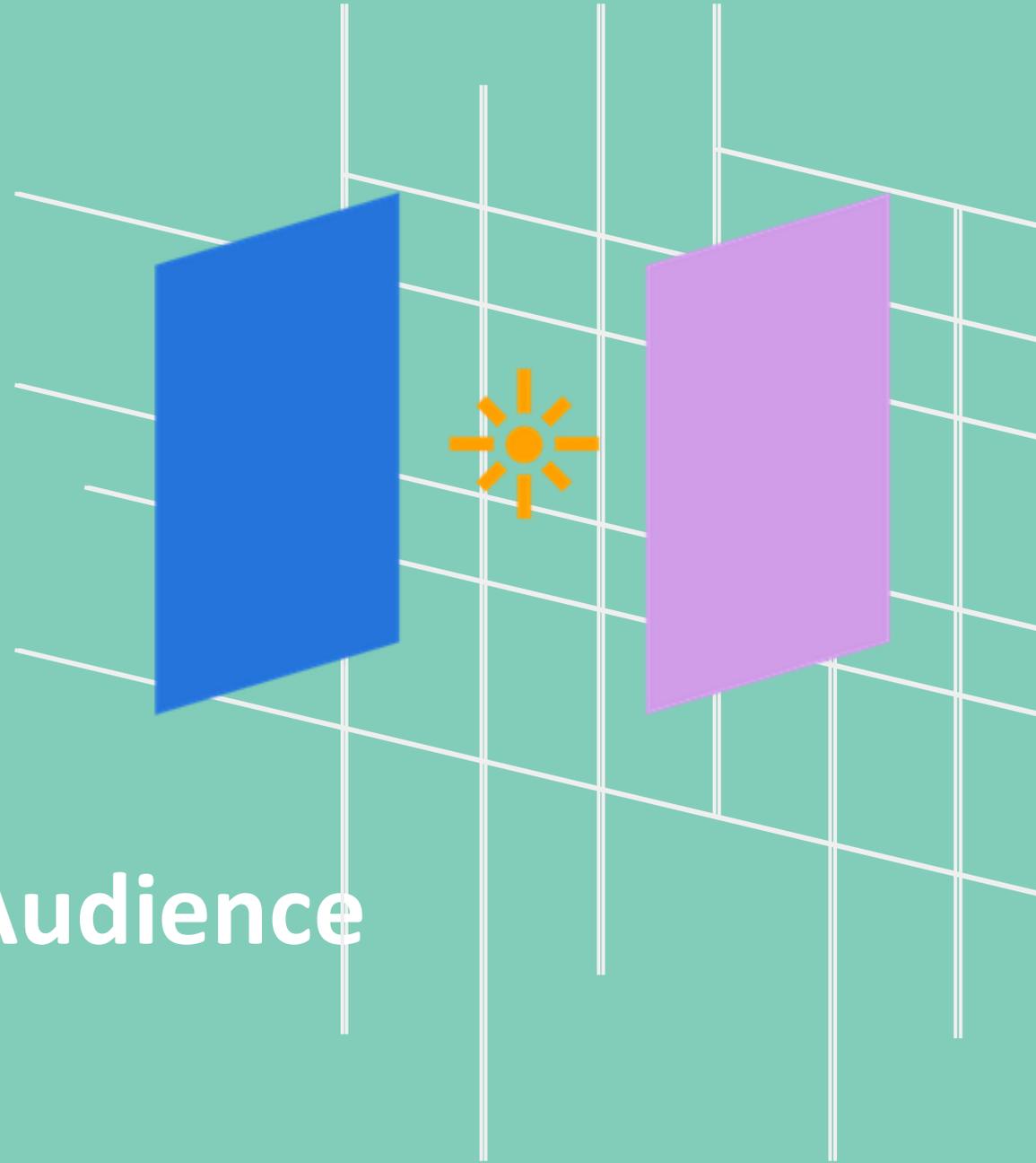




Second Street

**Making your Best Of a
Year-Round Revenue and Audience
Generating Machine**



Hi!



