



Revenue Ideas to Go!

Scott Pompe

April 27, 2017

Statesman **MEDIA**

AGENDA

Revenue To-Go Solutions

Accountability

Products - Traditional Products Revamped & New Innovation

Events

Agency - Video

ACCOUNTABILITY



Overall Rank	Rep Name	Sales Manager	New Account Revenue (Rank)	YTD Total Revenue (Rank)	YTD Digital Revenue (Rank)	% Variance LY YTD Revenue (Rank)	Monthly Integrated Campaign % (Rank)	Actual Monthly Active Accts (Rank)	YTD % to Goal	TOTAL (Sum of Rankings)
1	Erin Witkin	Blake Spivak	2	2	1	1	7	15	5	33
2	Marcella Simms	Andrea Vick	5	4	8	7	3	7	4	38
3	David Kennedy	Johnny Flores	1	8	9	3	11	8	1	41
4	Richard Romeo	Blake Spivak	7	5	4	14	2	3	14	49
5	Veronica Serrato	Tracy Sinopoli	10	10	7	12	4	5	6	54
6	Rosemary Wallace	Johnny Flores	8	9	13	2	10	12	2	56
7	Amber Rebold*	Andrea Vick	16	12	6	5	8	6	7	60
8	Dan Adams	Andrea Vick	11	7	3	13	9	11	9	63
8	Klista Love	Karlee Steele	18	3	16	8	14	1	3	63
9	Josh Macklin	Tracy Sinopoli	14	14	15	9	5	6	10	73
10	Caitlin McKenna*	Johnny Flores	4	17	10	16	16	9	8	80
10	Morgan Haas	Blake Spivak	3	13	18	19	1	10	16	80
10	Ashley Dunn	Andrea Vick	6	18	12	11	12	4	17	80
10	Kim Davis	Karlee Steele	17	1	5	17	18	9	13	80
11	Barbra Gazo*	Andrea Vick	9	20	11	6	15	10	11	82
12	Bryan Buse	Karlee Steele	15	6	2	20	9	13	20	85
13	Nate Ehlinger	Tracy Sinopoli	19	16	19	10	13	2	12	91
14	Steve Collins	Tracy Sinopoli	12	19	17	15	6	14	15	98
15	Laura Eells*	Blake Spivak	19	11	20	4	19	16	18	107
16	Donald Cawood	Blake Spivak	13	15	14	18	17	15	19	111

* Less than 6 months

- Account Executive
- Account Manager
- Digital Lead
- Multi-Media Coordinator

TRADITIONAL PRODUCTS REVAMPED

Statesman homes

- Weekly Tab Section – Saturdays
- Launched November 2014
- Increase in Real Estate Revenue by 40%
- Content is 100% produced through Content Marketing
- Pay- to- Play Native strategy
- 2016 Revenue surpassed 2014



“ I am not sure when you started the new sections, I love reading those. ”

TRADITIONAL PRODUCTS REVAMPED



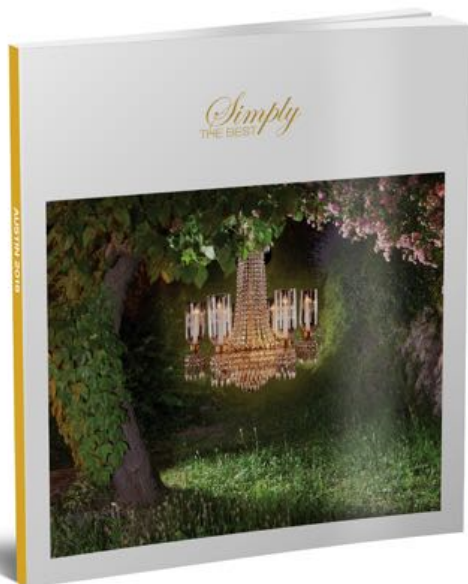
Statesman cars

- Weekly Broadsheet – Saturdays
- Launched in November 2014
- Retention/Growth Strategy
- Maintained Auto Revenue levels through 2016
- Content designed/produced through Content Marketing
- Partnership with Wheelbase on weekly features
- Pay- to- Play Native Strategy

“I like the new formats and new sections. The auto section is really good.”
 “ Fresher Visual design and content (i.e. Life, Homes and Auto section).”

TRADITIONAL PRODUCTS REVAMPED

The Luxury Market



Simply The Best

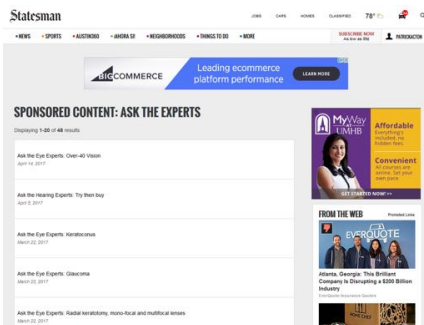
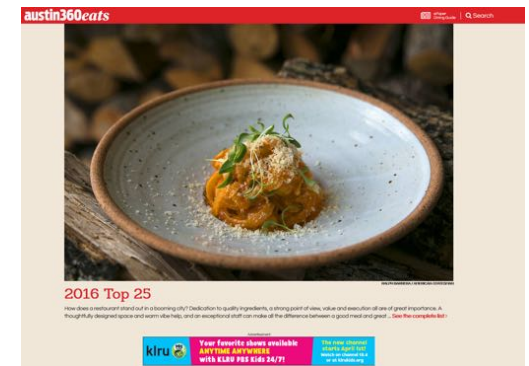
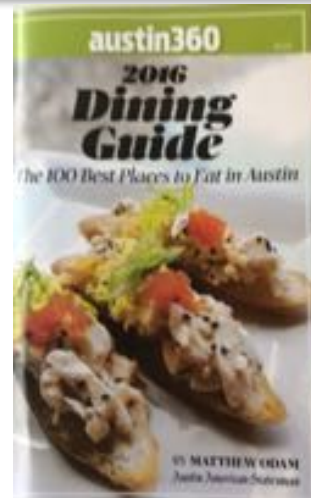
A perfect bound magazine direct mailed to high end homes in a sealed poly bag and individually addressed. Target local advertisers who desire to engage the top 1% in Austin.

