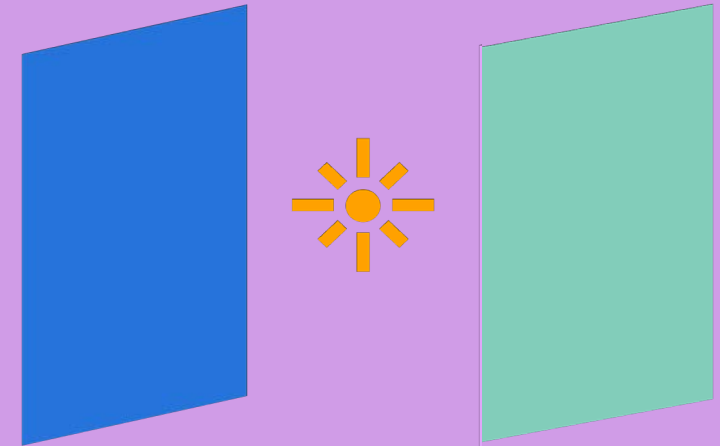
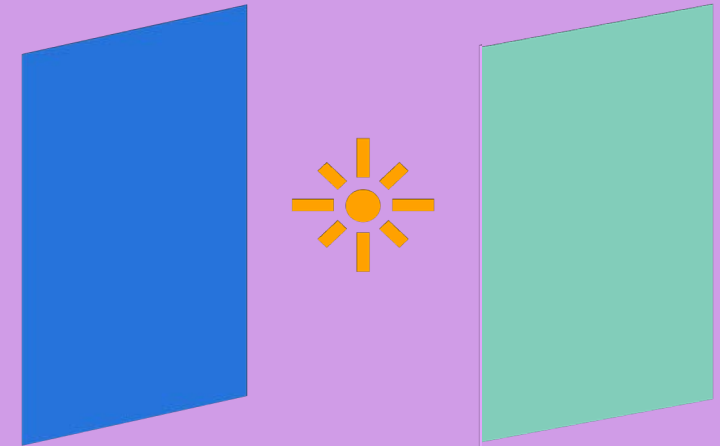


*Webinar starting shortly*



**\$5MM in Second Street  
Success Stories**



**\$5MM in Second Street  
Success Stories**

# Welcome!



**Liz Huff**

Sr. Director of Customer Success  
Upland Second Street  
[lhuff@uplandsoftware.com](mailto:lhuff@uplandsoftware.com)



**Julie Foley**

Sr. Customer Success Manager  
Upland Second Street  
[jfoley@uplandsoftware.com](mailto:jfoley@uplandsoftware.com)

# Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





# Our Partners



**HEARST**



**TEGNA**



WEHCO MEDIA, INC.

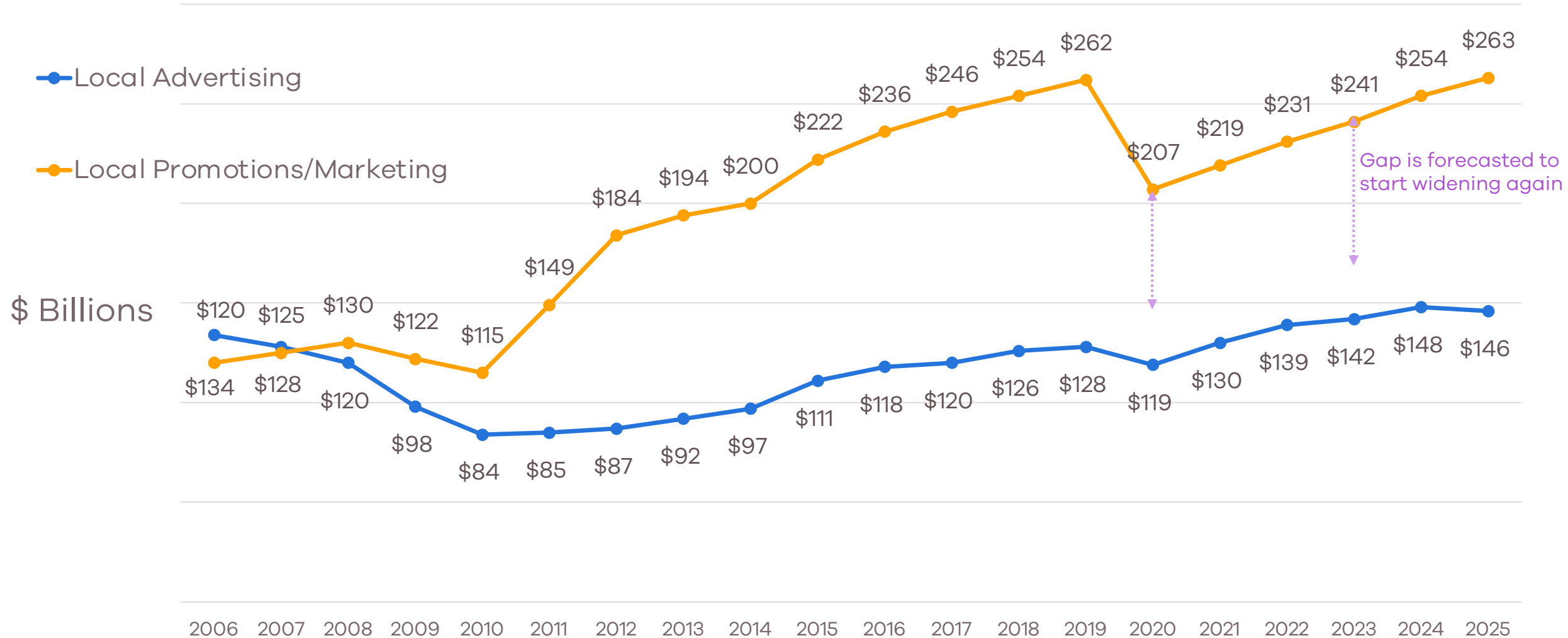


**MORGAN MURPHY MEDIA**

**GANNETT**

**THE OGDEN NEWSPAPERS**

# Why Promotions?



Credit: Borrell Associates



# Revenue Best Practices

- Sell long-term deals
- Prize Relevance + Value = Participation
- Seasonal/market initiatives
- Save + grow with promotions
- Make it a package – not a one-off
- Educate and engage audience
- Community involvement
- Get National Sweeps sponsored



**Sell Long-Term Deals**



# **Best Practices: Sell Long- Term Deals**

- Recurring Revenue
- Multi-month promotions
- Tied to programming or special sections
- Sponsorship revenue model
- Larger Advertiser budgets

# Living In Treasure Coast

*Treasure Coast News*

**Revenue: \$40,000**

- Recurring monthly photo gallery
  - Sponsored by real estate company
- Highlighted favorite places in the Treasure Coast



# Birthday Club

WGN-TV

**Revenue: \$50,000**

- Recurring campaign
- Rotated sponsors
- Used a multi-channel approach
  - Monthly contests
  - Emails
  - Birthday newsletter
  - TV spots





# Sponsored Monthly Photo Contest

*The Pilot*

**Revenue: \$24,000**

- Seasonally themed photo contest each month
- Successful multi-year campaign
  - Running since 2020

**The O. Henry** *O. Henry* MAGAZINE  
**Pet Photo Contest**  
A photo contest celebrating the 'Bark & Soul' of our favorite pets

Enter to win a \$100 Gift Card from **ALL PETS CONSIDERED**  
Your pet could be featured in *O. Henry*!

**HEALTHCARE HEROES**  
HONORING MOORE COUNTY NURSES WITH A KITCHEN MAKEOVER

BROUGHT TO YOU BY  
**Set in Stone** **JOHN COLE'S**



# Baptist Health Juice Quiz Campaign

WJXT-TV

**Revenue: \$200,000**

- **\$17,000** per month
- Each month, created a quiz based on hospital's blog content
  - Flu
  - Measles
  - Pregnancy
  - COVID
- Multi-year campaign

## Quiz: How much do you know about Peripheral Artery Disease?



Baptist Health Jacksonville

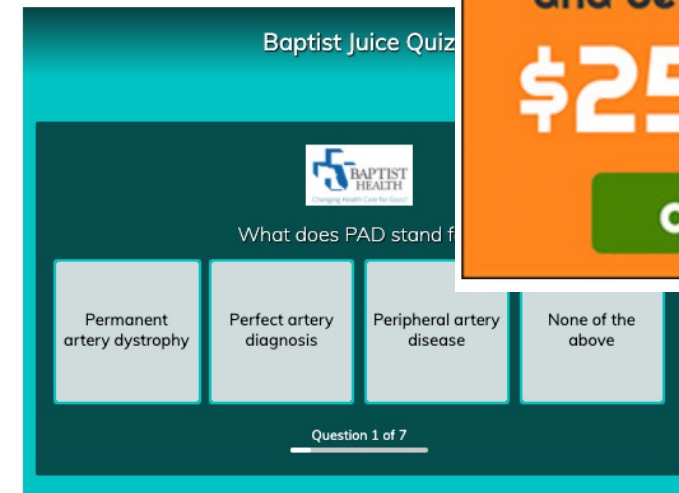
Peripheral Artery Disease may not be something that's discussed often, but it can cause quite a bit of pain, numbness and discomfort.

The disease develops as plaque builds up on the inside of the arteries. That buildup restricts the blood flow to the stomach, arms, head and

Having Peripheral Artery Disease can increase the risk for infection, heart disease, stroke and amputation.

Are you familiar with the disease, the problems it can cause, or how it

Take our quiz below to find out, and to learn more.





Take the monthly quiz  
and be entered to win a

**\$25** American Express  
gift card

**quiz me >>**



**Prize Relevance + Value = Participation**



# **Best Practices: $R+V=P$**

- Align prize and contest theme with target audience
- Offer a valuable prize
- More participation = more revenue for next promotion

# Visit Bloomington

WMEE-FM

**Revenue: \$7,225**

- Prize
  - 2 nights at a hotel, 4 tickets to WonderLab Museum, 4 tickets to Urban Air Adventure Park, \$200 in restaurant gift cards to a variety of local favorites, and a \$100 visa gift card
- Sponsor signed up to run this promotion after seeing it's success the previous year
- 600+ sponsor opt-ins
  - 1800+ total of all campaigns run
- Sponsor committed to running 2 more campaigns after this success

