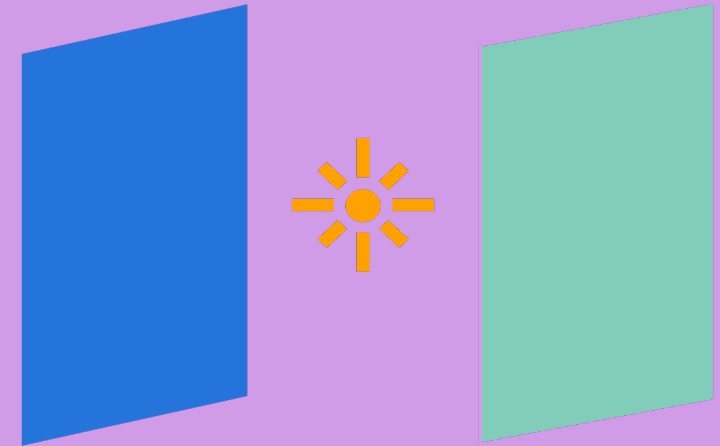
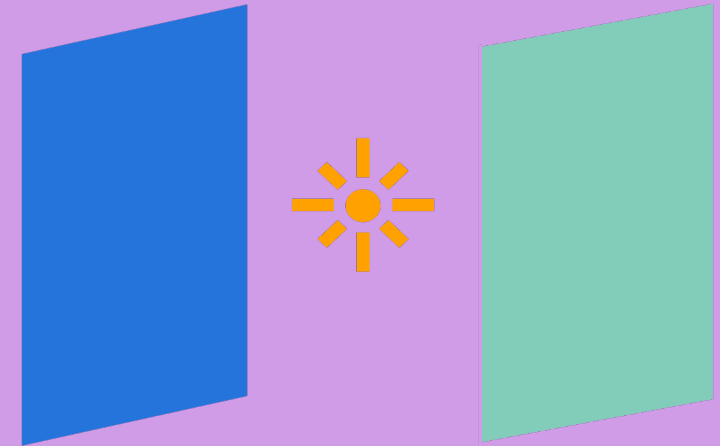


Webinar starting shortly



**\$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



Julie Foley

Sr. Customer Success Manager
Upland Second Street
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



H E A R S T



TEGNA



WEHCO MEDIA, INC.



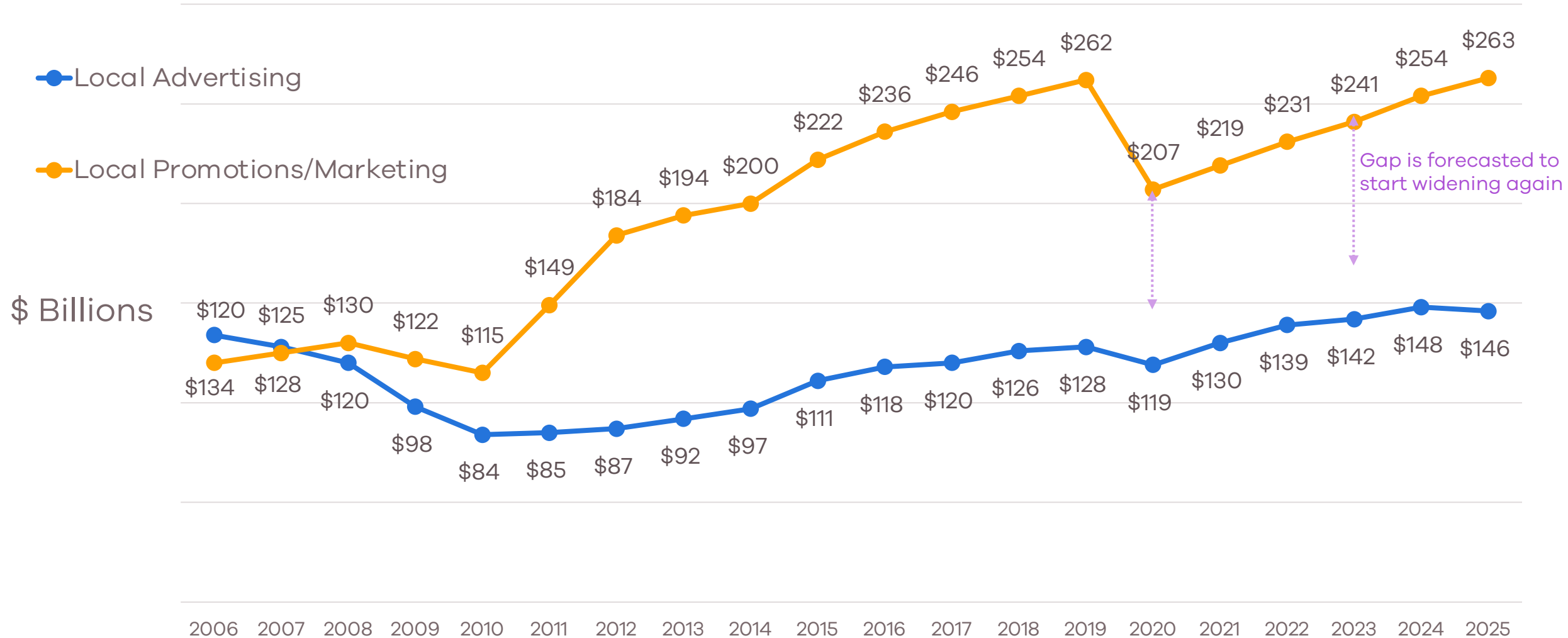
GANNETT



MORGAN MURPHY MEDIA

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**
Your pet could be featured in *O. Henry*! **ALL PETS CONSIDERED**

