign.

Piece of the Pie is a creative direct mail piece focused on all potential customers; those looking for a short term option as well as those looking for longer terms.

10,000 postcards were mailed

This promotion resulted in the following:

- 131 starts/ 1.3% return
- 74 of the starts were 12 month subscription
- CPO of \$21.14 per start

Great job to Mollie Purcell and Staff on a job well done!

To see this idea and more past promotional ideas as well as photos from the conference

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

CSCMA and MCMA are linked in

Visit www.linkedin.com and search for CSCMA or Midwest Circulation Management Association.

Coming soon: MCMA Facebook and Twitter!