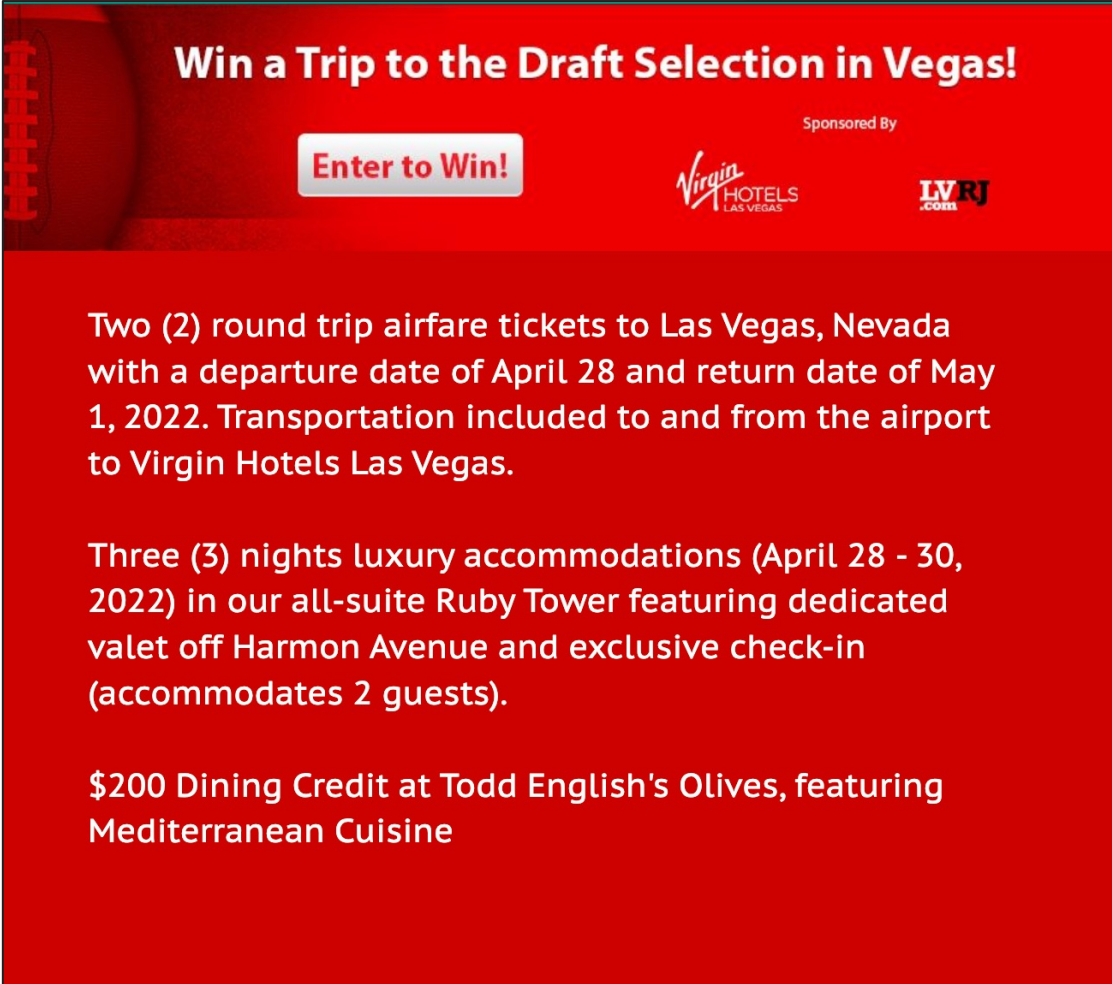


# Win a Trip to the Draft Selection in Vegas!

*Las Vegas Review-Journal*

**Revenue: \$100,000**

- Prize
  - 3 nights stay at the resort, Food/beverage credit, Admission to NFL Draft viewing parties, Airport transportation
  - Sponsored by Virgin Hotels Las Vegas
- Included in a larger campaign that ran 9 months
  - Special section, ongoing draft coverage, video highlights
- Targeted out of market pro-football enthusiasts with over 2.2million programmatic impressions
- 2,387 email opt-ins (84% opt-in rate)



**Win a Trip to the Draft Selection in Vegas!**

Sponsored By

**Enter to Win!**

Virgin HOTELS LAS VEGAS

LVNJ.com

Two (2) round trip airfare tickets to Las Vegas, Nevada with a departure date of April 28 and return date of May 1, 2022. Transportation included to and from the airport to Virgin Hotels Las Vegas.

Three (3) nights luxury accommodations (April 28 - 30, 2022) in our all-suite Ruby Tower featuring dedicated valet off Harmon Avenue and exclusive check-in (accommodates 2 guests).

\$200 Dining Credit at Todd English's Olives, featuring Mediterranean Cuisine

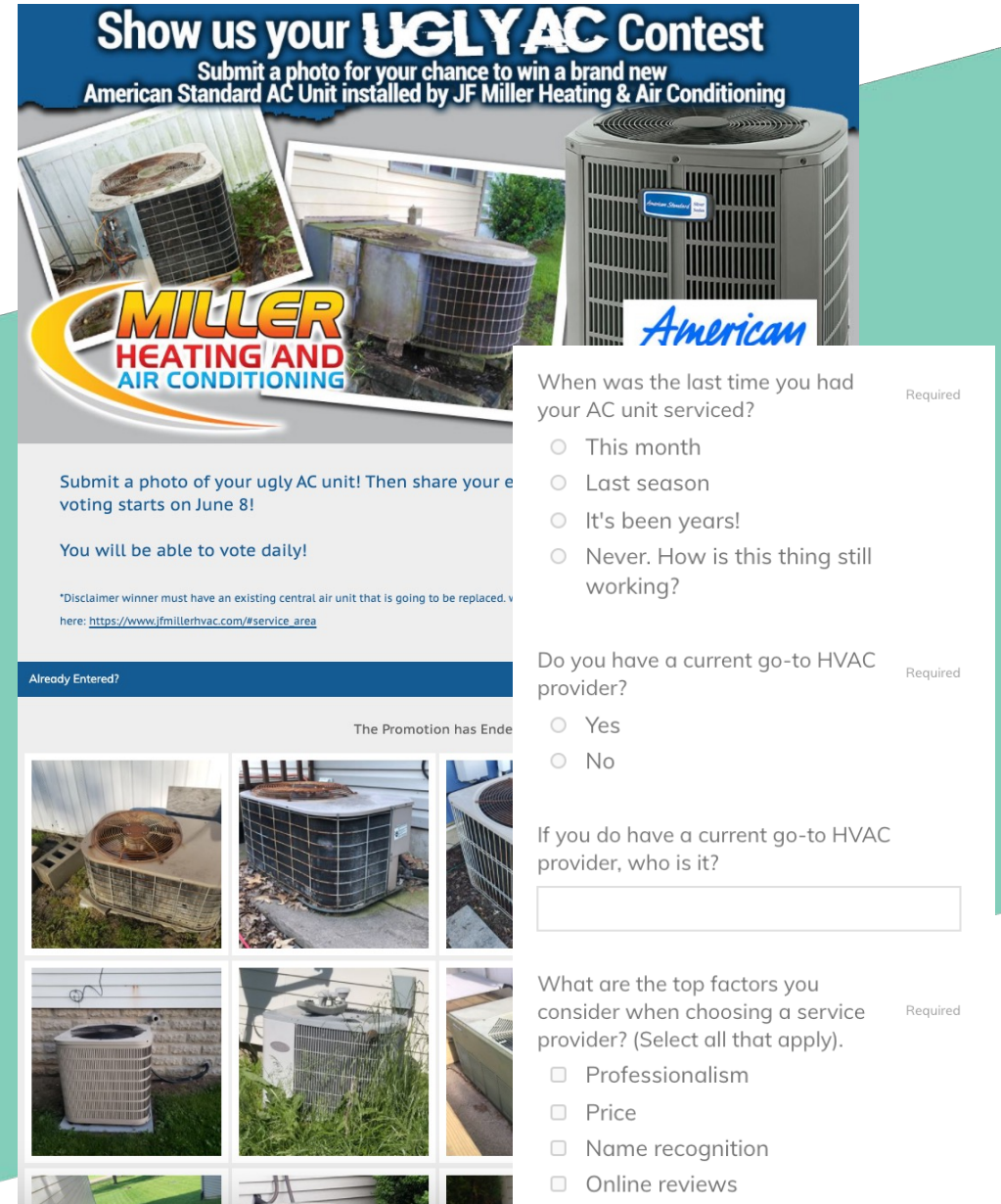


# JF Miller Heating & Air AC Unit Sweepstakes

WBYR-FM

**Revenue: \$25,000**

- Prize
  - A brand new AC unit
- Users submitted photos of their ugly AC unit
  - 115 submissions
- 75 sponsor opt-ins
- Thank You email with 20% off coupon for AC repair
  - 38% open rate



**Show us your UGLY AC Contest**  
Submit a photo for your chance to win a brand new American Standard AC Unit installed by JF Miller Heating & Air Conditioning

**MILLER HEATING AND AIR CONDITIONING**

Submit a photo of your ugly AC unit! Then share your entry. Voting starts on June 8!

You will be able to vote daily!

\*Disclaimer winner must have an existing central air unit that is going to be replaced. Visit our website here: [https://www.jfmillerhvac.com/#service\\_area](https://www.jfmillerhvac.com/#service_area)

Already Entered?

The Promotion has Ended

When was the last time you had your AC unit serviced? Required

- ☐ This month
- ☐ Last season
- ☐ It's been years!
- ☐ Never. How is this thing still working?

Do you have a current go-to HVAC provider? Required

- ☐ Yes
- ☐ No

If you do have a current go-to HVAC provider, who is it?

What are the top factors you consider when choosing a service provider? (Select all that apply). Required


- ☐ Professionalism
- ☐ Price
- ☐ Name recognition
- ☐ Online reviews

# 225 Acadian House 10k Kitchen Giveaway

225 Magazine

**Revenue: \$8,850**

- Prize
  - \$10,000 remodel
- Sponsored by Acadian House Design + Renovation
- Asked readers to submit photos of their kitchens that need updating
- Great lead-gen questions
  - Which design/color style are you most interested in?




## THE \$10K GIVEAWAY

Vote on the  
worthiest kitchen.

225 had a whopping 144 kitchen entries. View the entries below  
think deserves the \$10,000 remodel. By voting, you will be ente  
gift card to a local restaurant.

Already Entered?

The Promotion has Ended



Which element of your kitchen is most important? Select all that apply.

- ☐ Appliances
- ☐ Island
- ☐ Countertops
- ☐ Backsplash
- ☐ Storage space
- ☐ Cabinets
- ☐ Flooring

How many people use your kitchen at a time?

-- Select One --

Do you prefer and open-concept?

- ☐ Yes! I like my kitchen spacious and open.
- ☐ No, I like my kitchen separate and private.

Which design/color style are you most interested in? Select all that apply.

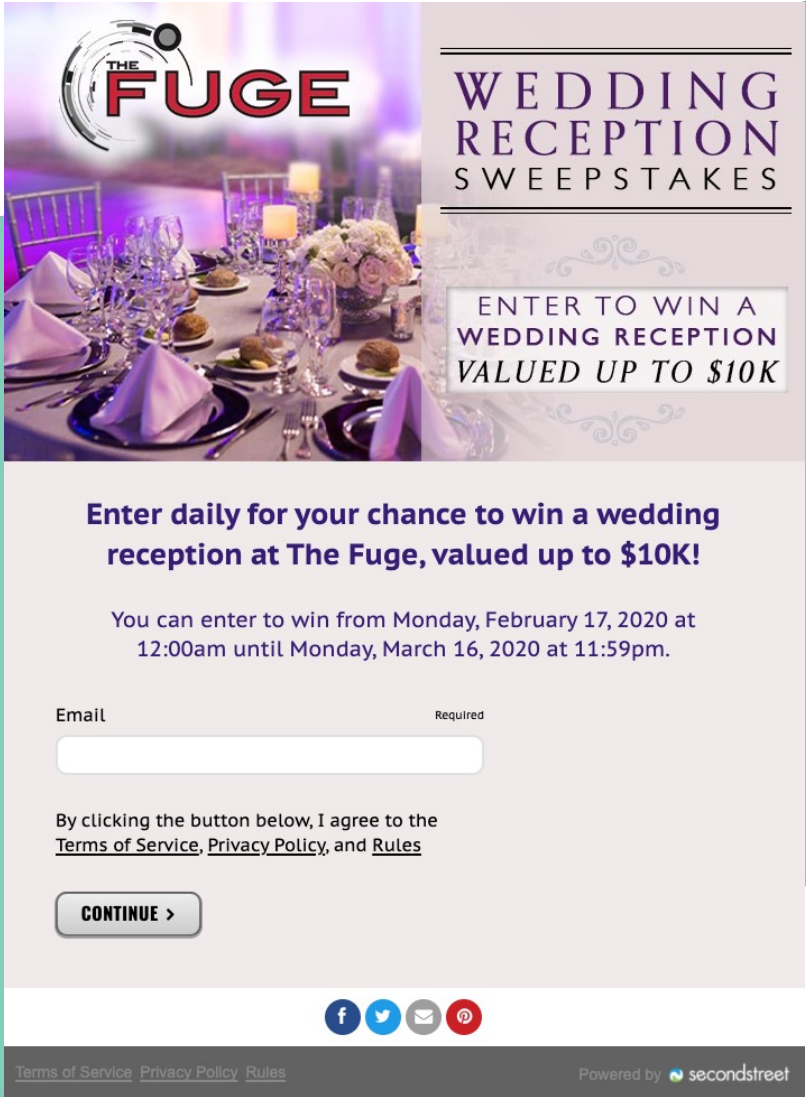
- ☐ Light and bright
- ☐ Dark and cozy
- ☐ Trendy and chic
- ☐ Calm and relaxing
- ☐ Bold and dramatic

# The FUGE Wedding Reception Sweepstakes

*Bucks County Courier Times*

**Revenue: \$9,500**

- Prize
  - Wedding reception valued up to \$10K
- 121 sponsor opt-ins
- A lot of lead-gen:
  - Are you engaged and seeking a reception venue?
  - Is your guest list larger than 100 people?