HEALTHCARE HEROES
HONORING MOORE COUNTY NURSES
WITH A KITCHEN MAKEOVER

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

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

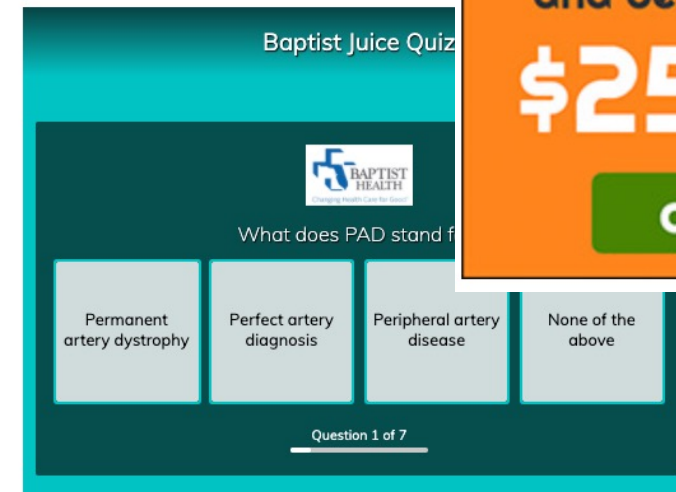
Peripheral Artery Disease may not be something that's discussed often, but it can cause quite a bit of pain, numbness and discomfort.

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

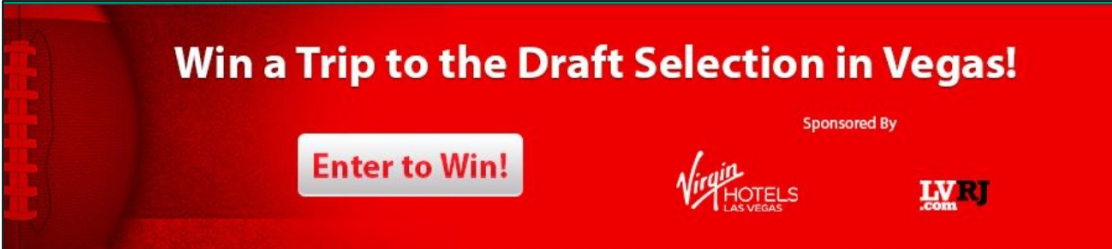


Win a Trip to the Draft Selection in Vegas!

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

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?

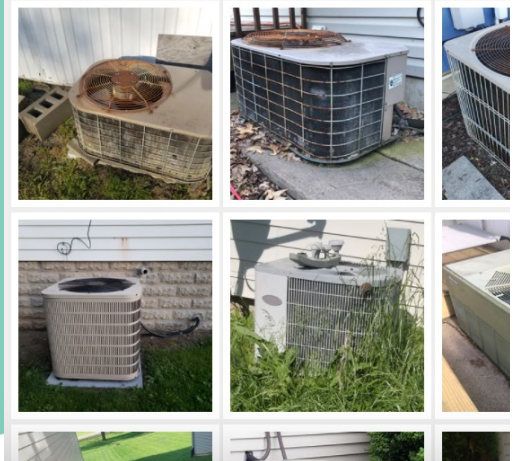
Do you have a current go-to HVAC provider? Required

- ☐ 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?



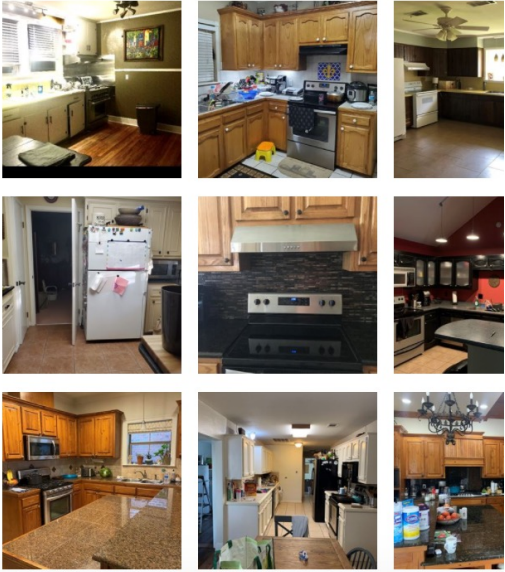
THE \$10K GIVEAWAY

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.