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com

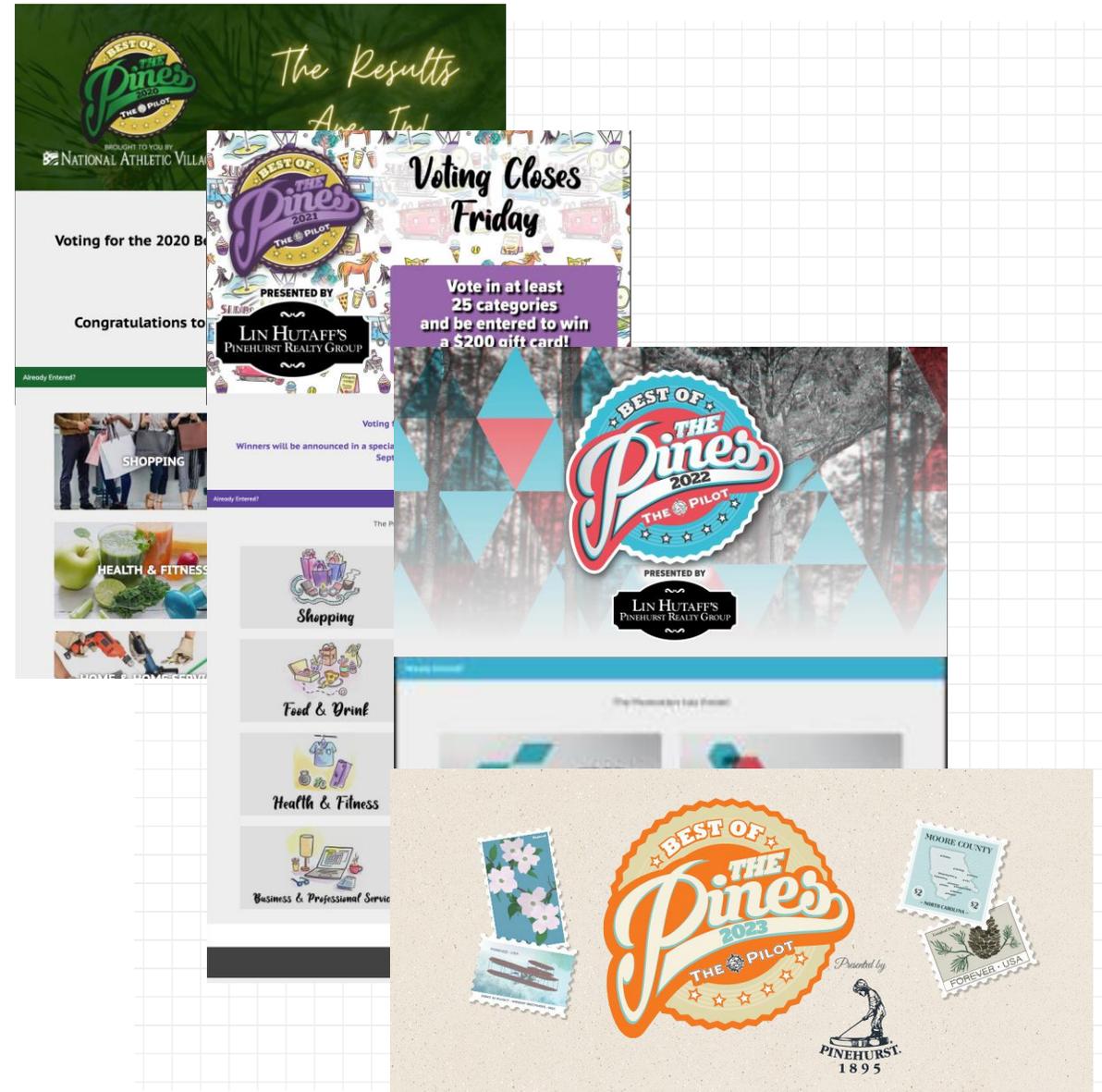


Best Of is the top
REVENUE, AUDIENCE & DATA
initiative of the year!

Case Study

The Pilot | Southern Pines, NC

- **2020**
 - \$144K
 - YOY revenue growth +\$41K
- **2021**
 - \$208K
 - YOY revenue growth +\$64K
- **2022**
 - \$234K
 - YOY revenue growth +\$26K
- **2023**
 - \$250K
 - YOY revenue growth +16K





BUT...users are only engaging
with your Best Of 2 months out
of the year...



For maximum revenue growth, 'Best
of' should be a
Year-Round Celebration



How do you generate Year-round Ballot revenue?