The image shows a landing page for 'The FUGE Wedding Reception Sweepstakes'. The top section features a banner with a photo of a wedding reception table and the text 'WEDDING RECEPTION SWEEPSTAKES'. Below this, a box says 'ENTER TO WIN A WEDDING RECEPTION VALUED UP TO \$10K'. The main body of the page has a heading 'Enter daily for your chance to win a wedding reception at The Fuge, valued up to \$10K!'. It then states the entry period: 'You can enter to win from Monday, February 17, 2020 at 12:00am until Monday, March 16, 2020 at 11:59pm.' There is an email input field with a 'Required' label. Below the field, it says 'By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules'. A 'CONTINUE >' button is at the bottom of the form. At the very bottom, there are social media icons for Facebook, Twitter, Email, and Pinterest, and a footer with links to 'Terms of Service', 'Privacy Policy', and 'Rules', and a note 'Powered by secondstreet'.

**THE FUGE**

WEDDING RECEPTION SWEEPSTAKES

ENTER TO WIN A WEDDING RECEPTION VALUED UP TO \$10K

**Enter daily for your chance to win a wedding reception at The Fuge, valued up to \$10K!**

You can enter to win from Monday, February 17, 2020 at 12:00am until Monday, March 16, 2020 at 11:59pm.

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

**CONTINUE >**

[f](#) [t](#) [e](#) [p](#)

[Terms of Service](#) [Privacy Policy](#) [Rules](#)

Powered by [secondstreet](#)





# Seasonal/Market Initiatives



# **Best Practices: Seasonal/ Market Initiatives**

- Make contest theme seasonal/timely
- Combine promotions with internal programming, events, etc.

# Summer Chillin'

KESQ-TV

## Revenue: \$1,250

- Ran promo in National Ice Cream month
  - \$1.00 off ads on contest page spurred walk-in traffic
- 309 client opt-ins
- First-time client went on to spent an additional \$2,000
  - Also secured sponsorship for Valentine's Day, Mother's Day, Father's Day and Holiday contests



# The Real Pets of PineStraw

*The Pilot*

**Revenue: \$5,425**

- Fun, quirky, and current theme
- 21 hot and actionable leads for sponsor
- 245 entries - most to date
- Photos published in special advertising section
  - Businesses that had never given them the time of day were thrilled to be included



**the Real Pets**  
OF PINESTRAW MAGAZINE

SPONSORED BY

**Taylor Floyd Norbury**  
Taylor.norbury@kw.com  
kw sports+entertainment  
OFFICIAL MEMBER

**Peggy Floyd**  
peggyfloyd77@gmail.com  
KELLERWILLIAMS  
Luxury INTERNATIONAL

**KW PINEHURST**  
KELLERWILLIAMS, REALTY  
Each office is independently owned and operated

Are you obsessed with your fabulous four-legged friend? Want to see your furball featured in PineStraw magazine?

Share a photo of your pet and you could win: A gift basket full of items from all your favorite local shops!


The photo with the most votes by June 10 will be highlighted in the July issue of PineStraw magazine!

# Beautiful Baby Contest

WMEE-FM

**Revenue: \$3,000**

- Goal:
  - Engage young moms with a 'viral' promotion
  - Tie into WMEE Baby & Family Fair event
- 616 sponsor opt-ins
- Collected 1PD for sponsor
- 100's of opt-ins for WMEE's email and mobile lists



**97.3 WMEE**  
Today's Best Variety

## Most Beautiful Baby Contest

Your baby

Do you enjoy browsing gently used items? Required

☐ Yes

☐ No

Would you enjoy helping others by reselling your children's outgrown clothing, toys, shoes and maternity items? Required

☐ Yes

☐ No

Have you bought or sold at Kid to Kid in Glenbrook Commons Fort Wayne? Required

☐ Yes

☐ No

☐ Yes, I would like to receive event, sales, discount information from Kid to Kid?

# Munch Madness

KLIN-AM/FM

**Revenue: \$10,000**

- 64 local restaurants within the bracket
- 25,000+ votes
- 1,127 new promo opt-ins (46% increase)
- 211 new newsletter opt-ins (66% increase)
- 294 sponsor opt-ins

The collage features several promotional elements for Munch Madness XIII:

- Tournament Bracket:** A detailed bracket showing the progression of 64 restaurants. The Northwest bracket includes restaurants like Lodi's Brewery & Grill, Villa Amore, and Big Red Restaurant. The Southwest bracket includes restaurants like Munchies, CheeseCrack Grill, and George's Gourmet Grill. The final winners are Norm's on 48th and HeoYa.
- Photo of Three Men:** A photo of three men eating, with the text "KLIN News Talk 1400 AM / 99.3 FM" and "VOTE FOR YOUR FAVORITE LOCAL RESTAURANT".
- Vote for your favorite local restaurant banner:** A banner with the text "VOTE FOR YOUR FAVORITE LOCAL RESTAURANT" and the KLIN News Talk logo.
- Voting Cards:** Two voting cards for Norm's on 48th and HeoYa, with the text "VOTE FOR NORM'S" and "VOTE FOR HEOYA".



# March Music Madness

*The Villages Daily Sun*

## **Revenue: \$12,000**

- Series of 4 voting brackets - one for each decade
- 4 sponsors for each decade - industry exclusive
- If sponsor guessed the actual winner correctly, they received a free full page color ad



# Festival of Food Ticket Giveaway

WHAM-TV

**Revenue: \$5,000**

- The client sold out of tickets!
  - By end of contest, only way to get tickets was to enter to win
- Sponsor received weekly updates with the winners' names and email opt-in list
  - Allowed them to follow up with participants directly
- Thank you email contained ticket information
- 900+ opt-ins for sponsor
  - ~30% opt-in rate



Win Tickets

Email

Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

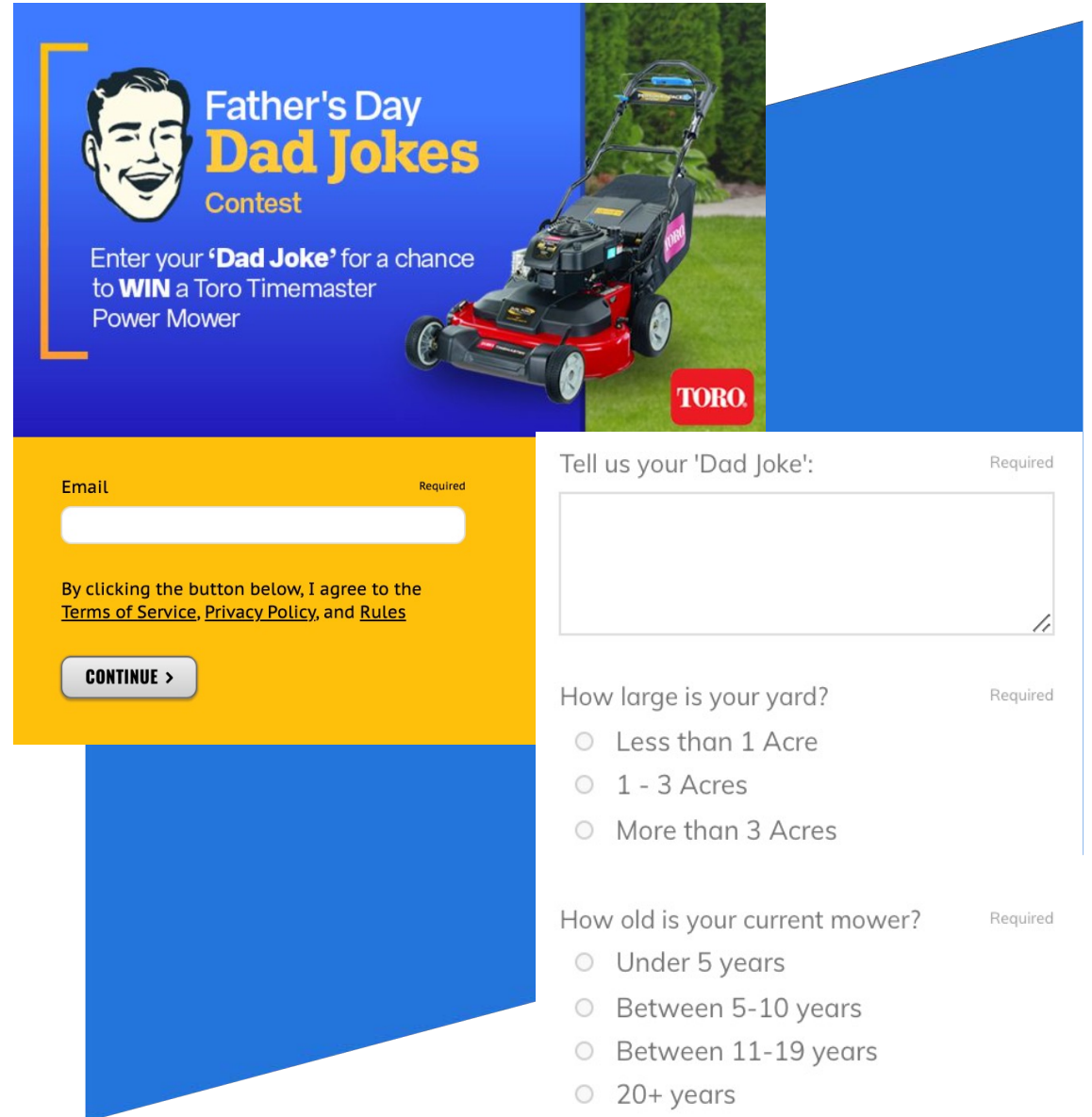


# Father's Day "Dad Jokes" Sweepstakes

WDAF-TV

**Revenue: \$7,000**

- 1,692 entries
- 764 sponsor opt-ins
- Great-lead-gen
- On-air mentions and shared dad jokes throughout the promotion



The image shows a digital registration form for a Father's Day sweepstakes. The top section features a blue background with a cartoon illustration of a smiling man's face on the left. To the right of the illustration, the text reads "Father's Day Dad Jokes Contest" in white and yellow. Below this, it says "Enter your 'Dad Joke' for a chance to WIN a Toro Timemaster Power Mower". On the right side of this section is a photograph of a red Toro lawnmower. The bottom section of the form is white and contains several input fields and checkboxes. The first field is for an email address, labeled "Email" and "Required". Below it is a checkbox for agreeing to the "Terms of Service, Privacy Policy, and Rules". A "CONTINUE >" button is positioned below the checkbox. To the right of the email field is a large text area for entering a "Dad Joke", also labeled "Required". Below the text area are two multiple-choice questions, both labeled "Required". The first question is "How large is your yard?" with options: "Less than 1 Acre", "1 - 3 Acres", and "More than 3 Acres". The second question is "How old is your current mower?" with options: "Under 5 years", "Between 5-10 years", "Between 11-19 years", and "20+ years".