- 25,000 copies
- 18 new advertisers
- 48% margin

TRADITIONAL PRODUCTS REVAMPED

Extending Audience and Reach

Create digital content sites to complement traditional print. Use social to drive engagement.



NEW & OLD INNOVATION

- Influencer – Glocally
- SnapChat



Statesman **CARS** | **MOBAUTO**

WHAT IS MOBAUTO

MOBAUTO is A Text-Based Customer Engagement & Lead Generation Platform For Car Dealers.

PRIMARY ACTIVATION POINTS

- **Online** - Dealer Website
- **On-Lot** - Vehicle Decals
- **Additional** - Offline Marketing Channels



Every Customer Engagement = CRM Sales Lead

We connect regional brands, content creators, and publishers across important local advertising markets that include: Los Angeles, New York, San Francisco, Chicago, Miami, Seattle, Cleveland, and Dallas.

— Brad Agens, Founder

B2B MARKETING EVENTS



In the last year, Statesman Media hosted:

- **6 B2B Marketing Seminars**

Driving:

- **375+ Attendees**
- **250+ Different Businesses**
- **\$500K New/Incremental Revenue**



B2C MARKETING EVENTS

MediaWorks 2017



In May, Statesman Media will host:

- **1 Week-long New Business Expo**

Driving:

- **600+ Attendees**
- **500+ Different Businesses**
- **\$1M New/Incremental Revenue**

EVENTS / SPONSORSHIPS

New revenue with events/sponsorships:

- CAP10K Race
- Statesman Home Tour
- Recognizing Nurses
- Studio Sessions (live music)



STUDIO SESSIONS

Austin360 Studio Sessions presented by Bud Light and TicketCity is a brand-new live streaming music series, featuring up-close performances and intimate interviews from the Austin360 Studio at the Austin American-Statesman. Watch each live streamed episode here or via Facebook Live on the @Austin360 page.

MENU JOHN BALMANN JULIAN ACOSTA THE WILD NOW SWIMMING WITH BEARS PREVIOUS EPISODES

VIDEOS

Generating \$1M in annual revenue.





AGENCY SERVICES



Research & Data

Creative & Branding

Content & Copywriting

Digital Design

Media Placement

STUDIO



RELEVANT RESULTS



KISSING TREE
SAN MARCOS ★ TEXAS

{SOMETHING}

OLD

{SOMETHING}

New

{SOMETHING}

BORROWED

{SOMETHING}

BLUE

Revenue Ideas!

Zach Ahrens

president & publisher

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mobile 501.697.7134



{SOMETHING}

OLD

{SOMETHING}

New

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BORROWED

{SOMETHING}

BLUE

High School Newspaper Project



 **Heartland Visioning** with Brittany JoRae' and 2 others at  Highland Park High.
April 19 at 4:26pm · 

Visioning volunteers Jensen Moore, Entyse Pusch-Zuniga and Brittany JoRae' visited Steve Berklund's journalism class at Highland Park High School to share and discuss the community progress. Ideas were shared from each student on what they would like to see for the future of Topeka: e.g., a push for more beautification projects for Eastern Topeka, a higher number of retail businesses in Downtown Topeka with extended hours, as well as a student lounge for HPHS. Look for their next edition of "The Piper" to hear more about their views on Topeka and what they feel would better our overall quality of life.



 Like  Comment  Share 



High School Newspaper Project

“It has been a long time since we have had a printed school newspaper, and I am excited about that possibility. Not only will it increase the readership of our current online newspaper, but it will increase the exposure of our student journalists. It’s cool to see your byline online, but there is just something about seeing your name print that makes it more official.”

Mrs. Jamie Manhart
Silver Lake High School High School Teacher



High School Newspaper Project

“I’m super excited to see the newspaper in print. Seeing everything in print and in the hands of students will be really neat to see. It will give us a real-life experience of having to hit a strict deadline to be published in The Topeka Capital-Journal”.

Abby Brockmann
Student Editor, Silver Lake High School’s, *Eagle*



High School Newspaper Project

Revenue:

School (printing)	\$400-\$2,200 per issue
Exclusive Sponsor	\$500 per issue
Business Sponsors	\$500-\$1,500 per issue

Other...

- Advertising cross sells
- Single copy sales
- Internship pipeline
- Digital/Social Hosting
- Newspapers in Education (NIE)

{SOMETHING}

OLD

{SOMETHING}

New

{SOMETHING}

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BLUE

High School Newspaper Project

Wedding Franchise

Northeast Kansas
Weddings
neksweddings.com

Northeast Kansas
Weddings
neksweddings.com

*Wedding
planning* *Research
local
vendors* *Gifts
& trends*



**TOPEKA, LAWRENCE, MANHATTAN
& SURROUNDING AREAS**



Regional Magazine

Website

Social Media

2017 Bridal Show



www.neksweddings.com

You're Invited

Join the Northeast Kansas community online at neksweddings.com for the latest about events and opportunities as you plan your wedding.

Upcoming wedding events

Exclusive news about local businesses specializing in weddings

Special discounts and contests

Register online at neksweddings.com

From idea to 'I do'...

Let Northeast Kansas Weddings be your essential one-stop resource to make planning your wedding a breeze. Research and contact local businesses via the site to fulfill all your wedding needs.