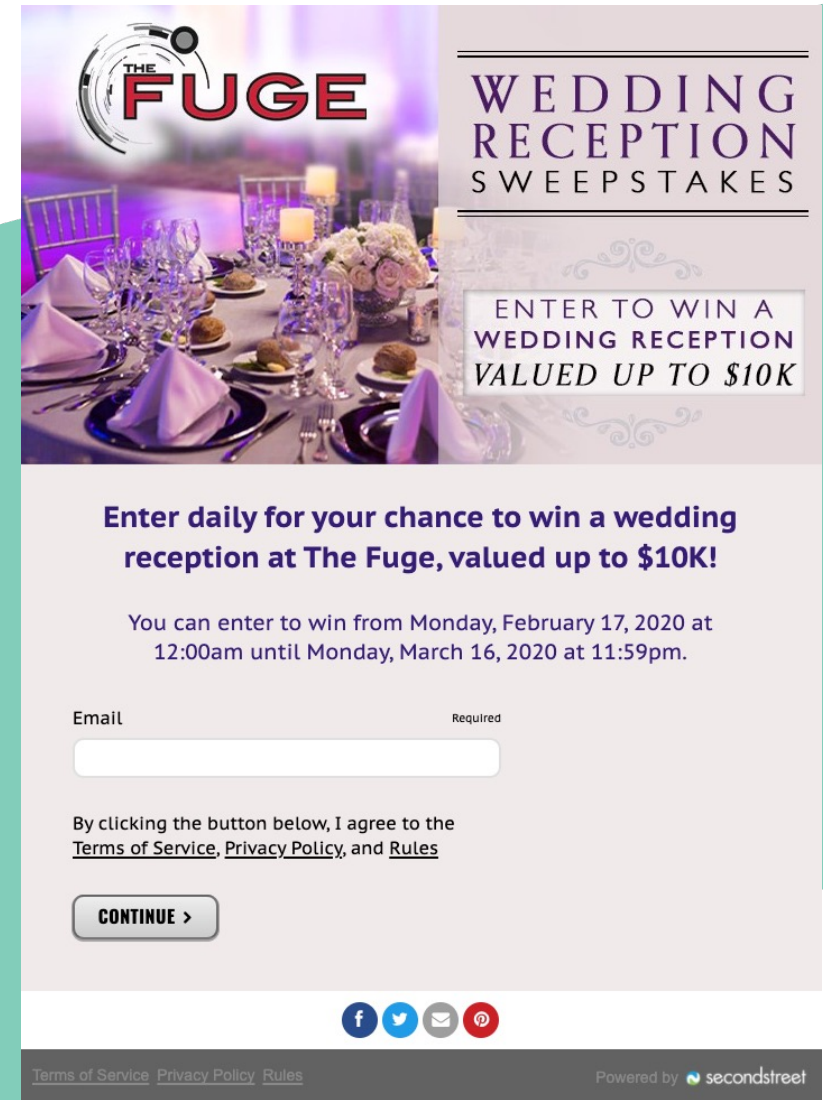
- ☐ Light and bright
- ☐ Dark and cozy
- ☐ Trendy and chic
- ☐ Calm and relaxing
- ☐ Bold and dramatic

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 landing page features a header with the 'THE FUGE' logo on the left and 'WEDDING RECEPTION SWEEPSTAKES' on the right. Below the logo is a photo of a wedding reception table. A central text box reads: 'ENTER TO WIN A WEDDING RECEPTION VALUED UP TO \$10K'. The main body of the page contains the following text: 'Enter daily for your chance to win a wedding reception at The Fuge, valued up to \$10K!'. Below this, it states: '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 the label 'Email' and a 'Required' indicator. Below the input field is a checkbox area with the text: 'By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)'. A 'CONTINUE >' button is located below the checkbox. 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'.

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 >

[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



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!

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
KELLER WILLIAMS
Luxury INTERNATIONAL

Kw PINEHURST
KELLER WILLIAMS, REALTY

Each office is independently owned and operated

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

MUNCH MADNESS XIII

University of Nebraska
FEDERAL CREDIT UNION

KLIN News Talk
1400 AM / 93.3 FM

VOTE FOR YOUR FAVORITE LOCAL RESTAURANT

NORTHWEST

- 1 Lodi's Brewery & Grill
- 16 Villa Amore
- 6 Mr. Hal's
- 9 Big Red Restaurant
- 3 LeadBody
- 12 Boss's
- 4 Vincenzo's
- 13 A Taste of Louisiana
- 6 Toast
- 11 Barnwick Cafe
- 7 Virginia's Travelers Cafe
- 14 Shawnee's Restaurant
- 7 Yia Yia's
- 10 Heoya
- 2 The Oven
- 15 Genoa Food Co.

SOUTHWEST

- 1 Mochachos
- 16 ChicosSteak Grille
- 6 Hi-Way Diner
- 9 George's Gourmet Grill
- 5 Lee's Chicken
- 4 Piedmont Bistro
- 13 Hacienda Real
- 11 Pizzano's
- 10 Subar's Rite
- 1 Billy's Restaurant
- 14 Goldenrod Pastries
- 7 3 South Charfili
- 10 Toot's Cafe
- 2 The Green Gateau
- 15 Buffalo

NORM'S ON 48TH
2022 Champion

HEOYA

#KLINMunchMadness

KLIN News Talk
1400 AM / 93.3 FM

University of Nebraska
FEDERAL CREDIT UNION

VOTE FOR YOUR FAVORITE LOCAL RESTAURANT

This is it. The CHOMPIONSHIP round of #KLINMunchMadness XIII!

From a field of 64 down to just 2. Cast your votes below, then make sure to listen to LNK Today tomorrow from 6a-9a to find out who will be crowned the CHOMPION.

This is your last chance to get your name in to win a \$50 gift card to one of the Final Fork restaurants, brought to you by our sponsor University of Nebraska Federal Credit Union!

Already Voted?