**Father's Day Dad Jokes Contest**

Enter your 'Dad Joke' for a chance to **WIN** a Toro Timemaster Power Mower

**TORO**

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

**CONTINUE >**

Tell us your 'Dad Joke': Required

How large is your yard? Required

☐ Less than 1 Acre

☐ 1 - 3 Acres

☐ More than 3 Acres

How old is your current mower? Required

☐ Under 5 years

☐ Between 5-10 years

☐ Between 11-19 years

☐ 20+ years



# **Save + Grow Revenue With Promotions**



# **Best Practices: Save + Grow Revenue**

- Drive leads for advertisers
- Measurable ROI
- Database growth

# Ingles Amazing Teacher Awards

*Spartanburg Herald-Journal*

**Revenue: \$227,000**

- Saved insert revenue
- Recurring monthly promotion
- Recognized teachers in their community
- Sponsored by grocery store chain

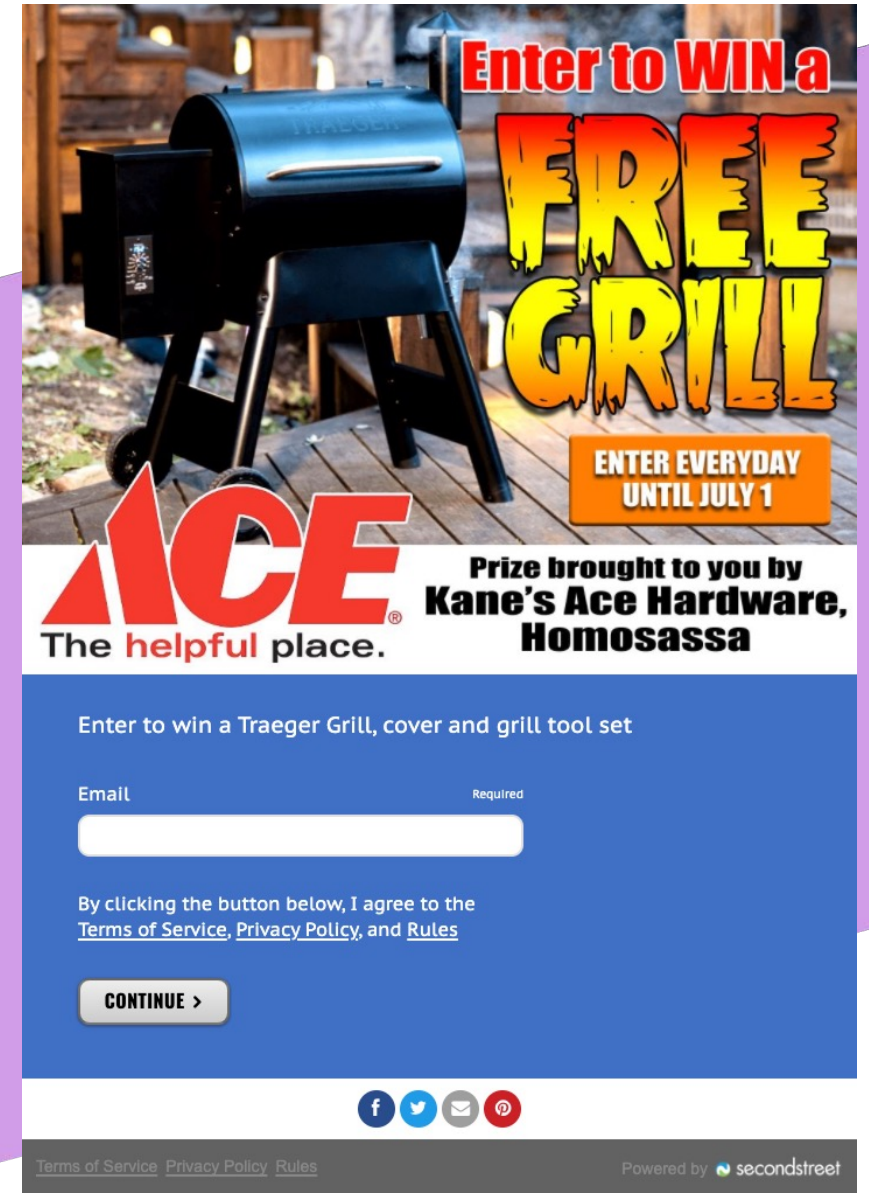


# Traeger Grill Giveaway

*Citrus County Chronicle*

**Revenue: \$25,000**

- Created a sweepstakes to keep revenue from their original sponsors and save the package
- 900+ sponsor opt-ins



The image shows a landing page for a Traeger Grill giveaway. At the top, there's a photo of a black Traeger grill on a wooden deck. Overlaid on the photo is the text "Enter to WIN a FREE GRILL" in large, bold, yellow and red letters. Below this, a red banner says "ENTER EVERYDAY UNTIL JULY 1". The ACE Hardware logo is prominently displayed in the center, with the tagline "The helpful place." Below the logo, it says "Prize brought to you by Kane's Ace Hardware, Homosassa". The main body of the page is blue and contains the text "Enter to win a Traeger Grill, cover and grill tool set". Below this is an email input field with the label "Email" and "Required" to its right. Under the input field, there's a line of text: "By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules". Below this text is a grey button with the text "CONTINUE >". At the bottom of the page, there are social media icons for Facebook, Twitter, Email, and Pinterest. The footer contains links for "Terms of Service", "Privacy Policy", and "Rules", and a note "Powered by secondstreet".

Enter to WIN a  
**FREE GRILL**

ENTER EVERYDAY  
UNTIL JULY 1

**ACE**  
The helpful place.

Prize brought to you by  
**Kane's Ace Hardware,  
Homosassa**

Enter to win a Traeger Grill, cover and grill tool set

Email Required

By clicking the button below, I agree to the  
[Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

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[Terms of Service](#) [Privacy Policy](#) [Rules](#)

Powered by [secondstreet](#)

# 70th Anniversary Motorcycle Mayhem

*The Leaf-Chronicle*

**Revenue: \$12,500**

- Multiple types of leads
  - 313 considering trading or purchasing in the near future
  - 263 interested in courses through riding academy
  - 243 want to schedule a test ride
- 900+ opt-ins for sponsor
- Client so impressed, they want to integrate **more promotions** into overall marketing plan/events





# Mr. Electric LED Landscaping Lighting Giveaway

WMEE-FM

**Revenue: \$40,000**

- Used promotion to save annual campaign
- 200+ hot, qualified leads for local electrician

The screenshot shows a registration form for a giveaway. At the top, the Mr. Electric logo is on the left, and the text 'LED LANDSCAPE LIGHTING GIVEAWAY' is on the right. Below the logo is a photo of a modern house at night with outdoor lighting. The form is divided into two main sections. The left section contains a registration incentive, an email input field, a terms and conditions agreement, social media links for 97.3 WMEE, and a 'CONTINUE' button. The right section contains four required questions with radio button options.

Mr. Electric™  
a neighborly company

LED LANDSCAPE LIGHTING GIVEAWAY

Register to WIN a \$4,000 LED LIGHTING package.  
15% off any LED LIGHTING package.

Email

By clicking the submit button below, I agree  
[Terms of Service](#) and [Privacy Policy](#).

97.3 WMEE  
Like Page

Follow @973WMEE

CONTINUE >

How old is your home? Required

- ☐ 0-10 years
- ☐ 10-25 years
- ☐ 25-50 years
- ☐ 50+ years

Is all of the lighting at your home or business LED? Required

- ☐ Yes
- ☐ No

Is your home properly surge protected? Required

- ☐ Yes
- ☐ No

When was the last time your home or business's electrical system had a proper safety check up? Required

- ☐ In the last year
- ☐ 2-5 years ago
- ☐ 5+ years ago
- ☐ Never that I know of


[Terms of Service](#) [Privacy Policy](#) [Rules](#)

# Piggly Wiggly Payday Giveaway

AL.com

**Revenue: \$5,000**

- Goals:
  - Collect customer data to strengthen Piggly Wiggly's 1PD
  - Increase app downloads
- Lead Gen & Extra Chance questions
  - How often do you shop for groceries?
  - What do you value most when shopping for groceries?
- Huge increase in category specific opt-ins and app downloads
  - 1,900+ Wine Opt-ins
  - 1,300+ E-newsletter opt-ins
  - 750+ App Downloads
- Client signed for **another contest** to run months later, then **2 more** after that!



**ENTER TO WIN A \$2,000 VISA GIFT CARD from The Pig**

*Enter Now! Good Luck!*

How often do you shop for groceries? Required

☐ 1-2x a week

☐ 2-3x a month

☐ 1x a month

Are you a Pig BHAM App user? Required

☐ Yes

☐ No

☐ No, but I want to be

What factor(s) most influence where you shop for groceries? (Check ALL that apply) Required

☐ Low Prices

☐ Convenient Store Location

☐ Extensive Beer and Wine Selection

☐ Fresh Quality Meats

☐ Fresh Local Produce

☐ Clean Store with Excellent Customer Service



# Toilet Topper Giveaway

WKBT-TV

**Revenue: \$30,000**

- Contest helped secure an annual contract for both digital and TV
- Sponsored by Noble Custom Woodshop
- 250+ entries
- 111 sponsor opt-ins
- Great lead-gen questions
  - Sponsor was able to line up numerous jobs and **had a waitlist of over a few months**



## Enter to win a custom toilet topper cabinet from Noble Custom Woodshop!

Noble Custom Woodshop is giving you 1 bathroom space! Enter for a chance to win a cabinet valued at \$350.

### Want more chances to win?

- Share a link with friends and family. 1 entry for each referral that enters the special link.
- Earn one (1) additional entry for opt-in from Noble Custom Woodshop.
- Earn one (1) additional entry for visiting Woodshop's website.



Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Have you ever considered updating your kitchen, bathroom, or office cabinets? Required

- ☐ Yes  
☐ No

Do you prefer white, grey, or natural wood looking cabinets? Required

- ☐ Yes  
☐ No

Would you be interested in being contacted by Noble Custom Woodshop for a special project? Required

- ☐ Goat's Milk Cheese  
☐ Cow's Milk Cheese  
☐ Sheep's Milk Cheese  
☐ Natural Butters  
☐ Amish Made Jams



# **Make It A Package**



# **Best Practices: Make it a Package**

- Multi-media/multi-channel
- Support with core and digital media
- Package is more appealing to your advertisers

# Indoor Waterpark Sweepstakes

*USA Today*

## Revenue: \$50,000

- Advertiser booked **additional \$175K in promotions** campaigns
- 96,000+ entries
- 29,000+ sponsor opt-ins
- 580 resort bookings



# Purdue Farms Sweepstakes

Adams Publishing Group

**Revenue: \$38,526**

- Goals:
  - Create a 'taste & review' concept
  - Audience development and brand awareness
- Multi-market campaign
  - Included newsrooms, advertising, and test kitchen video
- 6,500+ sponsor opt-ins
- 460 users purchased sampler pack from offer in Thank You email
  - LTV of 460 customers: \$55,200



The graphic is a promotional flyer for the Purdue Farms Sweepstakes. At the top, a blue banner reads "ENTER FOR A CHANCE TO WIN A BEST OF PERDUE SAMPLER". Below this is a photo of a plate of sliced chicken breast with a side salad. To the right of the photo is a circular badge that says "THE BEST TASTING CHICKEN — IN THE WORLD™". Below the photo is a list of items included in the "CHICKEN BREAST Variety Bundle (15 lbs)": 2X Fresh Cuts Thin Chicken Breasts, 2X Fresh Cuts Diced Chicken Breasts, 2X Fresh Cuts Chicken Breast Strips (2.4 lbs.), 1X Chicken Tenderloins (3 lbs.), and 1X Boneless Skinless Chicken Breasts. To the right of this list is a red badge that says "\$60 OFF". Below the list is a call to action: "Enter for a chance to win a Best of Perdue Sampler". To the right of this is a box with the text "Call 1.800.473.7383 ask for Perdue Box 80 www.PurdueFarms.com /perduebox80". To the right of this box is a section titled "Best of PERDUE Sampler" which lists the contents: 2 Trays - Diced Chicken Breasts (2.4 lbs.), 2 Trays - Chicken Breast Strips (2.4 lbs.), 2 Trays - Thin-Sliced Chicken Breasts (2.4 lbs.), 1 Bag - Boneless Chicken Breasts (2 lbs.), and 1 Bag - Boneless Chicken Tenderloins (2.5 lbs.). Below this list is a price tag that says "\$139.90\* Separately" and "Your Price \$78.99". At the bottom, a blue banner reads "FREE SHIPPING >> PLUS 2 More Trays - Chicken Breast Strips FREE". At the very bottom, there are logos for "No Antibiotics Ever", "100% Veg Fed", "Guaranteed Quality", and "Home Delivery".