- Digital Winner's Directory
- Ballot Sponsorships
- Continue the Celebration
- Expand the Brand
- Microsite
- Grow B2B email list



Digital Winner's Directory

Winner's Directory

- About 70% of Best of Revenue comes from “Winner’s” round
- It’s time to think beyond your print special section



Winner's Directory

Not just for paper anymore

Publish your winner's digitally

- "Thank You" ads on your digital winner's directory year-round
- Using the winner's directory as a landing page allows you to drive traffic to your program year-round

The screenshot displays the website for the Sumter ITEM Best of Sumter 2023. At the top, there is a navigation bar with links for NEWSLETTERS, NEWS, SPORTS, SUMMER TODAY, OBITUARIES, LIFESTYLE, CLASSIFIED, MAGAZINES, CONTESTS, and CONTACT US. A search bar and social media icons are also present. The main header features the 'the Sumter ITEM' logo and a large graphic for 'BEST OF SUMMER 2023'. Below this, a text block provides information about the contest, including a welcome message, a note that voting is closed, and details about the winners and a red carpet event. A 'Contact' link is provided for further questions. The page is divided into sections for 'Already Entered?' and 'Best of the Best'. The 'Best of the Best' section includes a list of categories on the left and a featured winner, KaCy J. Salon, on the right. The KaCy J. Salon entry includes a logo, a 'WINNER' badge, the name 'KaCy Marro', a description of the salon's services, and contact information (address, phone number, and website). To the right of the main content, there are several promotional banners for local businesses, including McLeod Health Orthopedics, YETI, Simpson Ace, Epps Orthodontics, Bethesda, and Archway Academy. A 'THANK YOU FOR VOTING FOR US AGAIN!' banner is also visible at the bottom right.



Sell Ballot Sponsorships

Sell Ballot Sponsorships

- Annual Sponsor
- Beyond your ballot and event
- Content opportunities
- Larger advertisers

The screenshot shows the homepage of the 'Vote 4 The Best' website for the 'Best of the Pines 2022' contest, presented by Lin Hutaff's Pinehurst Realty Group. The page features a navigation bar with links for HOME, VOTING FAQ, 2022 WINNERS, and PREVIOUS WINNERS. A sidebar on the left includes a 'YOU OUR PR 910.52' section with a photo of a woman. The main content area is divided into several sections: a 'VOTE 4 THE BEST' banner with the URL clickondetroit.com/4thebest; three columns of 'Vote 4 The Best' logos; a 'Reveal week kick offs in Vote 4 The Best contest' section; a '2023 Vote 4 The Best winner reveals: Track them here all week' section; and a 'Here's when 2023 Vote 4 The Best winners revealed' section. Below these is a large promotional banner for Wallside Windows, offering a 'HALF-OFF EVERY WINDOW' and 'PLUS EXTRA 15% OFF' on cash, credit, or debit cards, along with 'OR UP TO 60 MONTHS NO INTEREST NO DOWN PAYMENT WITH FINANCING'. The bottom section features a grid of articles: 'Vote 4 The Best 2023: Here's where to get your vote in through July 24!', 'Vote 4 The Best 2023: Voting opens here on July 12', 'Vote 4 The Best: Top 10 breakfast spots in Metro Detroit', 'Vote 4 The Best: Where to find the best bagels in Metro Detroit', 'Vote 4 The Best: Top 10 pizza chains in Metro Detroit', and 'This place was voted the best craft store in Metro Detroit'.

Ballot Sponsorships

Best of The Pines

- Event opportunities
 - Specialty Cocktail
 - Sponsor Lounge
 - Table sales
 - Ticket sales





Continue the Celebration

Continue the Celebration

- In addition to the large Event for all winners, create more ways to celebrate
- Event celebrating The Best of Food & Dining winners



MADISON MAGAZINE'S
BEST
OF MADISON
2022

TASTE

MONDAY, AUGUST 29
6-9 P.M. | THE EDGEWATER



JOIN US AT THE
BEST OF MADISON
TASTE PARTY

Celebrating the winners and readers
who make this annual poll possible.

PRODUCED BY
Madison
magazine

Hall of Fame

- Special anniversary years (5,10,15)
- Additional \$12,000 revenue for Sumter Item



10+ Year Winners

Ace Parker Tire	NHC HealthCare Sumter
Baskin-Robbins	Petco
Broadstone Manor Antiques	Piggly Wiggly
Charpy's Pools & Spas	Red Lobster
Comfort Suites	Reliable Medical Equipment
Dickie Jones	Sambino's
Dixie Carpets	Sherwin Williams
Dixie Pro	
FTC	
Galloway	
Gary's Flo	
Hill Plum	
Honda of	
Iris Festiv	
James For	
Jones Che	
KFC	
Kyla Ann's	
McLean N	
My Budd	