Bride's Full Name: _____

Groom's Full Name: _____

Hometown: _____

Address: _____

Email: _____ Phone: _____

Wedding Date: _____ Yes, I'd like to receive occasional emails from Northeast Kansas Weddings, The Topeka Capital-Journal and selected partners.



*Now Available
at these locations!*

Northeast Kansas
Weddings
neksweddings.com

EMPORIA
Kari's Bridal

LAWRENCE
*Abe & Jake's Landing
Cider Gallery
J. Lynn's
Maceli's*

MANHATTAN AREA
*Celebrations of the Heart
COMPLETE Weddings + Events
Hy-Vee
Life's Finer Moments*

TOPEKA AREA
*Calhoun's Jewelers
Capitol Plaza Hotel
Creekside at Berryton
Dillon House
Golden Tuxedo
Great Overland Station
Hy-Vee
Keene Country Estate*



Magazine Distribution

Engagement Announcements

Register Online

Advertisers

Bridal Shows & Wedding Expo

{SOMETHING}

OLD

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BORROWED

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BLUE

High School Newspaper Project

Wedding Franchise

Northeast Kansas
Weddings
neksweddings.com

Ticketing Platform



CitySpin.com

{SOMETHING}
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CitySpin is a digital marketing team that advances the way entertainment, expo and festival properties engage fans or attendees through strategic digital marketing, data analysis, ROI measurement, sponsorship, and ecommerce solutions.

Vendor: TicketSauce



CitySpin.com

{SOMETHING}
BORROWED

Ticket Solution Overview



Fully Customizable

Rich text editors, photo & video galleries, beautiful themes & customizable options, & an easy admin to do it all whether you're a design pro or novice.



Special Event Types

Password Protected, Wait List, RSVP, Coupons, Deals, Offers, Registrations, Customer Validations and more!



Seating Schematics

Create a seating chart for your venue, and sell tickets for specific seats or manage booth sales with a customized booth layout.



Completely Responsive

Our mobile and tablet-friendly designs were created to look beautiful across all devices.



Easy Peasy

Our one page check-out doesn't require a login, making it fast & simple. Customers use mobile tickets or printable PDFs to gain entry to events.



Robust Support

Answers about building an event, promotion ideas, helping your customers with the sales process and more!



CitySpin.com



Event Page



Page Features:

Map location of event

Social links

Event information

Sponsor information block

Pictures of event

...and more!

The screenshot shows a web page for 'Kirkland's Flooring presents Snowfest 2017'. The event is scheduled for Jan 14, 2017, from 10:00 am to 5:00 pm at Evans Towne Center Park, Evans, GA. The page features a 'Get Your Tickets!' section with an 'Unlimited Ride Ticket' for \$10.00 and a quantity selector. An 'Order Summary' on the right shows 'No items selected' and a total of \$0.00. A 'Billing / Registration Information' section includes fields for First Name, Last Name, Email Address, City, State, Postal Code, and United States. There are also checkboxes for 'Text Messages - Tickets & Event Updates' and 'Receive Email Updates'. The page is powered by Stripe and shows a 'Submit Order' button. A map of Evans Towne Center Park is displayed, along with the address: 7018 Evans Towne Center Boulevard, Evans, GA, 30809. The event dates are repeated as 'Jan 14, 2017 from 10:00 am to 5:00 pm'. There is a 'Share This Event!' section with social media icons for Facebook, Twitter, YouTube, and LinkedIn. A 'When and Where' section includes a map and the address. An 'Organizer' section is partially visible at the bottom.



Website Integration



Includes:

Unique URL to link from your website

Ability to share URL on Social Media

Easy integration on the client's website to allow ticket sales direct from their landing page

GOLDEN HARVEST FOOD BANK
feeding lives together

ABOUT US VOLUNTEER PROGRAMS NEWS EVENTS CONTACT

OUR WORK TAKE ACTION MYHARVEST GET HELP AGENCY ZONE

ATTEND AN EVENT

MAY DALES AND COCKTAILS
JANUARY 18, 2017

Fehrman Investment Group is hosting a wine and craft beer tasting to benefit Golden Harvest at the Julian Smith Casino. We invite you to join us on January 18th, 2017 at 6 p.m. for a "barrel of fun!" Guests will be transported to the Wild West where festivities include wine & craft beer tasting, BBQ from Shane's Rib Shack, mechanical bull riding, Homegrown Band, line dancing, and a fabulous silent auction.

Tickets are \$25 per person or two for \$40 in advance, and \$30 per person or two for \$60 at the door. Proceeds from the event will benefit the Food Forever Fund, Golden Harvest Food Bank's permanent endowment.

QUESTIONS? CONTACT US

ADD EVENT TO YOUR CALENDAR:
WIKIRSSLYE GOOSLE OUTLOOK YAROO

May Dales and Cocktails | Get your Ticket!

Single Ticket \$25.00	Quantity 0
Pair of 2 Tickets \$40.00	Quantity 0



CitySpin.com



Event Functionality



Ticket Sales Page:

Ability to **sell** tickets

Ability to collect customized **customer info**

Ability to issue discounts using promo codes

Ability for customers to use mobile tickets, or printable tickets



CitySpin.com

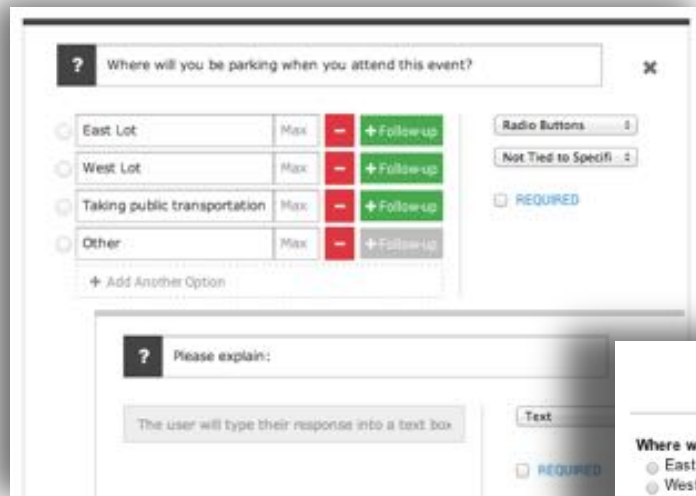


Get To Know Your Attendees

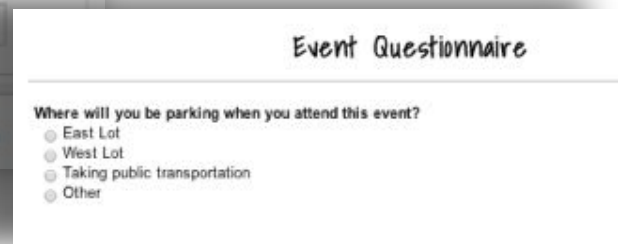
{SOMETHING}
BORROWED

We know how important data is to our partners, which is why CitySpin puts a special emphasis on the ability to easily gather as much information about your users as possible.

Custom select what information fields you want collected at purchase from basic info for an easy registration, to more in depth questions like job title, phone number, and company name.



All information is ready to use with a simple download.



Purchase Confirmation

{SOMETHING}
BORROWED

Meet the Press: Discover Our City

Dec. 3, 2015 from 6:00 PM to 9:00 PM
Phoenix Convention Center, Phoenix, AZ

ORDER CONFIRMATION & DETAILS

Thanks for your purchase! Your tickets & purchase confirmation will be sent to your email.


Purchase Date:
May 1st, 2015

Bill To:
John Smith
3332324423
ashley@ticketsauce.com
2144898F D114-6225-8416-716CD48880X

Quantity	Type	Price
2	VIP Admission	\$40.00
SubTotal:		\$40.00
Service Charge:		\$4.18
Total:		\$44.18

[Print Order Receipt](#) [Mobile Tickets](#)

WHEN AND WHERE




Phoenix Convention Center
100 North 3rd Street
Phoenix, AZ, 85004

Dec. 3, 2015 from 6:00 PM to 9:00

[Add Event to Calendar](#)

Your printable tickets will be emailed soon!

\$44.18 Paid

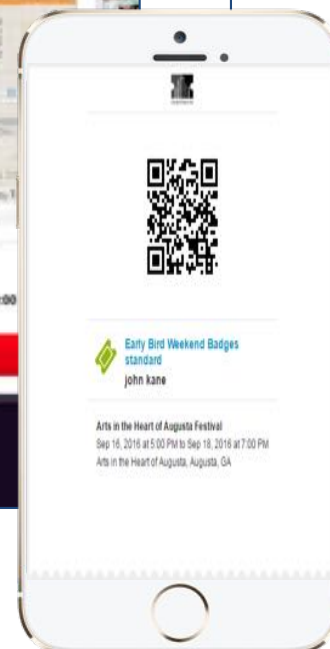


Meet the Press: Discover Our City
Dec. 3, 2015 from 6:00 PM to 9:00 PM

We hope you enjoy the event! Your order details are below.

SubTotal	\$40.00
Service Charge	\$4.18
Total	\$44.18

[View your Mobile Tickets](#)



CitySpin.com

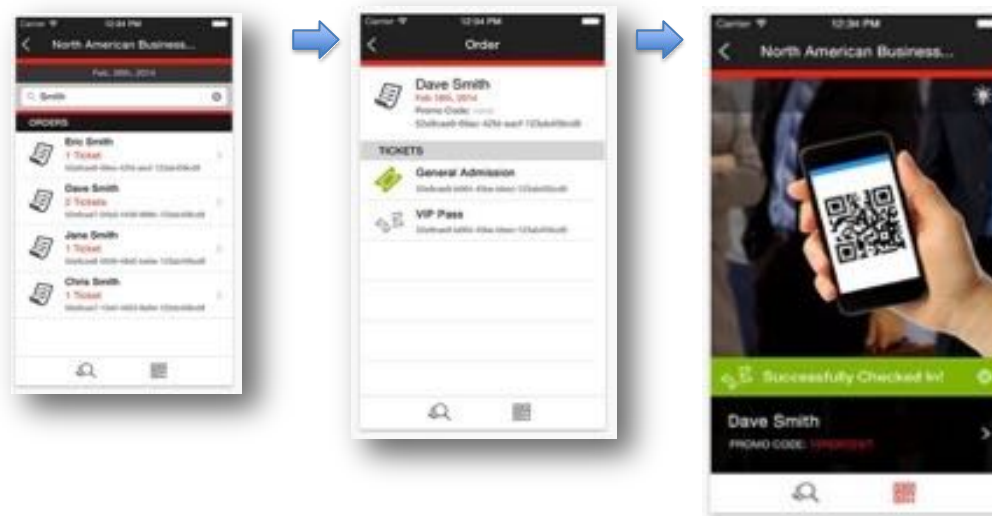


Mobile Check-In



Turn any device into a complex box office solution with AC Ticket's easy-to-use check-in and order creation app.

Search for customers using their unique QR code on the ticket, or by name, email or ticket ID.