**PERDUE FARMS**  
— A FAMILY OF FARMERS SINCE 1936 —

**ENTER FOR A CHANCE TO WIN  
A BEST OF PERDUE SAMPLER**

**THE BEST TASTING CHICKEN  
— IN THE WORLD™ —**

**CHICKEN BREAST Variety Bundle (15 lbs.)**

- 2X** Fresh Cuts Thin Chicken Breasts
- 2X** Fresh Cuts Diced Chicken Breasts
- 2X** Fresh Cuts Chicken Breast Strips (2.4 lbs.)
- 1X** Chicken Tenderloins (3 lbs.)
- 1X** Boneless Skinless Chicken Breasts

**\$60 OFF**

Enter for a chance to win a Best of Perdue Sampler

Call **1.800.473.7383**  
ask for **Perdue Box 80**  
**www.PurdueFarms.com /perduebox80**

**Best of PERDUE Sampler**  
(11+ lbs.) 14+ lbs. = **55+ Servings**

- 2 Trays - Diced Chicken Breasts (2.4 lbs.)
- 2 Trays - Chicken Breast Strips (2.4 lbs.)
- 2 Trays - Thin-Sliced Chicken Breasts (2.4 lbs.)
- 1 Bag - Boneless Chicken Breasts (2 lbs.)
- 1 Bag - Boneless Chicken Tenderloins (2.5 lbs.)

**\$139.90\* Separately**

Your Price **\$78.99**

**FREE SHIPPING >> PLUS 2 More Trays - Chicken Breast Strips FREE**

No Antibiotics Ever | 100% Veg Fed | Guaranteed Quality | Home Delivery



# Iconic Sports Venue Bracket

WDIV-TV

**Revenue: \$50,000**

- Goal:
  - Drive audience engagement with local topic that can double as content
- 5-bracket package
- Sponsor mentioned on-air, featured in newsletters, articles, and social media
- Part of ongoing bracket segment in mid-day show
- 200+ sponsor opt-ins





# Gift A Little Excitement- Holiday Scratchers

WSLS-TV

**Revenue: \$14,000**

- 130,000 digital impressions and ~950,000 on-air impressions for sponsor
- Used creative marketing techniques like 'man on the street' style interviews, vignettes with the Lottery logo, long form interviews, and a kitchen segment



**WSLS INSIDER**

**WIN A 10-PACK OF SCRATCHERS!**

**VIRGINIA LOTTERY**  
gift responsibly  
Lottery games are not for minors.

**WSLS.com**

Each winner will received 10 of the Holiday Scratchers from Virginia Lottery valued at \$1 each. Total value of the prize for each winner: \$10.

The advertisement features a dark blue background with a teal triangular graphic on the right. It displays several scratcher tickets with festive holiday themes, including 'Festive Riches', 'Festive Bucks', 'HOLIDAY CASH DROP', and 'HOLIDAY WINNINGS'. The tickets are decorated with red bows. The text is in white and yellow, with the WSLS logo in blue and white.

# Free Stuff Frenzy

WWTV-TV

**Revenue: \$10,450**

- 20-day promotion with 19 total sponsors
  - Separate prizes and sponsor each day with one grand prize winner
- 42,072 entries total
  - Largest contest to date
- 7,000+ clicks on Facebook



# Big Holiday Giveaway

KTVZ-TV

**Revenue: \$15,000**

- Multiple Sweepstakes
  - 16 local sponsors
- 262,000+ combined entries
- 20,000+ new combined opt-ins



# Best Wedding Services in Calgary

*Avenue Calgary*

**Revenue: \$21,800**

- 25,000+ nominations
- 43,700+ votes
- Sold for the ballot:
  - Enhanced listings, category ads, group ads, ROS display ad packages, print packages and more

## Vote for the Best Wedding Services in Calgary

Tell us which business is your favourite. Voting is open until September 30.

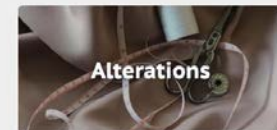


Already Entered?

The Promotion has Ended



Accessories



Alterations



Attire



Mobile Bar Service



Beauty Services



Cake / Desserts



Caterer



Dance Lessons



# Educate and Engage



# **Best Practices: Educate and Engage**

- Use promotions that educate while engaging
- Quizzes are fun!
- Great for home and professional services clients



# Test Your Medicare Knowledge

*Palm Beach Post*

**Revenue: \$60,000**

- Goals:
  - Educate audience about Medicare
  - Brand awareness
- 150+ quiz submissions
- 83 sponsor opt-ins



The image shows a digital interface for a Medicare quiz. At the top, the Florida Blue logo and 'MEDICARE' text are visible. A red banner with white text reads 'Last chance! The Annual Election Period ends December 7.' Below this, the title 'Test Your Medicare Knowledge:' is displayed in large, bold, dark blue letters. A woman with dark hair, wearing a dark blue blazer over a light blue top, is shown on the right side of the interface. Below the title, a blue banner with white text asks 'How much do you know about Medicare?' and encourages users to 'Take the quiz now!'. A grey box contains the text: 'Whether you're currently enrolled in an existing Medicare plan or are shopping for the first time, Blue is committed to you.' Below this, a smaller grey box states: 'Complete this quiz to test your knowledge on all things Medicare - and don't forget the annual election period ends December 7th!'. A dark blue bar indicates 'Question 1 of 7'. The main content area is light grey and displays the question: '#1 True or False: In 1965 President Lyndon Baines Johnson signed Medicare into law.' Below the question are two white buttons labeled 'True' and 'False'.

Florida Blue  MEDICARE

**Last chance!**  
The Annual Election Period ends December 7.

**Test Your Medicare Knowledge:**

**How much do you know about Medicare?**  
Take the quiz now!

Whether you're currently enrolled in an existing Medicare plan or are shopping for the first time, Blue is committed to you.

Complete this quiz to test your knowledge on all things Medicare - and don't forget the annual election period ends December 7th!

Question 1 of 7

#1 True or False: In 1965 President Lyndon Baines Johnson signed Medicare into law.

True False

# Generator Giveaway

*USA Today*

**Revenue: \$96,000**

- Goals:
  - Increase brand awareness
  - Gather sales leads
- Included sponsor video for extra chances
- 3,200+ sponsor opt-ins
- 1,000+ hot leads

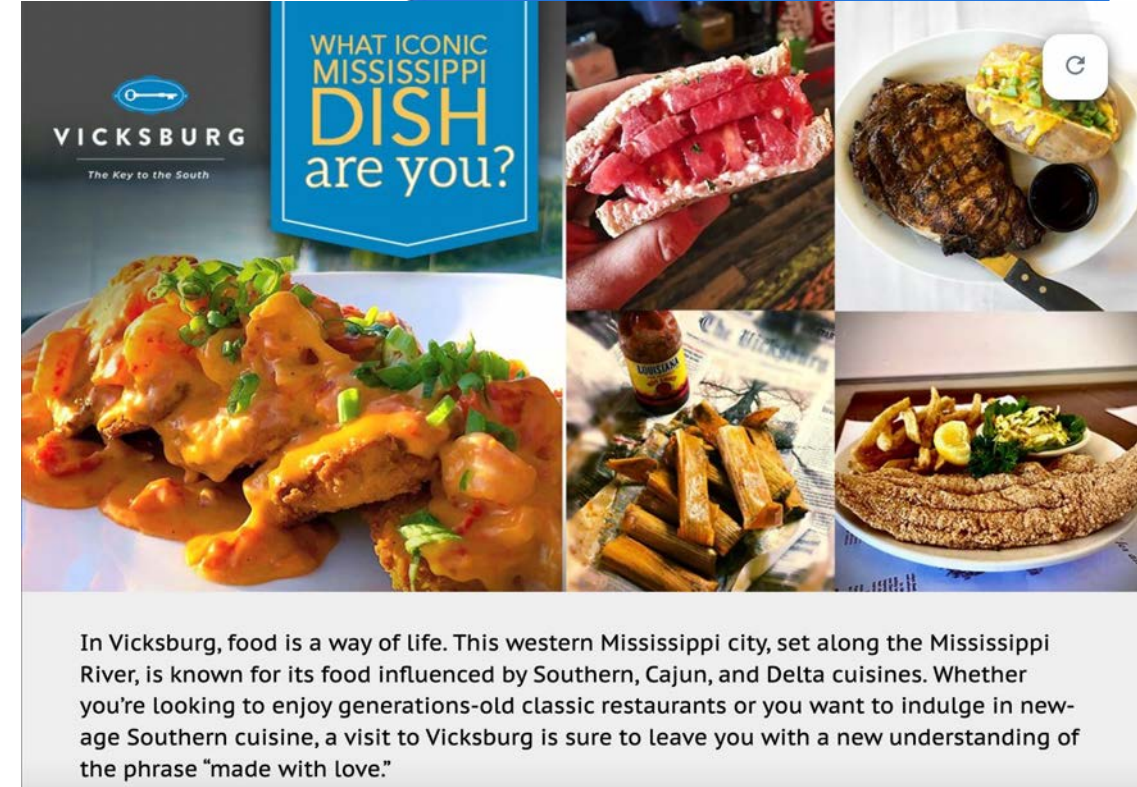


# What Iconic Mississippi Dish Are You?

AL.com

**Revenue: \$10,000**

- Goal:
  - Promote Vicksburg and its local eateries/areas
  - Gather 1PD and grow database
- Success from this quiz strengthened client relationship
- 2,170 sponsor opt-ins
- Reached 344,000+ through Facebook paid strategy



# Back to Homeschool Curriculum Awards

Homeschool.com

**Revenue: \$15,000**

- Goal:
  - Give families insights on new/valuable curriculum that is available to them
- 24,000+ nominations/votes
- New opt-ins for newsletters
  - 415 for middle school newsletter
  - 356 for high school newsletter

Back to Homeschool Awards

## Vote For Your Curriculum

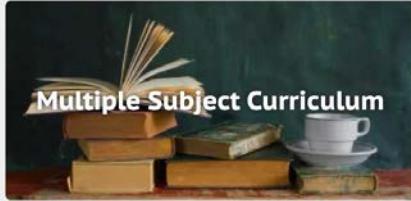
**Add Your Favorite Homeschool Curriculum to the List!**

**ENTER TO WIN.** Each participant will be entered to win a homeschool gift bundle valued over \$2000!  
Awards Announcement and Giveaway Winner 7/20/2022


**DON'T MISS OUR FREE** Back to Homeschool Virtual Conference (with more giveaways) 7/25/2022 - 8/6/2022.  
Special thanks to our sponsors: Calvert Homeschool, Gentle Classical Press, and Sonlight!