The Promotion has Ended

NORM'S ON 48TH

VOTE FOR NORM'S

Norm's on 48th

2510 S 48th St, Lincoln, NE 68506, United S...

HEOYA

VOTE FOR HEOYA

Heoya

3280 Superior St, Lincoln, NE 68504, Unite...

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](#)

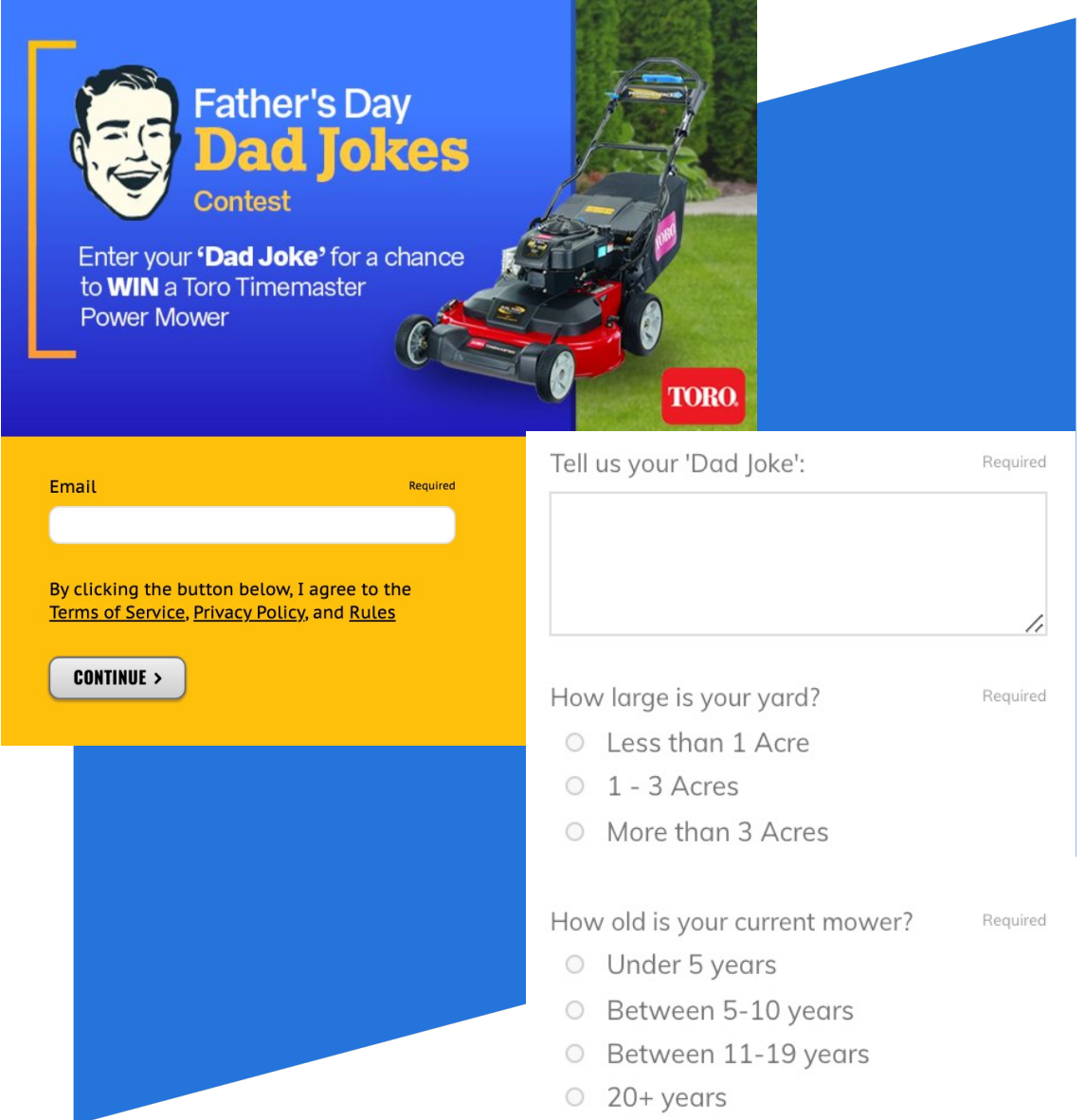
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Father's Day "Dad Jokes" Sweepstakes

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 registration form for a Father's Day sweepstakes. The top banner features a cartoon dad, the contest title, and a Toro lawnmower. Below the banner is a yellow box for email registration and a white box for survey questions.

Father's Day Dad Jokes Contest

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

Registration Form:

Email Required

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

CONTINUE >

Survey Questions:

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

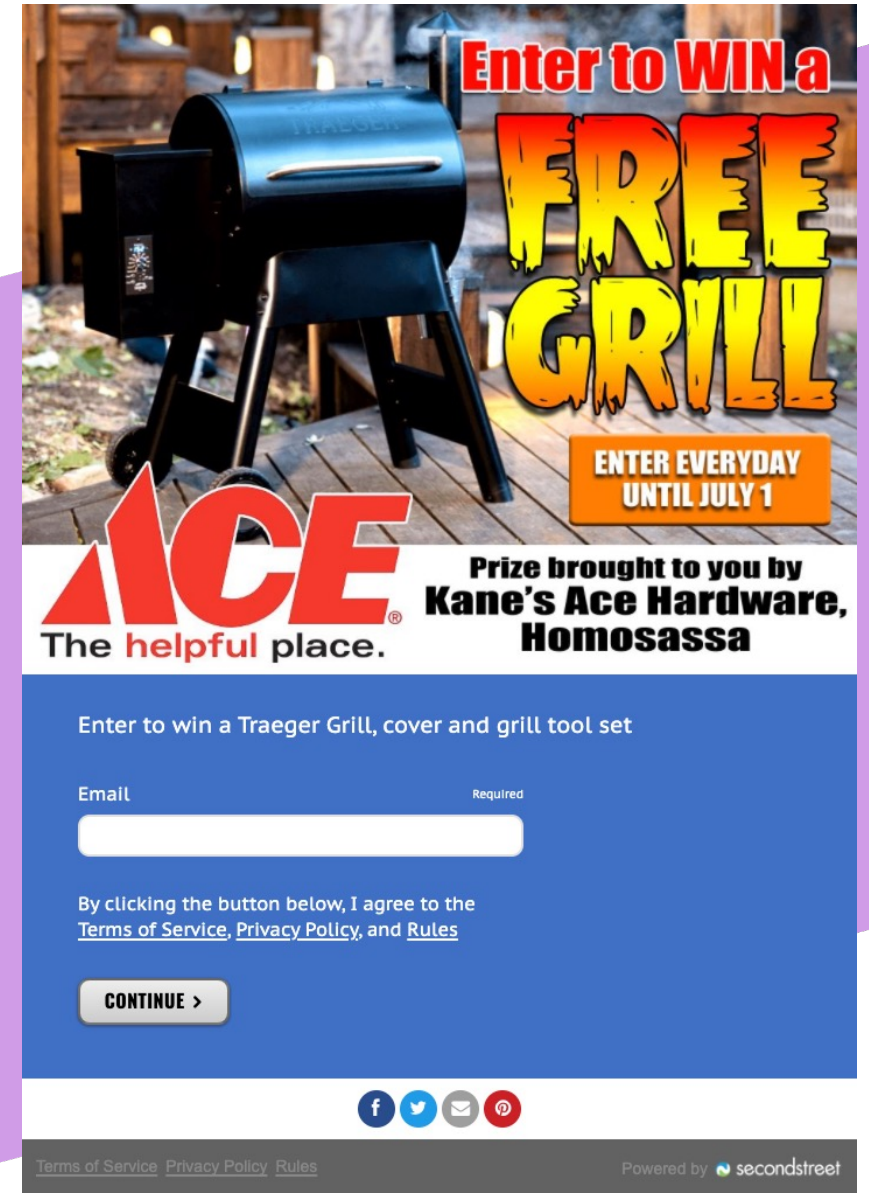


Traeger Grill Giveaway

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 >

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

[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 the tagline 'a neighborly company'. The background of the form features a night-time image of a modern house with outdoor lighting and a patio umbrella. The form includes a registration incentive: 'Register to WIN a \$4,000 LED LIGHTING package. 15% off any LED LIGHTING package.' There is an email input field. Below it, a disclaimer states: 'By clicking the submit button below, I agree Terms of Service and Privacy Policy.' Social media links for '97.3 WMEE' (Facebook and Twitter) are present. A 'CONTINUE >' button is at the bottom left. On the right side, there are four required questions with radio button options:

- 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


At the bottom left, there are links for 'Terms of Service', 'Privacy Policy', and '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**

TOILET TOPPER GIVEAWAY

ENTER TO WIN
A CUSTOM TOILET TOPPER CABINET!

PRESENTED BY:




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 visit to Woodshop's website.




CUSTOM CABINETS BUILT RIGHT

15% MILITARY DISCOUNT

LEARN MORE

NOBLEWOODSHOP.COM
(608) 738-8089



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

Email Required

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

CONTINUE >



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



PERDUE FARMS
— A FAMILY OF FARMERS SINCE 1939 —

ENTER FOR A CHANCE TO WIN A BEST OF PERDUE SAMPLER

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

CHICKEN BUNDLE
Variety Bundle (15+ servings)

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

Enter for a chance to win a Best of Purdue Sampler

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

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

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

\$139.90* Separately

Your Price **\$78.99**

\$60 OFF

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 Virginia Lottery scratcher tickets, including 'HOLIDAY WINNINGS', 'Festive Riches', 'Festive Bucks', and 'HOLIDAY CASH DROP'. The tickets are decorated with red bows and festive holiday themes. 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

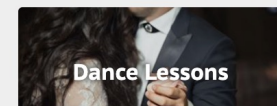
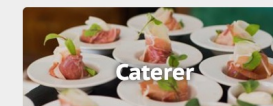
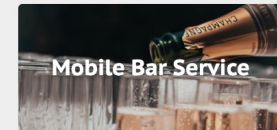
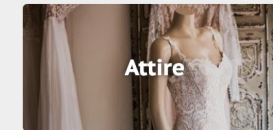
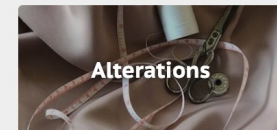
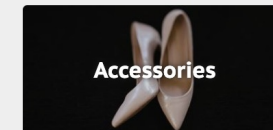
Vote for the Best Wedding Services in Calgary

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



Already Entered?

The Promotion has Ended





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' are displayed. 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 shown in large blue font. A woman in a dark blazer is visible on the right side of the interface. A blue banner with white text asks 'How much do you know about Medicare? Take the quiz now!'. Below this, 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.' and '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 question is '#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!

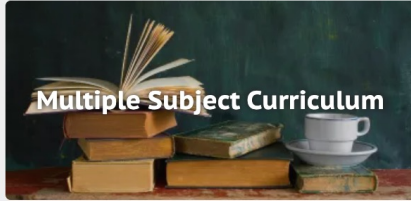
Awards Announcement and Giveaway Winner 7/20/2022

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?

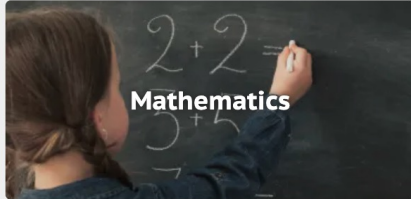
The Promotion has Ended




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

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

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

THE FACES OF Courage

PRESENTING SPONSOR: NEMACOLIN WOODLANDS RESORT

Who are your Faces of Courage? Choose a category and upload your photo. Categories include: Healthcare Professionals, First Responders and Essential Workers & Veterans.