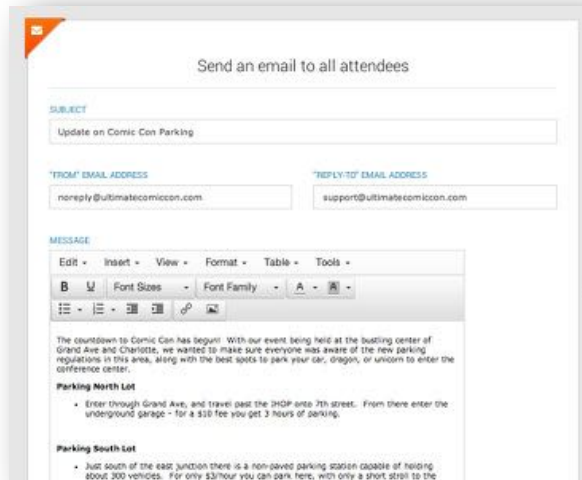
Track attendance with our real-time progress bar that let's you know how many tickets have been redeemed, and how many are left to come.



CitySpin.com

Attendee Communication

{SOMETHING}
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Send an email to all attendees

SUBJECT
Update on Comic Con Parking

FROM EMAIL ADDRESS
noreply@ultimatecomiccon.com

REPLY-TO EMAIL ADDRESS
support@ultimatecomiccon.com

MESSAGE

Edit • Insert • View • Format • Table • Tools •

B U Font Sizes Font Family A

The countdown to Comic Con has begun! With our event being held at the bustling center of Grand Ave and Charlotte, we wanted to make sure everyone was aware of the new parking regulations in this area, along with the best spots to park your car, draggy, or know to enter the conference center.

Parking North Lot

- Enter through Grand Ave, and travel past the IHOP onto 7th street. From there enter the underground garage - for a \$10 fee you get 3 hours of parking.

Parking South Lot

- Just south of the east junction there is a non-paved parking station capable of holding about 300 vehicles. For only \$3/hour you can park here, with only a short stroll to the

Creating Custom Emails:

Keeping in touch with your event attendees is simple with our email creator.

Sending Text Messages:

Give your event attendees the ability to receive instant messages from you right on their mobile with our Text capabilities.



CitySpin.com



Robust Analytics



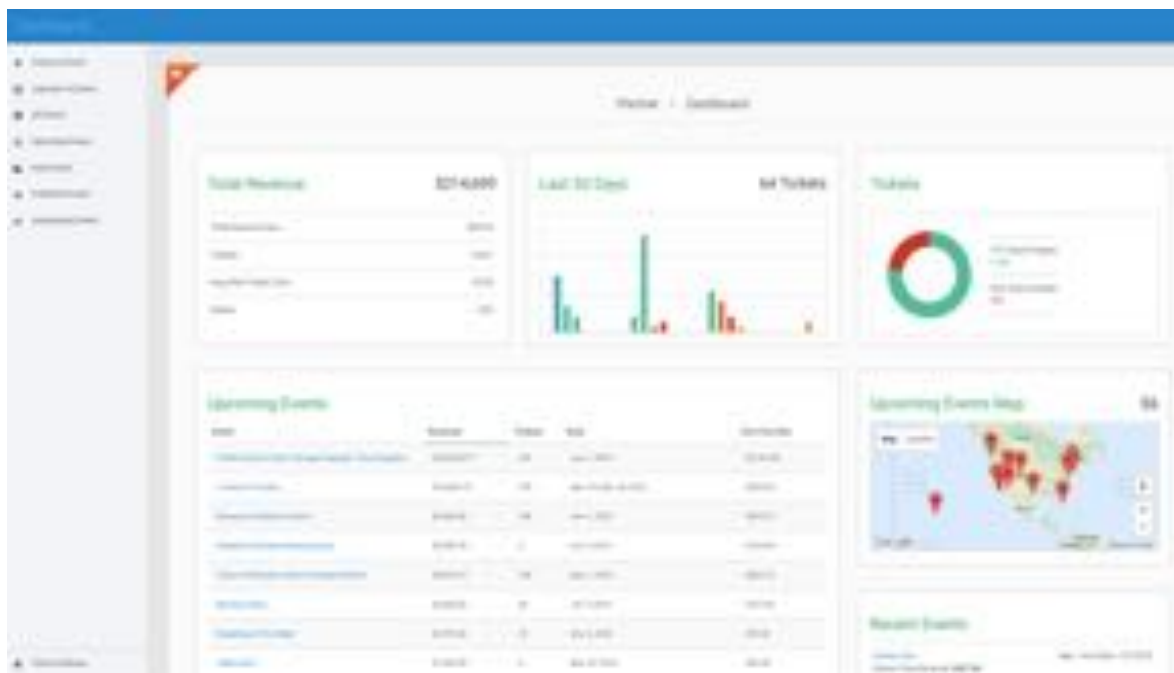
Ability to view and download all financial data

View real-time historical reporting data for your event

Track sales sources

Fully integrate with Google Analytics to give you all the tracking information possible