15+ Year Winners

Ard's Appliance Sales and Service	Miss Libby's School of Dance and Gymnastics
Baker's Sweets	Nicole Norris Design Studio
Belk	Norman Williams
Bradley's	Outback Steakhouse
Chick-fil-A	Pizza Lane
Covenant Place	Reliable Pawn Shop
Edward Jones	Sonic
Guignard Diner	Staples
Leo's	State Farm
Lowe's	USC Sumter
Market Place Spirits	Ward's Bar-B-Q
McDonald's	Yucatan



Best Of The Pines

The Pilot | Southern Pines, NC

Ongoing Winner Ad Program

- Runs after the winner's event and special section is published
- Runs continuously for 6 months leading up to the next year's Best Of
- **\$34K** – Additional Revenue after Best of is over!
- These are simply “pick-up ads” that your team has already created!



Because you won **FIRST PLACE**, let's shout it from the mountains with this **Simply The Best** special advertising package in PineStraw & The Pilot at one low monthly rate!

Your ad will run in The Pilot newspaper the first Sunday of every month and every PineStraw magazine November 2022 - July 2023

*February PineStraw, we will print a special section just for 1st place winners with half page ads to tell our readers why you were voted the best!

- 2x4" ad in The Pilot once a month
- 1/8 page ad in PineStraw every month
- 1/2 page ad in PineStraw in February **\$200/mo** with signed contract
- 2x2" ad in The Pilot once a month
- 1/8 page ad in PineStraw every month
- 1/2 page ad in PineStraw in February **\$170/mo** with signed contract
- * 1/2 page ad in PineStraw magazine's "Simply the Best" special feature in February: **\$575** a la carte

DEADLINE TO RESERVE SPACE: MONDAY, OCT. 3

Highlighting 2022 Best of the Pines First Place Winners

17,600 Voters. Over 272,300 Votes. These are your winners!

HAPPY HOLIDAYS!
A Little of This, That & The Other
Pastimes
Affordable Antiques & More
188 Perry Drive Southern Pines, NC 28387
(910) 673-2060 | www.pastimes.com

Thank you for Voting Us Best Farmers Market
Moore County Farmers Market
Thank you for Voting Us Best Farmers Market
100 W. Montgomery Rd.
Southern Pines, NC 28387
910-673-2060 | www.moorecountymarket.com

Thank you for Voting Us Best of the Pines
PineStraw & The Pilot
100 W. Montgomery Rd.
Southern Pines, NC 28387
910-673-2060 | www.pinestraw.com

Thank you for Voting Us Best of the Pines
The Pilot
100 W. Montgomery Rd.
Southern Pines, NC 28387
910-673-2060 | www.thepilot.com

Happy Holidays
Keller Williams Pinehurst, the #1 real estate firm in Moore County!
Give us a call today!
KW PINEHURST
1100 W. Montgomery Rd.
910-692-5553
www.kw.com

THANK YOU TO OUR AMAZING CUSTOMERS!
4 Seasons Heating & Air
132 Westgate Dr.
West End, NC 27376
910-235-0606

SUSHI ASIAN CUISINE AND HIBACHI
BEST JAPANESE/HIBACHI RESTAURANT
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

DRUM & QUILL
Custom and Semi-Custom
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

PAINT YOUR OWN CHRISTMAS!
9 SEPTEMBER
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

MASSAGE
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

Save the Date in 2023!
Thursday, May 25th
Fairbars - 6-10pm
www.dickinsonstephen.org

HONORED TO REAL ESTATE AGENT
2022 AND 2023
CHRISTOPHER LEE
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

THANKS FOR VOTING FOR US!
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

Thanks For All The Support!
SEVEN LAKES KENNELS
SERVING OUR COUNTRY AND COMMUNITY
BOARDING TRAINING GROOMING
910-673-2060
1100 W. Montgomery Rd.
347 MACDONOGALL DR.
IN SEVEN LAKES

WE ARE SINCERELY THANKFUL FOR ALL THE SUPPORT!
Best Furniture Store
Best Home Decor & Interior Design Store
CHARLOTTE'S
FURNITURE & FINES
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

KIRBY
WE ARE HONORED TO BE VOTED MOORE COUNTY'S BEST HOME BUILDER THREE YEARS IN A ROW!
1100 W. Montgomery Rd.
910-673-2060 | www.pinestraw.com

bestofthepines.com

Continue the Celebration

Fun, quirky, editorial take on Best of categories that weren't on the ballot but are engaging for your audience!