Already Entered?


The Promotion has Ended




Multiple Subject Curriculum



Language Arts



Mathematics



Foreign Language



# Hurricane Preparedness

*Pensacola News Journal*

**Revenue: \$151,000**

- Goals:
  - Increase brand awareness
  - Drive users to their storm preparedness site
- 16,327 entries
- 1,700 sponsor opt-ins
- 1,072 opt-ins for Pensacola News Journal
- 722 website visits, 489 FB visits



# National Beef Association Sweepstakes

*Chicago Tribune*

**Revenue: \$13,100**

- Goals:
  - Attract interest in the brand
  - Collect 1PD for future promotions/marketing
- Ran promotion at perfect time
  - Right before summer and grilling season
- 1,975 entries


Chicago Tribune

SUBSCRIBE  
6 months for only \$1



## Celebrate National Beef Month with a chance to win free beef

Paid Post for Illinois Beef Association • May 26, 2022 at 2:59 PM



Fire up the grill! May is National Beef Month, and the Illinois Beef Association wants to give you the chance to celebrate. That's why we're giving away \$400 worth of premium Illinois beef. One lucky winner will receive a premium beef package that will make your mouth water and your neighbors jealous! Four secondary prize winners will receive a box of premium beef valued at \$150. All you have to do is fill out the form below and answer a few questions. The deadline to enter the sweepstakes is June 15.

Email Required

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**CONTINUE >**







# Community Involvement



# **Best Practices: Community Involvement**

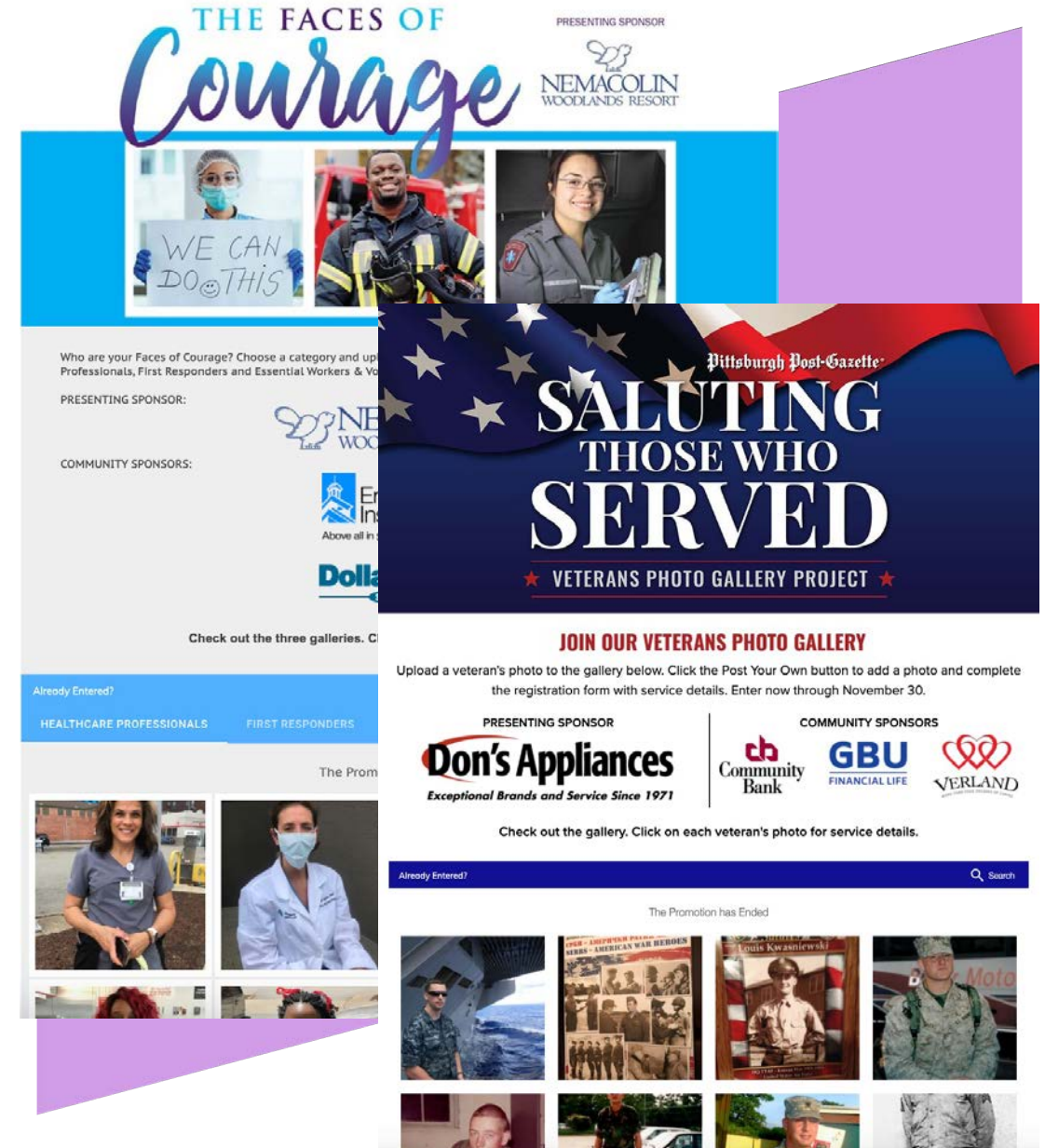
- Barstool topics
- Feel-good content
- Topics your audience cares about

# Military Photo Contest Projects

*Pittsburgh Post-Gazette*

**Revenue: \$40,000**

- Goal:
  - Honor frontline workers & and veterans
- Veterans' gallery was turned into a print special section in the newspaper
  - Also created a Veterans Day e-edition offering recognition to 1,000 veterans who entered



# Chime in for Changemakers

*USA Today*

**Revenue: \$100,000**

- Goal:
  - Shift focus from product to community
    - Huge branding campaign for Chime that also resulted in **key 1PD capture** about what motivates someone to change banks
- 1,083 nominations
- 668 opt-ins for Chime
- Lead-gen for Chime:
  - Do you currently bank with Chime?
  - What type of bank do you use today?
  - What would motivate you to change banks?



**Know a Changemaker? Chime® could send \$10k their way.**




Chime® is recognizing people changing their communities for the better with \$10,000 each. Know a changemaker? Chime in below, tell us what they're doing, and they could send \$10,000 their way (and \$2,000 to you!).

# Volunteers Count

KXLY-TV

**Revenue: \$30,565**

- Goal:
  - Give back and honor volunteers
- Community nominated an outstanding volunteer for a chance to win a \$1,000 donation to their non-profit/charity
- 92% opt-in rate for sponsor

**Volunteers Count**

STCU and KXLY 4 News Now are honoring volunteers in our community that dedicate countless resources to the non-profits they serve. Through STCU's Volunteers Count, we are telling some of their stories. Winning volunteers will be highlighted on KXLY television stations and the non-profit will receive a donation in volunteer's name.




**Submission Details to Nominate Your Volunteer:**


- **Volunteer's name**
- **Non-profit organization name**
- **Organization's address**
- **Hours they contribute**
- **What they do for the organization**
- **Volunteer's impact on the non-profit organization**
- **What would be the effect on the organization without the volunteer**

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

**CONTINUE >**



[Terms of Service](#) [Privacy Policy](#) [Rules](#) Powered by  secondstreet




# Michigan Wildlife Council Photo Contest

*Detroit Free Press*

**Revenue: \$28,000**

- 775 entries
- 1116 votes
- 227 opt-ins for the paper
- 687 opt-ins for the sponsor



WILDLIFE CONSERVATION MONTH  
**Photo Contest**

GIVE US YOUR BEST SHOT!

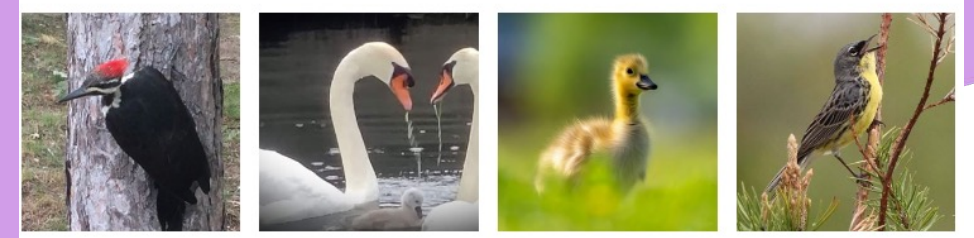
MICHIGAN  
**WILDLIFE**  
COUNCIL

**VOTE TODAY!**  
Vote on your favorite submitted outdoor photo.

The **WINNER** will receive a \$300 Visa Gift Card from Michigan Wildlife Council!

Must be 18 years old to enter. Vote until August 9th.

Already Entered? [Search](#)



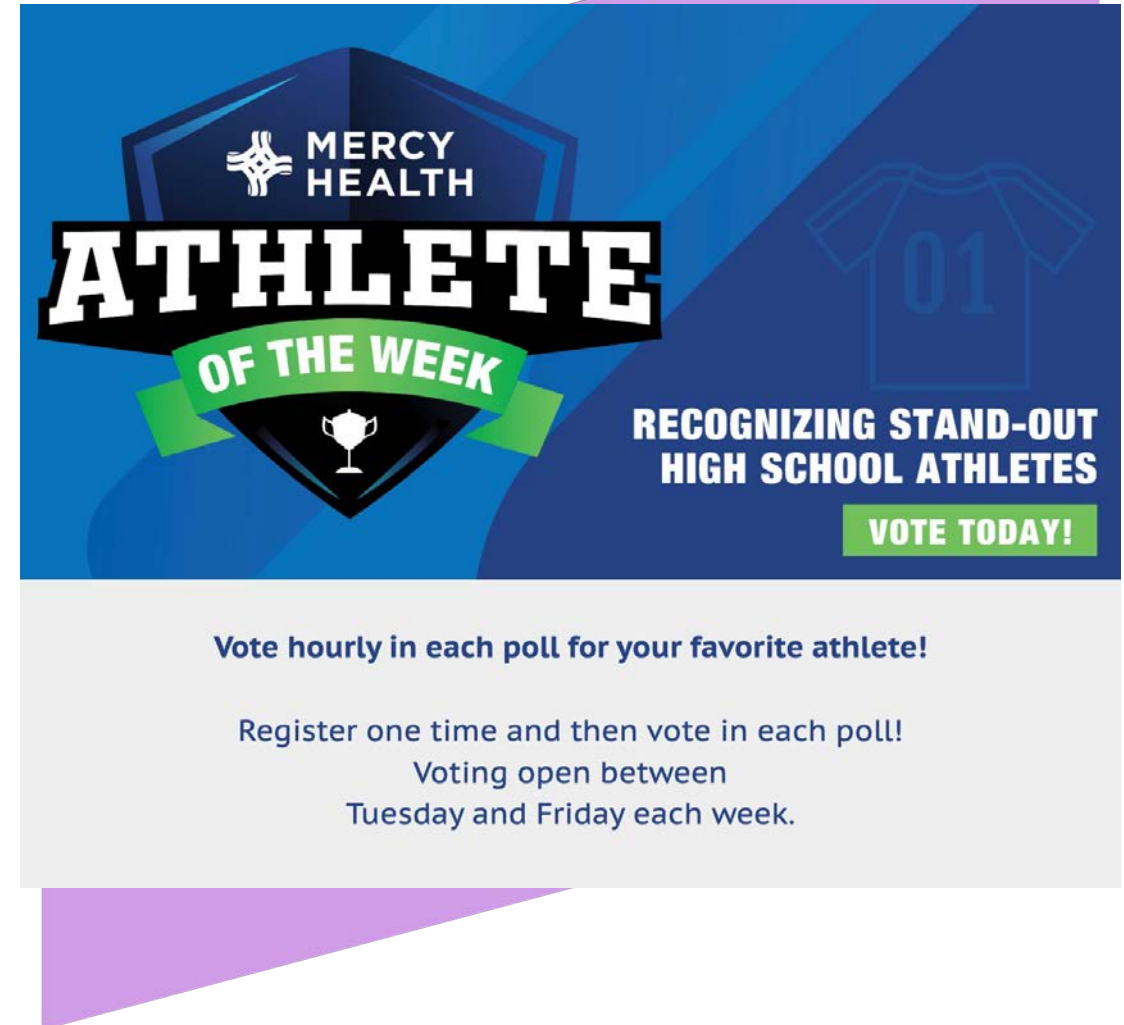


# Athlete Of The Week

*Cincinnati Enquirer*

**Revenue: \$79,500**

- Goal:
  - Align with marketing initiative that promoted to high school athletes and their parents
- Sponsored promotion for 2 years
- 2,700+ opt-ins for sponsor