Manage orders with the ability to refund and edit orders in real time



CitySpin.com

CJ Local Events



2016
Kansas
Chocolate
Festival



fourth annual



6.25.2016



Topeka Railroad Festival
Saturday, July 9, 2016



{SOMETHING}

OLD

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New

{SOMETHING}

BORROWED

{SOMETHING}

BLUE

High School Newspaper Project

Wedding Franchise



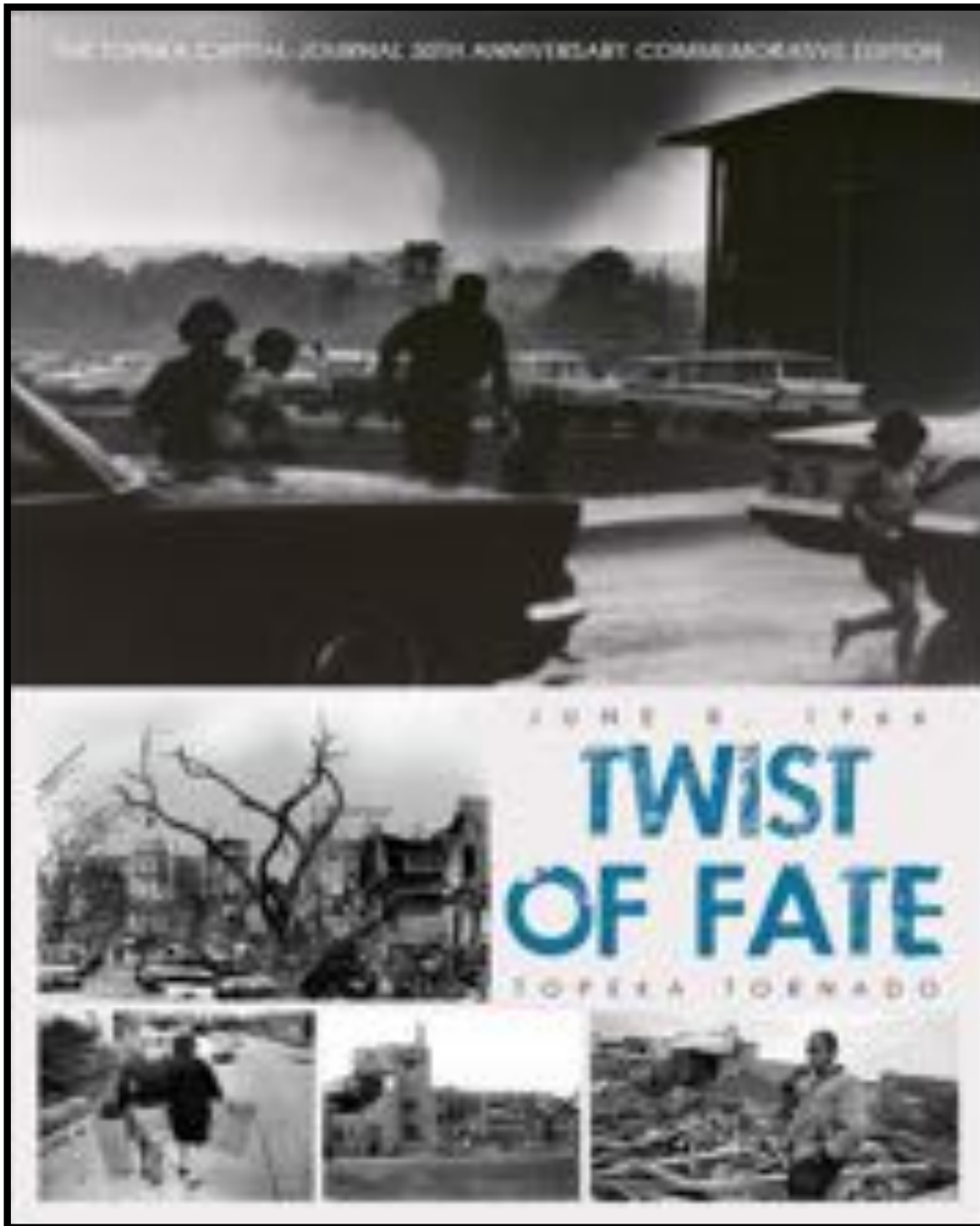
Ticketing Platform



CitySpin.com

Twist of Fate





THE TOPEKA CAPITAL JOURNAL 50TH ANNIVERSARY COMMEMORATIVE EDITION

JUNE 8, 1966

TWIST OF FATE

TOPEKA TORNADO,
50 YEARS LATER

Tornado.cjonline.com

TWIST OF FATE



A vital part of the community since 1865

A TWIST OF FATE BEFORE THE TORNADO DURING THE DESTRUCTION RECOVERY MEMORIES



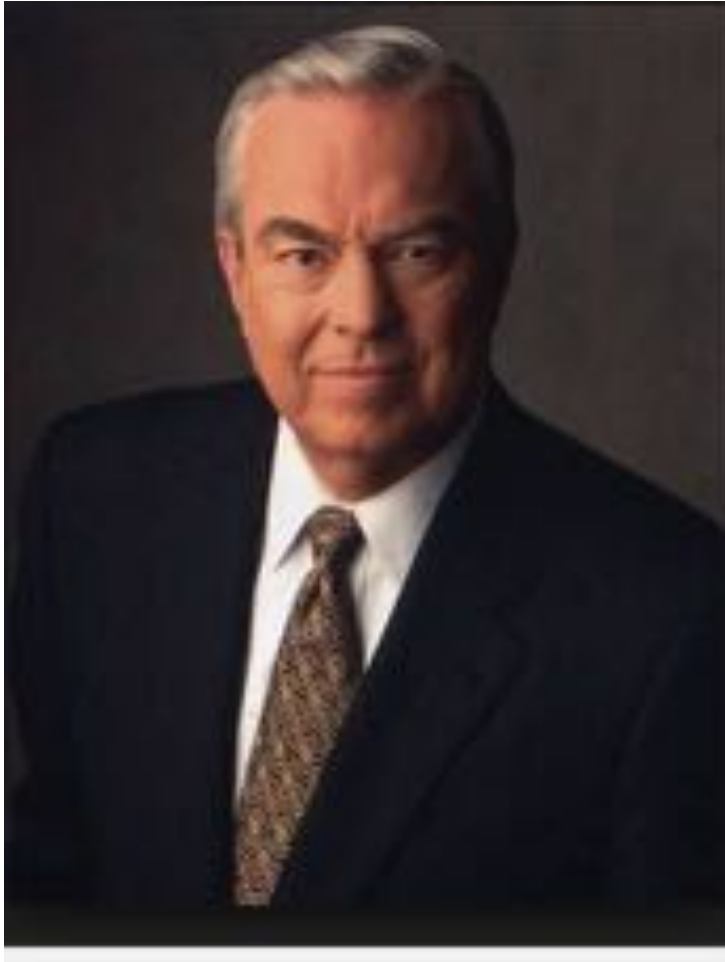
ABOUT THE SERIES

'Twist of Fate' commemorates the 50th anniversary of the June 8, 1966, tornado, which resulted in the deaths of 16 people and the loss of several hundred homes and businesses. Over the past year, Topeka Capital Journal staff members researched documents and newspaper archives, and interviewed and videotaped more than 200 people, gathering information for a magazine, daily newspaper coverage and exclusive online content, including interactive maps and a message board.