- Best place to avoid your spouse
- Best cult following
- Best neighborhood to over-ask



Well, Look What Time It Is.

You've seen the Best of the Pines (**and if you haven't, you can here**). Now, peep our annual picks for six categories that didn't make the cut. As usual, you didn't ask, but we delivered anyway.

6. Best Spot to Test Your Patience



The Traffic Circle. Because that sign is a yield, not a stop. If you're so inclined, you can also get a good finger exercise.

- Honorable mention: The school pickup line.

FORWARD TO SOMEONE WHO LOVES CONTESTS

Sponsored Email

Category Specific Advertiser Emails

- Showcase Winners & Finalist throughout the year
- Highlight Services
- Drive people back to your Best Of



Planning to spruce up your home, yard or office? Good help is easy to find, if you know where to look. Call on one of these Queen's favorite businesses voted by your neighbors in this year's [Best of the Boro](#) contest.

[Best Roofing, Best Masonry,](#)
[Best General Contractor,](#)
[Best Siding Company](#)

Ready to raise the roof? The certified pros at [A Real Advantage](#) have 20 years experience and guarantee their work for at least 10 years.



VISIT A REAL ADVANTAGE



[Best Cleaning Service](#)
No matter the mess, the professionals at [Vue Service](#) have you covered. From the home to the office (and every muddy footprint in between), this family-owned business has decades of experience providing reliable service at affordable prices. Same day service is available upon request for those unexpected messes.

VISIT VUE SERVICE



Take care with your self-care. These winning Queens health and fitness professionals can help you be your best -- inside and out.

[Best Martial Arts](#)

[Ultimate Champions Tae Kwon Do](#) has been teaching respect, discipline, confidence, and self defense to all ages 3 and up since 1983. In addition to traditional and sport Tae Kwon Do, Ultimate Champions offers kickboxing, yoga and an afterschool program.



VISIT ULTIMATE CHAMPIONS TAE KWON DO



[Best Cosmetic Dentistry](#)

Founded by Dr. Nicholas Rallis, DDS, [Center for Smiles](#) is one of the few cosmetic dentists using a collaborative approach to healthier smiles. They perform several procedures in-house -- like teeth whitening, Invisalign, implants and veneers -- and their in-house lab means faster turnaround times.

VISIT CENTER FOR SMILES DR. NICHOLAS RALLIS, DDS

Continue the Celebration

Create Content Year-Round

Articles, video, listicles, event photos

Vote 4 The Best: Top 10 burger spots in Metro Detroit



VOTE 4 THE BEST CONGRATS TO OUR 2022 **Winners!** PRESENTED BY: **Wallside Windows**
WE LOOK BY YOUR SIDE. WE ASSESS THE RISK.

CUPCAKES

- 1ST** **Just Baked Cupcakes** - Multiple Locations
- 2ND** **Red Velvet Cakes and Pastries** - Clinton Twp
- 3RD** **M Street Baking Company** - Howell
- 4TH** **Pink Elephant Cupcakes** - St. Clair Shores
- 5TH** **Hokum Ho Ice Cream** - Mexican Twp

VOTE 4 THE BEST

Just Baked Cupcakes wins Vote 4 The Best

Published: August 8, 2022 at 10:46 AM
Tags: Vote 4 The Best



VOTE 4 THE BEST

Just Baked Cupcakes wins Vote 4 The Best

Published: August 8, 2022 at 10:46 AM
Tags: Vote 4 The Best

Continue the Celebration

- Utilize promotions to further engage your audience
- Best Of The Best Sweepstakes



As a family owned and operated business, we strive to make every customer feel like family. Winning this award has proven that we really do have a TWO MEN AND A TRUCK family we can count on. We value each and every one of you. We truly appreciate your VOTES again this year for 2023 Chattanooga's Best Moving Company. If you are in need of a moving service or junk removal service for your home or business, give us a call at [423.201.4154](tel:423.201.4154). We can help make your moving day a little less stressful. Thank you again!

Sincerely,
TWO MEN AND A TRUCK family

Enter to Win!