PRESENTING SPONSOR: NEMACOLIN WOODLANDS RESORT

COMMUNITY SPONSORS: Erie Insurance, Dollar General, etc.

Check out the three galleries. Click on each photo for service details.

SALUTING THOSE WHO SERVED

Pittsburgh Post-Gazette: VETERANS PHOTO GALLERY PROJECT

JOIN OUR VETERANS PHOTO GALLERY

Upload a veteran's photo to the gallery below. Click the Post Your Own button to add a photo and complete the registration form with service details. Enter now through November 30.

PRESENTING SPONSOR: Don's Appliances (Exceptional Brands and Service Since 1971)

COMMUNITY SPONSORS: Community Bank, GBU FINANCIAL LIFE, VERLAND

Check out the gallery. Click on each veteran's photo for service details.

Already Entered? Search

The Promotion has Ended

Gallery of veteran photos including: a soldier in camouflage, a group of soldiers, a portrait of Louis Kwasniewski, and a soldier in a military uniform.

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](#)

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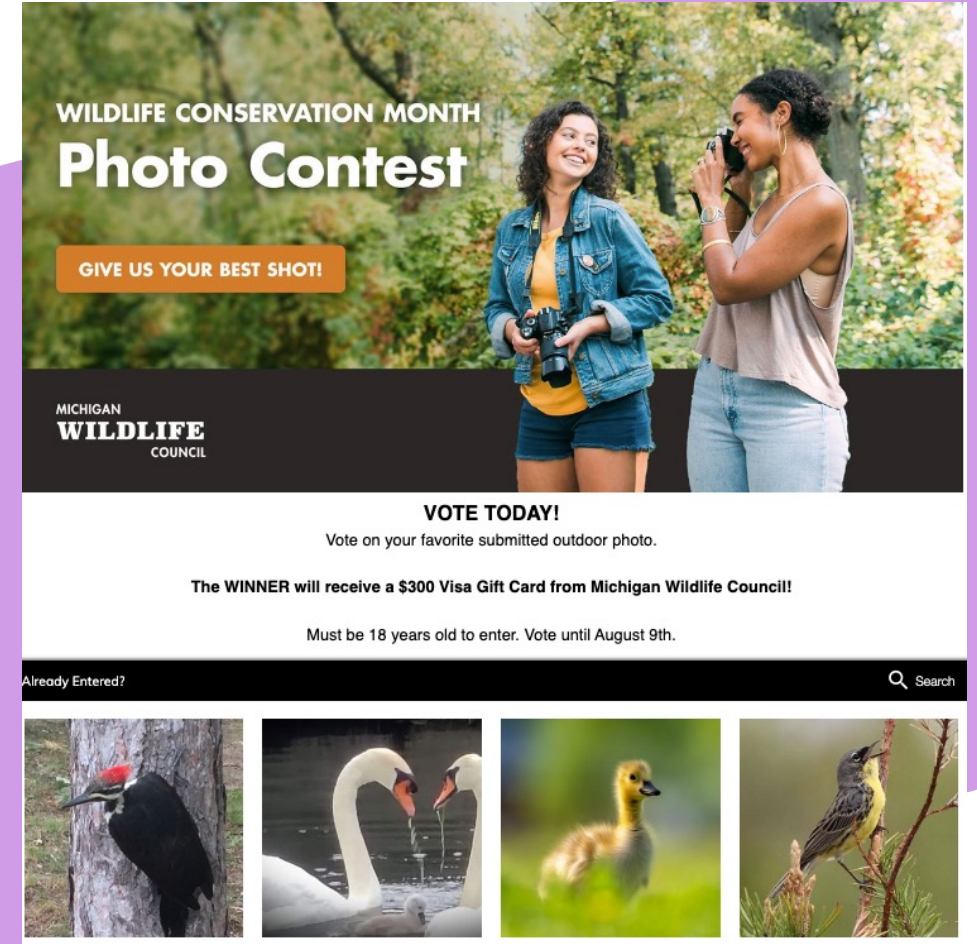
[Terms of Service](#) [Privacy Policy](#) [Rules](#) Powered by  secondstreet

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




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

The graphic is a promotional banner for the 'Athlete Of The Week' contest. It features a blue background with a purple triangle at the top right and bottom left. On the left, there is a shield-shaped logo with the 'MERCY HEALTH' logo at the top, the words 'ATHLETE' in large white letters on a black banner, and 'OF THE WEEK' in white letters on a green banner below it. A small trophy icon is at the bottom of the shield. To the right of the shield is a faint outline of a blue t-shirt with the number '01' on it. Below the t-shirt, the text 'RECOGNIZING STAND-OUT HIGH SCHOOL ATHLETES' is written in white. At the bottom right, there is a green button with the text 'VOTE TODAY!'. Below the main banner, there is a light gray box containing the text: 'Vote hourly in each poll for your favorite athlete!', 'Register one time and then vote in each poll!', and 'Voting open between Tuesday and Friday each week.'

MERCY HEALTH

ATHLETE

OF THE WEEK

RECOGNIZING STAND-OUT
HIGH SCHOOL ATHLETES

VOTE TODAY!

Vote hourly in each poll for your favorite athlete!