The Capital Journal has an entire archive of tornado information and images, many of which have never been seen before by the public.

tornado.cjonline.com





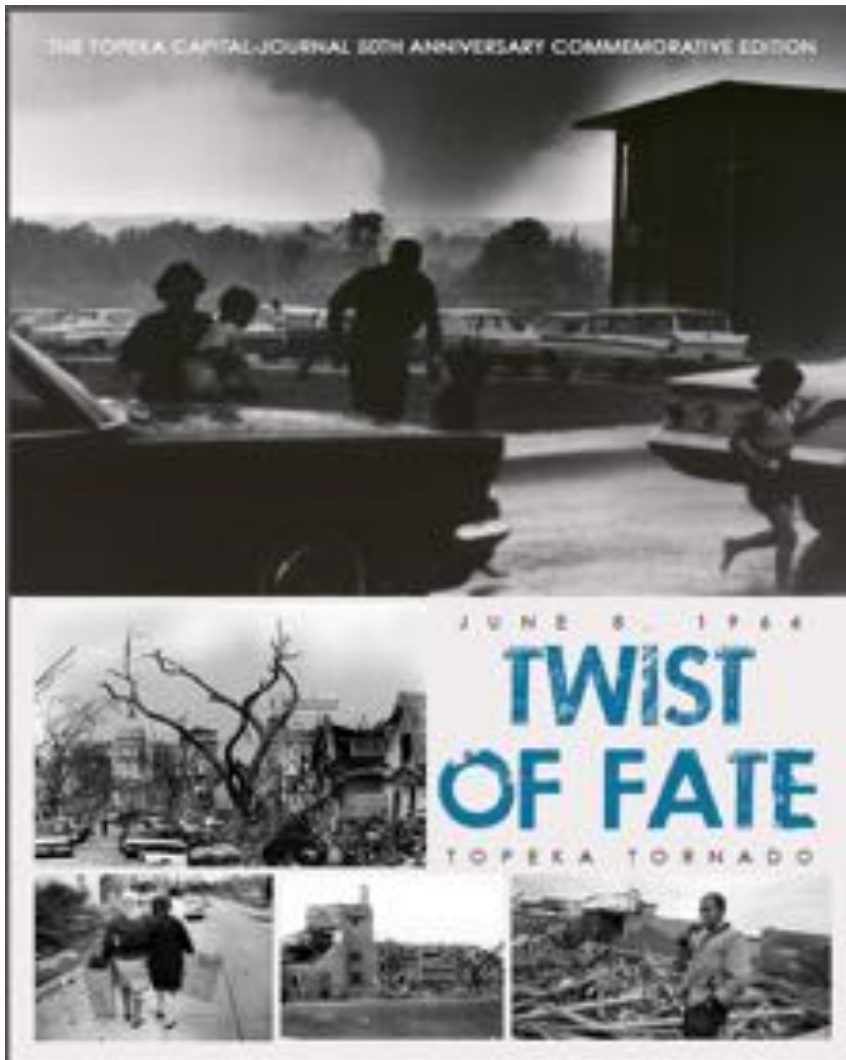
A Commemorative Event

- A historic event featuring Topeka native Bill Kurtis on Saturday, June 4th, 2016, at Washburn University, the site of some of the worst devastation in the 1966 tornado
- Featuring the premiere of a video about Kurtis and his career
- Featuring video footage from the survivors' point of view
- A pre-event VIP cocktail reception with local and national dignitaries
- Mingle with local, state and national dignitaries, as well as, survivors of this historic event in Topeka history