Over 50 Years of Quality Service
North Georgia Heating & Air, Inc. is one of the oldest HVAC contractors



Enter for a chance to win the Trane XL824 Smart Thermostat \$399 Value

Enter to Win

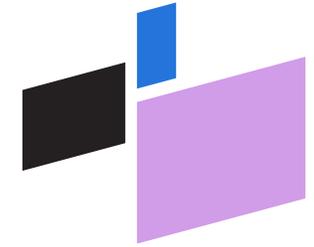


Continue the Celebration

- Utilize promotions to further engage your audience
- “National days/week/month”
 - Donut Day
 - Pizza Week
 - Healthcare Month



National Days/Weeks/Months



Food

- Burger
- Tacos
- Pizza
- BBQ
- Donut
- Ice Cream

Drinks

- Beer
- Margarita
- Custom Brackets
- Wine

Pets

- Dogs
- Cats
- Fishing
- Wildlife

Health/Healthcare

- Breast Cancer
- Nurses
- Doctors
- Cancer Survivor
- Spa services

National Day 365
<https://nationalday365.com/>



Turnkeys

Use these to showcase popular categories

- Favorite Beer - Poll
- Margarita - Quiz
- Craft Beer - Quiz
- Ice Cream - Quiz
- Burger - Bracket
- Taco - Bracket
- Pizza – Bracket
- Top Doctor – Ballot
- Dental Hygiene Pro – Quiz
- Breast Cancer Awareness - Quiz





Expand the Brand

Branding



Branding

Your Logo is key to establishing your **BRAND** within your market



Branding

Create unique categories that set your program apart from in your market

- Regional Food
- Local Attractions and Events
- Your unique voice: Best Bar Bathroom or Best Place to take your kids when its raining

> Music + Nightlife

> Food + Drink

> Business + Services

∨ People + Places

Best Bar Bathroom

Best Bike Trail

Best Birthday Spot for Adults

Best Birthday Spot for Kids

Best Blog

Best Busker

Best City Pool

Best Dressed

Best Event Planner

Best Hair

Best Hangout for Teens

Best Instagram Account

Best Bar Bathroom

Featured Entrants



Coughlin's Law Kitchen and Ale House

Sinks and urinals made from kegs! So cool

📍 10 Virginia Ave, Pittsburgh, PA 15211, USA

NOMINATE

Expand the Brand

Use your best of name and logo when expanding your ballot strategy

- Vote 4 the Best
- Vote 4 the Best: Family Edition
- Vote 4 the Best: Pets Edition

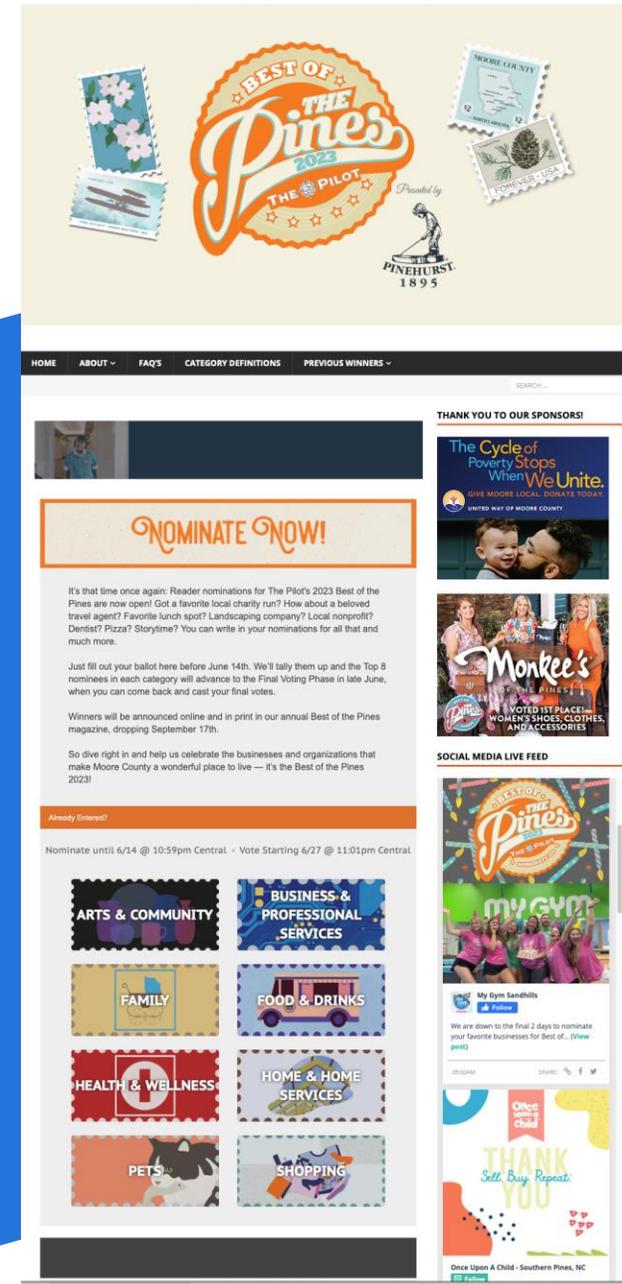




Create a Ballot Microsite

Ballot Microsite

- Use it to promote your Best of year-round!
- Information that empowers sales team and your local business owners