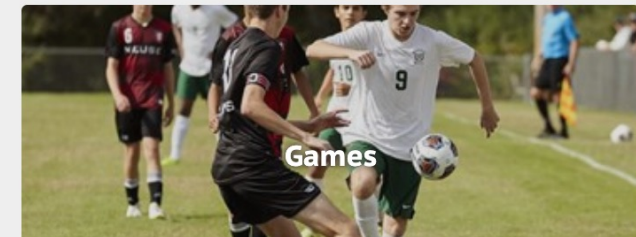
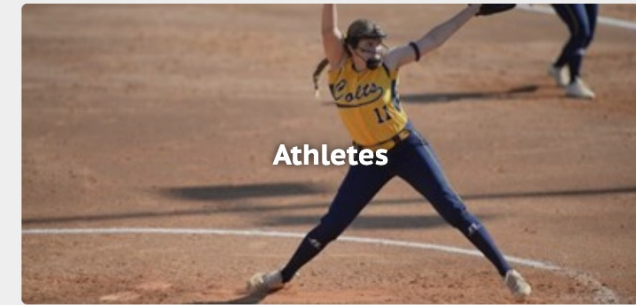
Register one time and then vote in each poll!
Voting open between
Tuesday and Friday each week.

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?

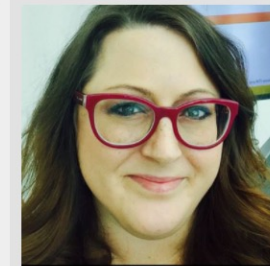
Categories

[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)

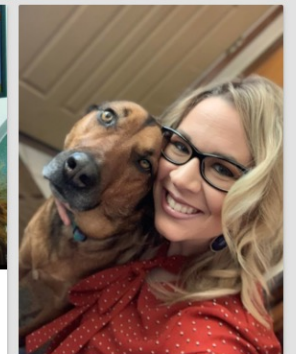
The Promotion has Ended

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

NOMINATE a nurse who has made an impact on our community!

TOP NURSES AWARDS

THE PLAIN DEALER
© cleveland.com



NO PURCHASE NECESSARY. Click below to see full rules.

THANK YOU TO OUR SUPPORTING SPONSOR

 **Southwest General**
Partnering with  University Hospitals

IN PARTNERSHIP WITH

 **Ohio League for Nursing** 

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 and enter by noon, Saturday, January 2nd

Gift CERTIFICATE VALUE \$100

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

DELICIOUS
250-475-1805
deliciousgripa.ca

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

THUNDERBIRD
250-384-8899
instagram: #Thunderbirdvictoria

fireside grill
250-479-1222
firesidegrill.com

AURA RESTAURANT
250-414-6739
aurarestaurant.ca

bin 4
3 Locations to Serve You
bin4burgerlounge.com

BOLD BUTCHERY
250-590-1128
boldbutchery.com

DON MEE
250-383-1032
donmee.com

CHICKEN 649
250-590-6491
chicken649.ca

MR MIKES
250-590-3222
mrmikeys.ca

BROWNS CRAFTHOUSE
778-432-0565
brownscafehouse.com

Finnia
250-360-1808
finniovictoria.com

VIRTUOUS PIE
250-590-2992
virtuouspie.com

milestones
250-381-2244
milestonesrestaurant.ca

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

LAKEHOUSE
250-829-2555
atthelakehouse.ca

LURE
250-380-5873
lurevictoria.com

LA COVE
250-380-0088
lacovevictoria.ca

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

SIX MILE
250-479-3121
sixmilepub.com

10 ACRES
250-940-0735
10acres.ca

Dosa Paragon
778-440-2206
dosa-paragon.ca

FERRIS
250-380-1824
ferrisvictoria.com

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

SOUP CAFE
250-380-0856
soupacafe.com

GORGEOUS PUB
250-386-5500
gorgeouspub.com

Enter for your chance to win!