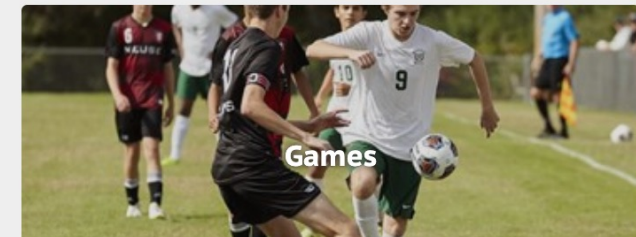
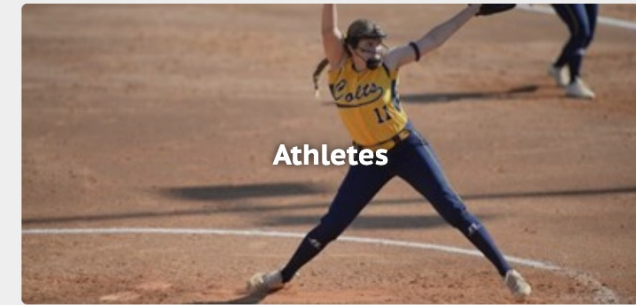


# HighSchoolOT.com Honors

WRAL-TV

**Revenue: \$65,000**

- 57,270 votes
- 4,800+ opt-ins for High School Sports newsletter
- Included a virtual/TV Special for Awards
  - Featured interviews with athletes



# Salute to Nurses

*The Oklahoman*

**Revenue: \$75,000**

- Ballot ran during National Nurses Week
- Utilized 3 sponsors
- 10,100+ votes



PRESENTED BY THE OKLAHOMAN



## VOTING HAS ENDED

Voting has ended and we are tabulating votes. The winners will be contacted and announced at the Gala.

In conjunction with National Nurses Week, we will celebrate Central Oklahoma's extraordinary nursing community. The Oklahoman, with the support of Oklahoma Nurses Association, welcome all of the Finalists and their guests to a red carpet gala. Guests will enjoy food, drinks and the Best in Class awards ceremony. We are currently planning on the event for May 7th but continue to monitor the COVID-19 situation and will update if we feel necessary.

Already Voted?

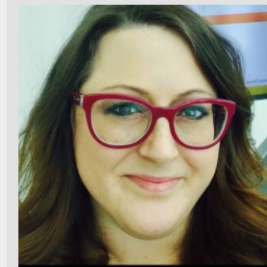
Categories

[Nurse Manager](#)

Oncology  
Operating Room  
Pediatric  
School Nurse  
Hospice Care  
ICU/CCU  
Emergency Room  
Labor/Delivery  
In-Home Care  
Advanced Practice Registered Nurse  
Mental/ Behavioral Health  
Nurse Educator  
New to Practice (Under 5 Years)

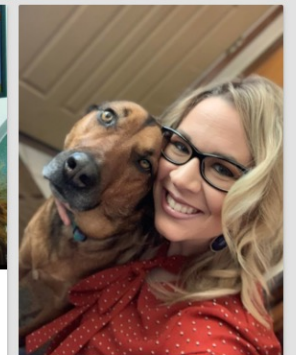
The Promotion has Ended

**Nurse Manager**



**April Crim / Integris Baptist Medical Center**

April is a phenomenal manager at Integris Baptist Medical Center. April is over the 801 ICU. In 801 we care for ECMO, open heart recovery, heart



**Christine McMurray / Integris Canadian**

# Top Nurses Awards

*The Plain Dealer/Cleveland.com*

## Revenue: \$50,000

- Achieved 123% of their revenue goal!
- Program included ballot, in-person event, and special print section
  - 3 sponsors
- 22,000+ votes
- 150+ leads for each sponsor





# 8 On Your Plate Restaurant Sweepstakes

WRIC-TV

**Revenue: \$36,750**

- Goal:
  - Increase visibility of local restaurants
  - Drive foot traffic, online orders, and email lists
- Sweepstakes run each month featuring 1 local restaurant
  - 10 sweepstakes featuring 8 restaurants total
  - Also included promotion via email, social media and on-air tv spots
- 14K+ opt-ins for restaurant sponsors



# Support Local Restaurants

*Times Colonist*

**Revenue: \$20,000**

- 50 local restaurants participated
- 12 days with 12 promotions
- As many as 35 restaurants participating in EACH of the 12, five-day promotions

**Enter To Win A \$100 Gift Card**  
From One Of These Participating Restaurants  
Go to [www.timescolonist.com/contests](http://www.timescolonist.com/contests) and enter by noon, Saturday, January 2<sup>nd</sup>

**Gift CERTIFICATE** VALUE \$100

ADRIENNE'S RESTAURANT  
adriennesrestaurant.ca  
250-458-1535

DELICIOUS  
deliciousgripa.ca  
250-475-1805

[- roast -]  
roastandwichshop.com  
778-433-8839

THUNDERBIRD  
instagram: #Thunderbirdvictoria  
250-384-8899

fireside grill  
firesidegrill.com  
250-479-1222

AURA RESTAURANT  
aurarestaurant.ca  
250-414-6739

bin 4  
3 Locations to Serve You  
bin4burgerlounge.com

BOLD BUTCHERY  
boldbutchery.com  
250-590-1128

DON MEE  
donmee.com  
250-383-1032

CHICKEN 649  
chicken649.ca  
250-580-6491

MR MIKES  
mrmikeys.ca  
250-580-3222

BROWNS CRAFTHOUSE  
brownscafehouse.com  
778-432-0565

Finnia  
finniasushi.com  
250-360-1808

VIRTUOUS PIE  
virtuouspie.com  
250-590-2992

milestones  
milestonesrestaurant.ca  
250-381-2244

CLARKE & CO.  
clarkeandco.victoria.ca  
778-677-5109

LAKEHOUSE  
atthelakehouse.ca  
250-829-2555

LURE  
lurevictoria.com  
250-380-5873

laCovo  
lacovovictoria.ca  
250-380-0088

CHRISTIE'S PUB  
christiespub.com  
250-591-5333

SIX MILE  
sixmilepub.com  
250-479-3121

10 ACRES  
10acres.ca  
250-940-0735

Dosa Paragon  
dosapara.ca  
778-440-2206

FERRIS  
ferrisvictoria.com  
250-380-1824

101 PASTA BAR  
101pastabar.com  
778-265-9311

SOUP CAFE  
soupacafe.com  
250-380-0856

GORGEOUS POINT PUB  
gorgepointpub.com  
250-386-5500

Enter for your chance to win!

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

**CONTINUE >**

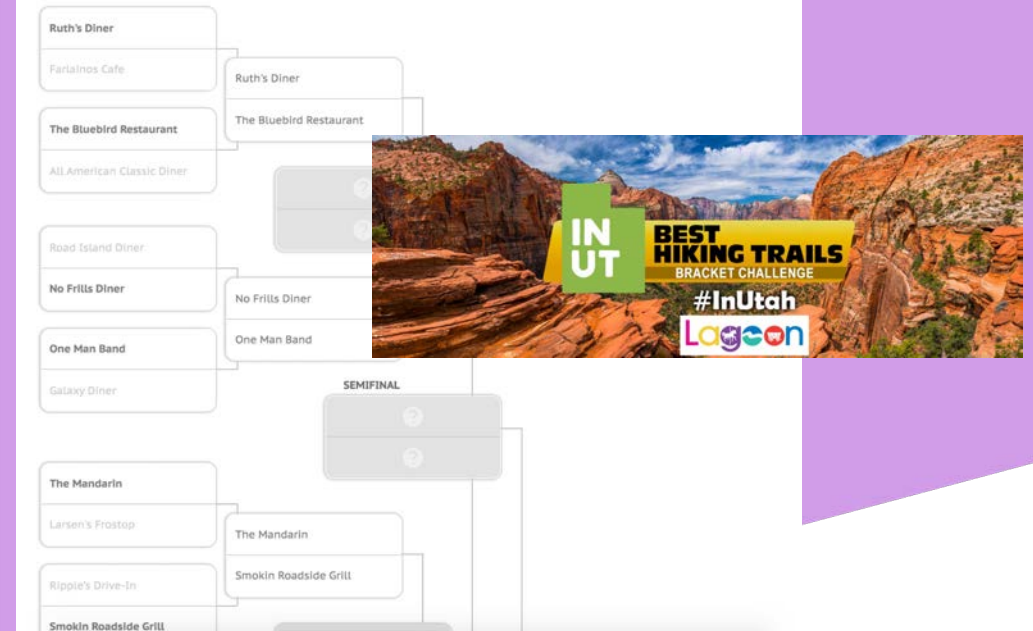


# #inUTAH Bracket Challenge

KSFI-FM

**Revenue: \$50,000**

- Goal:
  - Support locally owned businesses
- Sponsored by the Utah Governor's Office of Economic Development
- ~2,000 votes per bracket





**Get National  
Sweepstakes Sponsored**



## **Best Practices: National Sweepstakes**

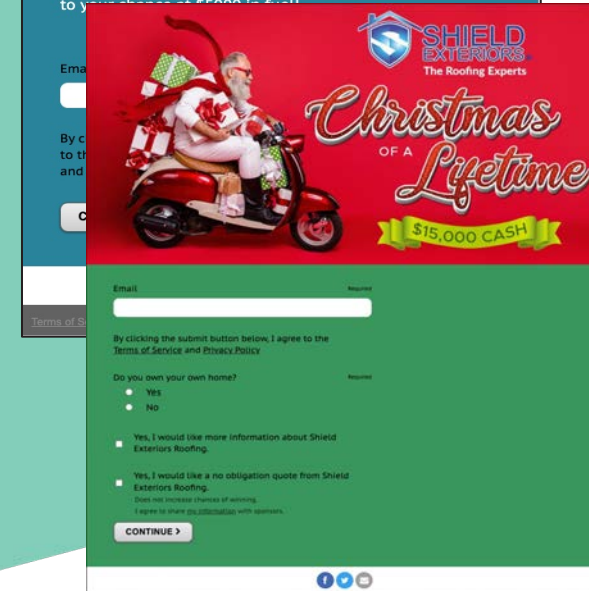
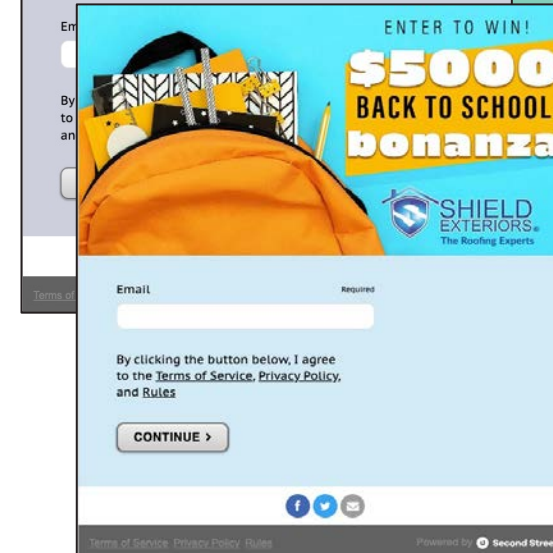
- Sell all 4 to one sponsor
- Line up with advertiser sales cycles
- Big Prize provided by Second Street