Ballot Microsite

What to include:

- Mission Statement
- FAQs
- Previous Winners
- Category Definitions
- Business Inquiry for Advertising
- Nomination Tool Kit

The screenshot displays the A-List website interface. At the top is a dark navigation bar with links for HOME, ABOUT, FAQ'S, CATEGORY DEFINITIONS, and PREVIOUS WINNERS. A search bar is located on the right. Below the navigation, a breadcrumb trail shows HOME > About. The main content area features a large 'About' section with a collage of photos showing people in various settings. To the right, a 'THANK YOU TO OUR SPONSORS!' banner highlights 'ELITE ROOFING' with the tagline 'CUSTOMER SATISFACTION ONE JOB AT A TIME' and 'Visit Our Showroom! 910-757-0505'. Below this is another banner for 'Best of the Pines' award. The 'About' text describes the event as an annual people's choice event presented by The Pilot newspaper, honoring businesses and organizations that make Moore County a better place to live. A section titled 'A-List Marketing Tips' provides information about the 2023 voting round (March 13–April 10) and offers social media, email, and in-person marketing tips. Below the text are several 'VOTE FOR US!' graphics, including a large one with the A-List logo and a QR code. The page footer includes a link to 'load our complementary A-List graphics' and a 'PREVIOUS A-LIST WINNERS' section.