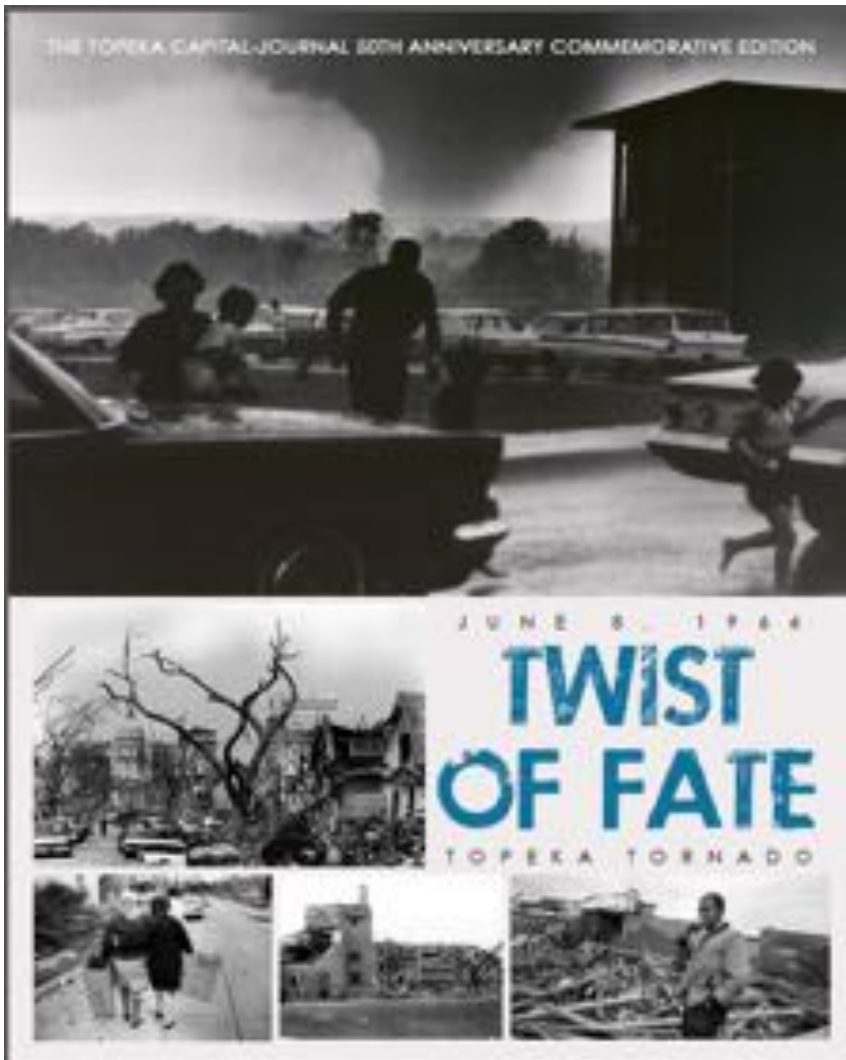
A Commemorative Publication

- A 100 + page – perfect-bound publication
- Publishing on Sunday, June 5, 2016
- Exclusive interview with legendary broadcast journalist Bill Kurtis
- Stories about people whose lives were changed that day
- Information about businesses that rose from the rubble of the tornado
- A remembrance of those who lost their lives
- Stories about volunteers and neighbors helping each other
- More than 75 photographs, including never-before-published images



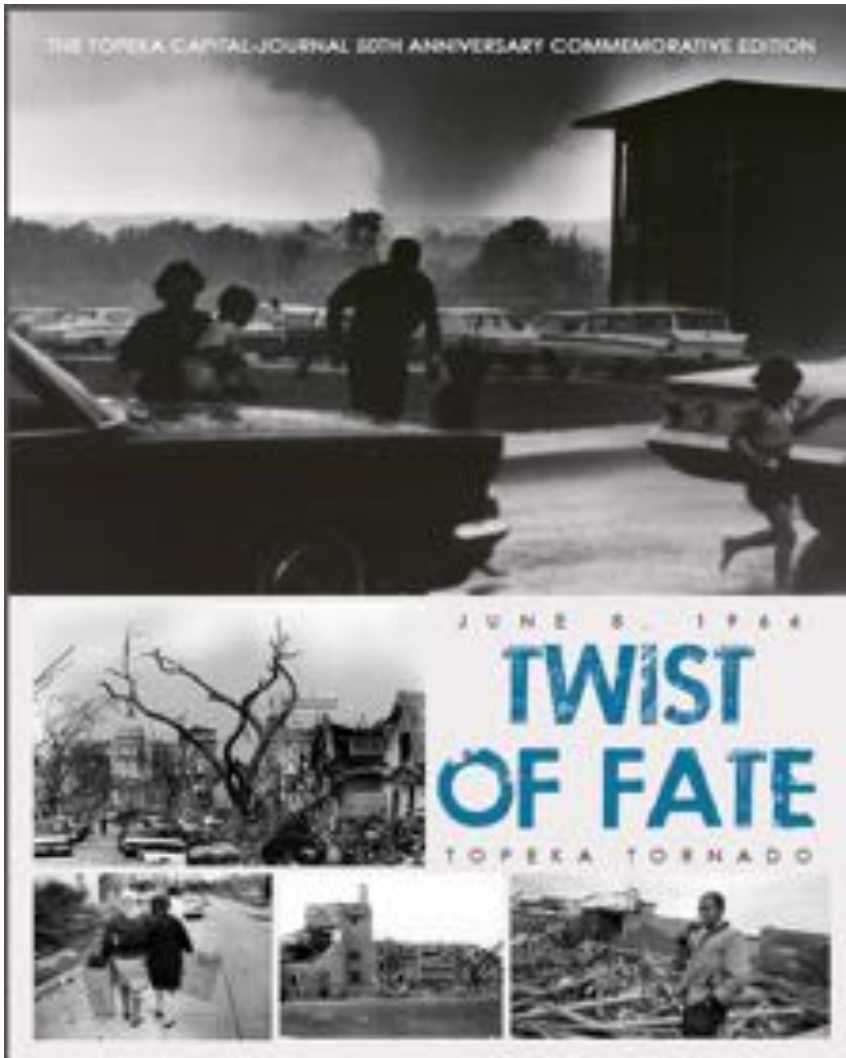
A Commemorative Website

- More than 100 videos of tornado survivors telling their stories
- At least 10 photo galleries related to the tornado, including those showing damage at the Santa Fe Railway shops, Washburn University and downtown Topeka
- An interactive map showing sites damaged by the tornado or related to the tornado
- Additional stories about people who lived through the storm
- Then-and-now photos
- A photo gallery filled with never-before-seen images and never-heard-before stories from survivors



A Commemorative Power Breakfast on the 50th Anniversary of the Tornado

- The Topeka Capital-Journal will host the Chamber of Commerce's Power Breakfast on Wednesday, June 8th, 2016 – the 50 anniversary of the tornado.
- Mingle with members of the Chamber and the community to commemorate the actual anniversary.







{SOMETHING}

OLD

{SOMETHING}

New

{SOMETHING}

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{SOMETHING}

BLUE

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Twist of Fate



zach.ahrens@cjonline.com

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