# Shield Exteriors Sweepstakes

*Federated Fort Wayne*

**Revenue: \$34,000**

- **Total yearly contract: \$292,000**
- Same sponsor for all 4 sweepstakes
- Sponsor turned into largest client for media company
- 1,600+ opt-ins for sponsor



# Rent or Mortgage for A Year

Forever – Delmarva

**Revenue: \$14,250**

- Sponsored by AC company
- 708 new sponsor opt-ins
  - 50% opt-in rate – highest they've ever had
- 298 warm leads
  - Requested free system evaluation
- Promotion ran on multiple stations
  - Displayed the power of other audiences to client



**RENT OR MORTGAGE**  
**\$15,000 SWEEPSTAKES**  
**FOR A YEAR**

PRESENTED BY  
**ATLANTIC**  
REFRIGERATION &  
AIR CONDITIONING

**Here's your chance  
to have your rent or  
mortgage paid for  
an entire year!**

Complete the form  
below to enter our  
***Rent or Mortgage  
for a Year  
Sweepstakes!... a  
\$15,000 prize!***

**Entries accepted**  
Monday, November 7, 2022  
through Monday, December  
12, 2022



# Viva Live Long Live Well

*South Shore Home & Style*

**Revenue: \$2,000**

- Goal:
  - Raise brand awareness
  - Gather leads
- New client turned into consistent advertiser
- Now an internal case study to display power of sweepstakes to other clients
- 3,776 clicks for client's Instagram account
- 1,402 new opt-ins



*Enter to Win*

**SOUTH SHORE**  
HOME, LIFE & STYLE

LIVE LONG. LIVE WELL. LIVE IT UP.

# SWEEPSTAKES

Sponsored by Viva Tequila Seltzer



August 1st to the 28th  
For a Chance to Win **\$5,000**

PRIZES ALSO FROM:  
**The Lash Lady, Seoane Garden Center, Crystal Clear Detailing, Viva Tequila Seltzer and others!** Enter on our website at [SouthShoreHomeLifeAndStyle.com](http://SouthShoreHomeLifeAndStyle.com)

To learn more about Viva visit [vivatequilaseltzer.com](http://vivatequilaseltzer.com) and follow us on Instagram @vivaseltzer.

You can enter each day!  
Tell your friends so that you each get extra chances.  
Along with a chance to win \$5,000 we have more amazing prizes for Viva Seltzer, Seoane Garden Center, Crystal Clear Detailing, and The Lash Lady.





# **Six-Figure Promotions that Accomplish Multiple Goals**



# Best Practices

- Long-term deal
- Relevance + Value= Participation
- Seasonal/Market Initiatives
- Save and Grow Revenue
- Multi-media Package
- Educate and Engage
- Community Involvement

**BEST OF VENICE**

Voting open until Nov. 15, 2022

Sponsored By: GULF SHORES

Presented By: Venice Gondolier

*Best of CHARLOTTE 2022*

VOTE TODAY  
Now - November 2, 2022  
Vote for your favorites today!  
Vote in 25 or more categories and you could win a \$100 gift card.

SPONSORED BY: EXECUTIVE COOLING AND HEATING

SPONSORED BY: The Medicine Shoppe, Charlotte Plumbing, Quigley Eye

**WHO WON?!**

WINNERS ANNOUNCED  
★ THURSDAY, APRIL 21 ★

PRE-ORDER YOUR COPY TODAY!

2022 BEST OF THE CAPITAL REGION  
25 YEAR ANNIVERSARY  
WINNER

TIMES UNION

**VOTE NOW!**

Honor your favorite businesses by voting for them to be the Best of the Best.

VOTE FOR A CHANCE TO WIN \$250

2023 BEST OF THE **best** PALM BEACH COUNTY

Serving Our Community for Over 100 Years

The Palm Beach Post  
palmbeachpost.com

2022 **BEST OF HAWAII**  
Viewers' Choice Awards

KITV 4 HD

Congratulations to all the winners!

**St. Louis LIST 2023**

2022 **BEST OF BOISE**  
The Official Community Choice Awards  
BOISE WEEKLY  
boiseweeklybestof.com

WINNERS

Congratulations to all of the 2022 Best of the Best Winners!

CONNECT **Best OF SAVANNAH** 2022

**BEST OF THE Pines 2022**  
THE PILOT

BATON ROUGE PARENTS MAGAZINE  
**Family Favorites 2022**  
VOTE FOR US

2022 FAMILY FAVORITES

ff.brparents.com  
Vote Through August 31

**BEST OF Western Kentucky 2022**

VIEW THE WINNERS

WPKD 106.5 FM, WHVO 96.5 100.9 FM, WPKY 103.3 FM 1580 AM

**THE BEST OF THE GULFSHORE 2023**

**VCA<sup>22</sup> 2022 VIEWER'S CHOICE AWARDS**

You have told us your favorites. Now it is time to decide the winners. Vote for your favorite in each category.

Agriculture, Auto and Transportation



# Best of the Pines

*The Pilot*

**Revenue: \$285,000**

- Revenue increased 400% since they started with Second Street
- Creates major brand awareness
- Thousands of opt-ins
  - 2,500+ contest opt-ins
  - 2,200+ newsletter opt-ins
- One main sponsor with 12 supporting sponsors
- Promotion 'sells itself'



# Best of Western Kentucky

WKDZ-FM

## 8th year running with 10% revenue growth

- Goal:
  - Generate Q1 revenue
  - Recognize local businesses
  - Drive website traffic, grow database, brand recognition
- 48,000+ votes
- 1,200+ new opt-ins





# Best of Boise

*Boise Weekly*

**Revenue: \$127,000**

- YOY Growth: 277%
- Email Database YOY Growth: 9,108
- 173,000 nominations



# Best of Sumter

*Sumter Item*

**Revenue: \$275,000**

- YOY growth: +\$32K
- 8% over revenue goal
- 12,000+ nominations
- 267,000+ votes
- 3,600+ new opt-ins



# Viewer's Choice Awards

WXXV-TV

**Revenue: \$41,000**

- 13,000+ opt-ins
- 28,000+ people participated
  - ~27,000 new users
- 264,000+ total votes



# 2022 Best of Hawaii

KITV-TV

**Revenue: \$90,000**

- 3,800+ participants
- 53,000+ votes
- 870 promo opt-ins
- 892 newsletter opt-ins



**Congratulations to all the winners!**



# Best of Savannah 2022

*Connect Savannah*

**Revenue: \$125,000**

- 159% over goal!
- 35,000+ nominations
- 305,000+ votes
- 5,000+ newsletter opt-ins





# 2022 Family Favorites

*Baton Rouge Parent's Magazine*

**Revenue: \$100,000**

- In-person event for all winners and runners-up
- Replicating this contest in 2 other markets
- 4,700+ magazine opt-ins
- 3,900+ birthday club opt-ins



**2022 FAMILY FAVORITES**

[ff.brparents.com](https://ff.brparents.com)  
**Vote Through  
August 31**

You have told us your favorites.  
Now it is time to decide the winners.  
Vote for your favorite in each category.

# Best of Sun Coast

*Sun Coast Media Group*

**Revenue: \$460,000**

- YOY revenue growth: 18%
- Doesn't include event ticket sales!
- Four separate ballots!
- 109,000+ votes
- 8,300+ combined opt-ins
  - YOY email database growth: 15%



# Best of The Gulfshore

*Gulfshore Life*

## Revenue: \$123,000+

- Drove 263,000 page views
  - 37.33% increase
  - 14% bounce rate decrease
- 28,000+ votes
- 1,200+ new opt-ins



# Best of the Best Palm Beach County

*Palm Beach Post*

**Revenue: \$550,000+**

- 28,000+ nominations
- 208,000+ votes
- 7,700+ new opt-ins for paper
- 2,000+ new opt-ins for sponsor

**VOTE NOW!**

Honor your favorite businesses by  
voting for them to be the Best of the Best.

VOTE FOR A CHANCE TO  
**WIN \$250**

Official Community Choice Awards

**2023**  
**BEST OF THE**  
**best**  
★ ★ ★ ★ ★  
**PALM BEACH**  
**COUNTY**

Serving Our Community for Over 100 Years

The Palm Beach Post  
[palmbeachpost.com](http://palmbeachpost.com)



# Best of the The Capitol Region

*Times Union*

**Revenue: \$219,000**

- Sponsorship from 75+ advertisers
- 50,000 people voted 500,000 times
- 177,122 nominations
- Planning a winner's event for next year
- 6,200+ newsletter opt-ins
- 4,300+ promo opt-ins





# A-List

*St. Louis Magazine*

**Revenue: \$225,000**

- YOY growth: 86%
- 77,000+ nominations
- 569,000+ votes
- 8,400+ combined opt-ins for their 3 newsletters
- First time advertiser secured multiple leads and booked 5 events in 4 months





**Second Street**

**\$5,120,000**



# Resources

# Master Class: Making Your Best Of a Year-Round Revenue and Audience Generating Machine

LEARN MORE



**lab.secondstreet.com**





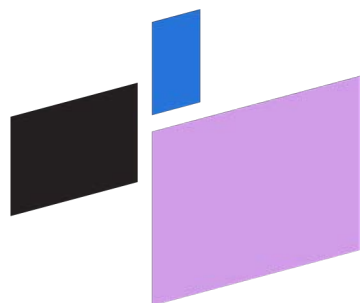
# Upcoming Webinars

- 2024 National Sweepstakes
  - Thursday, August 24
- Seller's Series: Lead-Gen Edition
  - September 25<sup>th</sup>-27<sup>th</sup>
- 30 in 30
  - Thursday, October 26
- Seller's Series: Best Of Ballots
  - Nov. 13-15

Use the QR code to access  
all available webinar  
sign-ups!

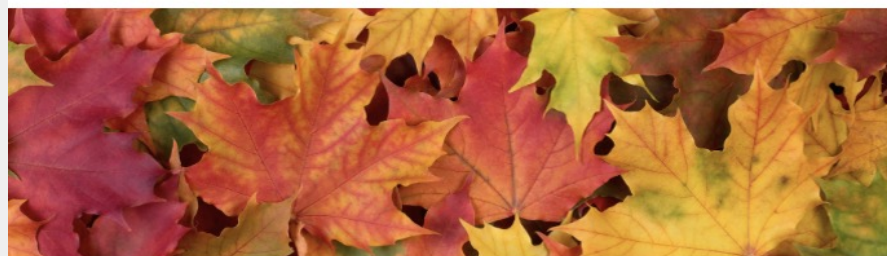






### **Football Quiz Drives \$9K for Sponsor**

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!**



# Thank You!



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