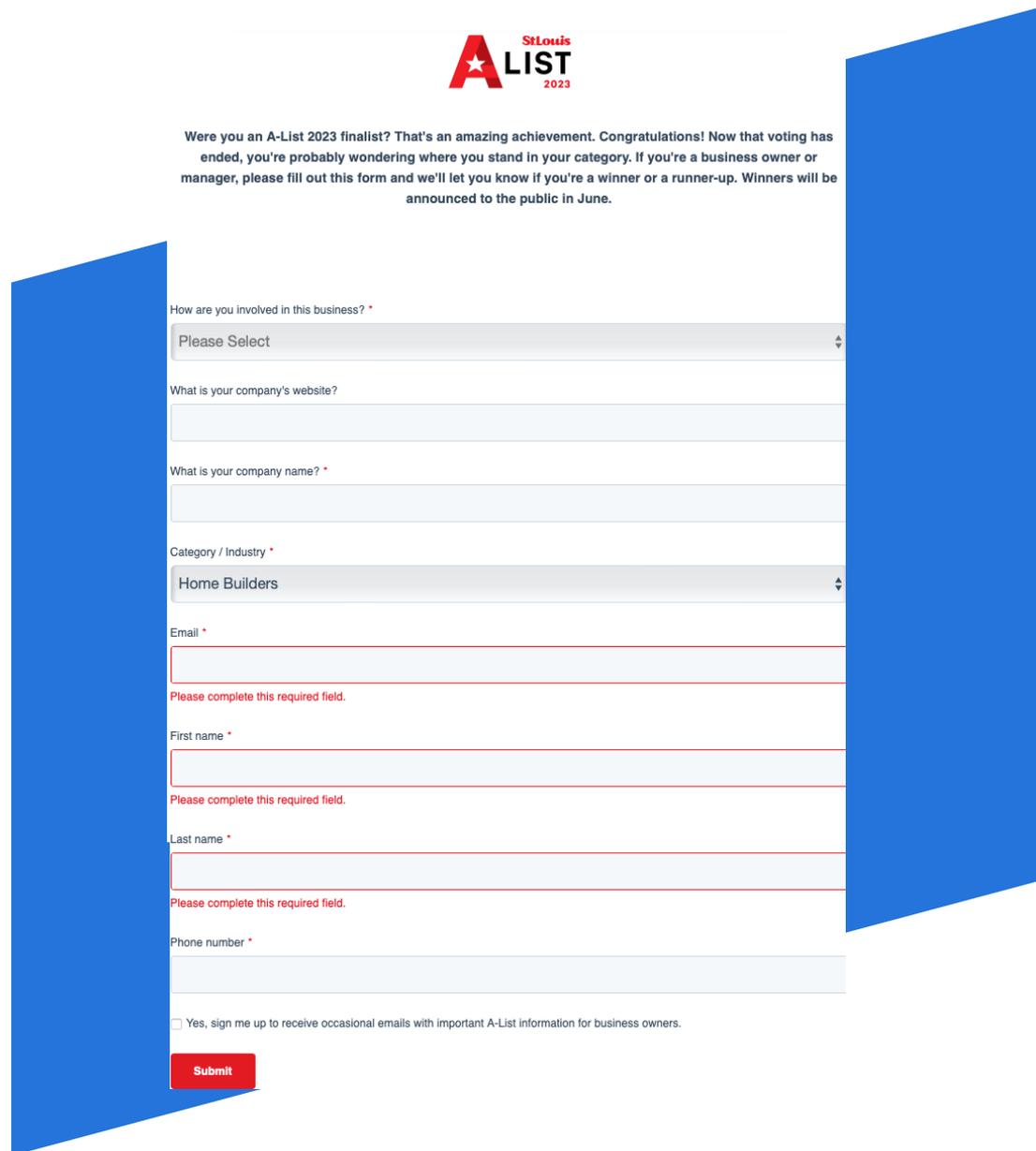


Grow your B2B email list

Email Strategy

How do you curate a list of business owners to send Best Of Information to?

- Remember that social media graphics kit we mentioned? Put it behind a form – collect business leads every year !



The image shows a registration form for the St. Louis A-List 2023. The form is titled "St. Louis A-List 2023" and includes a congratulatory message for finalists. The form fields are as follows:

- How are you involved in this business? ***: A dropdown menu with "Please Select" as the current selection.
- What is your company's website?**: A text input field.
- What is your company name? ***: A text input field.
- Category / Industry ***: A dropdown menu with "Home Builders" as the current selection.
- Email ***: A text input field with a red error message: "Please complete this required field."
- First name ***: A text input field with a red error message: "Please complete this required field."
- Last name ***: A text input field with a red error message: "Please complete this required field."
- Phone number ***: A text input field.
- Yes, sign me up to receive occasional emails with important A-List information for business owners.
- Submit**: A red button.

Email Strategy

Pre-sales and pre-nomination email campaign

St.Louis
MAGAZINE



Are you ready to claim your title in *St. Louis Magazine's* 2023 A-List Awards?

Starting January 5, readers will once again nominate their favorite local businesses across nearly 200 categories in *St. Louis Magazine's* annual A-List Reader's Choice Poll.

The **A-List** is a tribute to the region's best—from dining to culture, shopping to sports, wellness to real estate, and beyond. To help celebrate the top of the town, we ask our readers, "*Who tops your list?*"

As a local business, you'll want to earn lots of nominations in the A-List nomination round. Only the top five nominees in each category will advance to the voting round, where readers will vote for their favorites. The A-List winners and top two finalists in each category will be revealed in the July issue of *St. Louis Magazine* and online.

DEFEND your title if you were an A-List winner in 2022, or CLAIM your title if you're striving to be honored in 2023!

Click the button below to learn how you can campaign for A-List in 2023.

[View A-List advertising opportunities](#)

[Ready to book? Submit your order now](#)

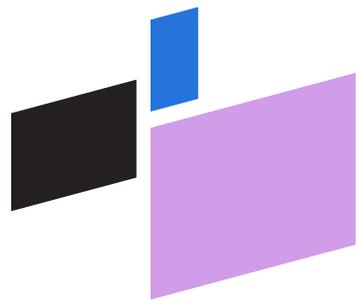


On-Demand Training Webinars!

Seller's Series: Best Of Ballots



Use the QR code to access all
available training webinars



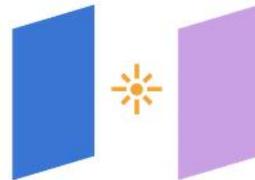
Football Quiz Drives \$9K for Sponsor

A radio station leveraged a football quiz to drive leads and opt-ins for local pest control company



5 Ideas to Increase Your September Revenue

Try these five promotion ideas to maximize your advertiser revenue!



Sign up for our upcoming webinars!

Check out our next two webinars in August! \$5MM in Second Street Success Stories and 2024 National Sweepstakes with Second Street



Sign up for the Lab Newsletter!