Email Required

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

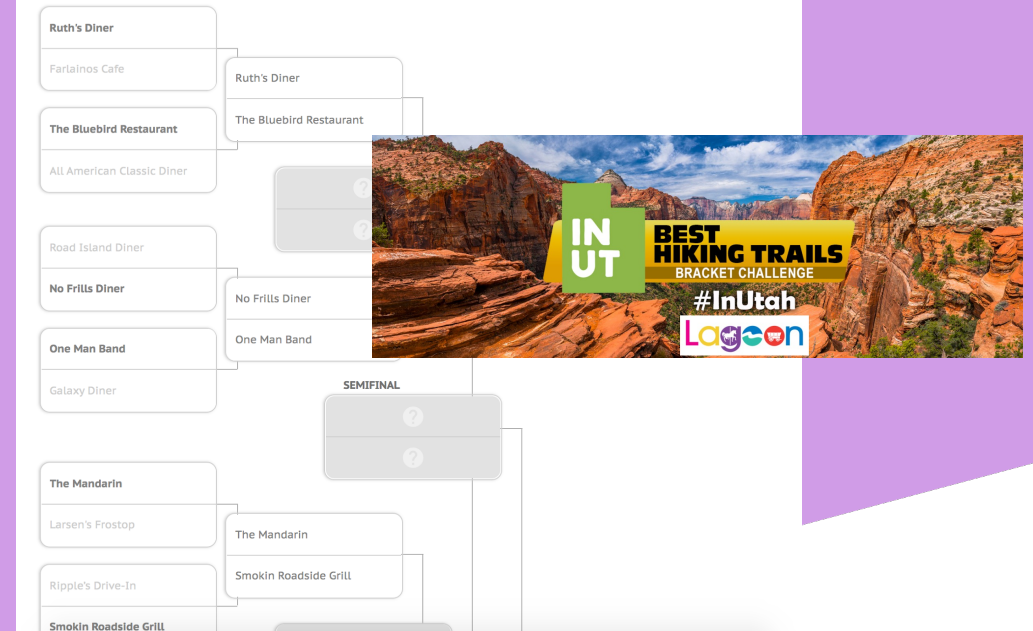
CONTINUE >

#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

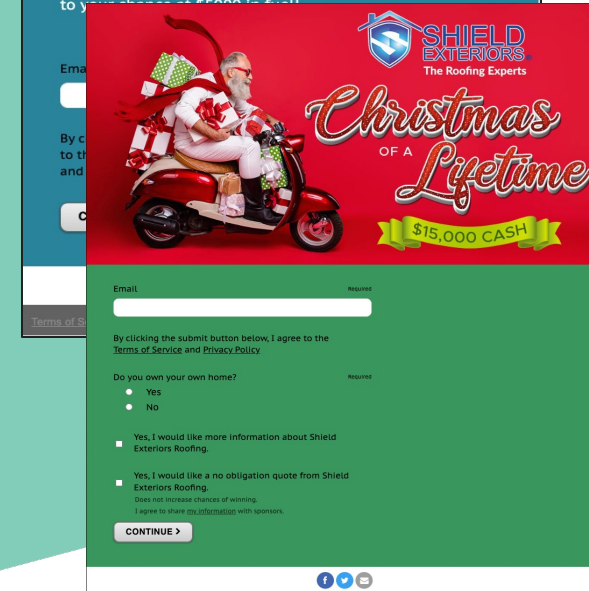
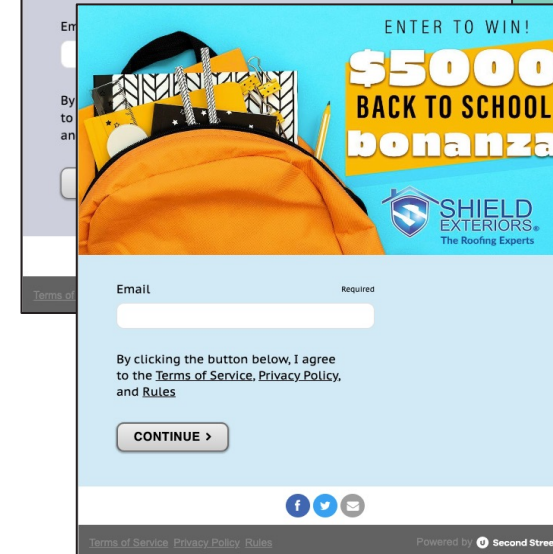
- Sell all 4 to one sponsor
- Line up with advertiser sales cycles
- Big Prize provided by Second Street

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 INC.

**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



The poster is for a sweepstakes titled "Enter to Win" and "SOUTH SHORE HOME, LIFE & STYLE". The main theme is "LIVE LONG. LIVE WELL. LIVE IT UP. SWEEPSTAKES". It is sponsored by Viva Tequila Seltzer. The poster features four cans of Viva Tequila Seltzer in different flavors: elderberry, huckleberry, atermelon, and grapefruit. The contest runs from August 1st to the 28th, with a chance to win \$5,000. Prizes also include items from The Lash Lady, Seoane Garden Center, Crystal Clear Detailing, and Viva Tequila Seltzer. The poster encourages entering daily and sharing with friends for extra chances.

Enter to Win

SOUTH SHORE
HOME, LIFE & STYLE

LIVE LONG. LIVE WELL. LIVE IT UP.

SWEEPSTAKES

Sponsored by Viva Tequila Seltzer

VIVA
tequila seltzer

VIVA
elderberry
tequila seltzer

VIVA
huckleberry
tequila seltzer

VIVA
atermelon
tequila seltzer

VIVA
grapefruit
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

To learn more about Viva visit 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 BOARD OF TOURISM

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: SunCoastTennis.com, The Medicine Shoppe, Charlotte Plumbing, Quigley Eye

2022 BEST OF HAWAII

Viewers' Choice Awards

KITV 4 HAWAII TELEVISION

Congratulations to all the winners!

2022 FAMILY FAVORITES

ff.brparents.com
Vote Through August 31

BATON ROUGE PARENTS MAGAZINE
Family Favorites 2022
VOTE FOR US

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

WHO WON?!

WINNERS ANNOUNCED
★ THURSDAY, APRIL 21 ★

PRE-ORDER YOUR COPY TODAY!

2022 BEST OF THE CAPITAL REGION 25 YEAR ANNIVERSARY WINNER

TIMES UNION

St. Louis LIST 2023

BEST OF Western Kentucky 2022

VIEW THE WINNERS

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

Already Entered?

Agriculture, Auto and Transportation

VOTE NOW!

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

VOTE FOR A CHANCE TO WIN \$250

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!

THE BEST OF THE GULFSHORE 2023

2023 BEST OF THE best PALM BEACH COUNTY

Serving Our Community for Over 100 Years

The Palm Beach Post
palmbeachpost.com

CONNECT Best of SAVANNAH 2022

BEST OF THE Pines 2022

THE PILOT

VCA²² 2022 VIEWER'S CHOICE AWARDS

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
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

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



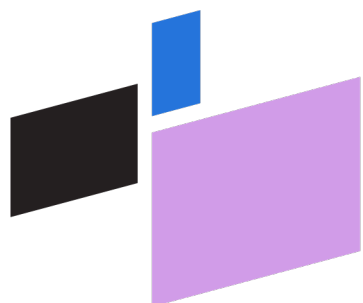


Upcoming Webinars

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

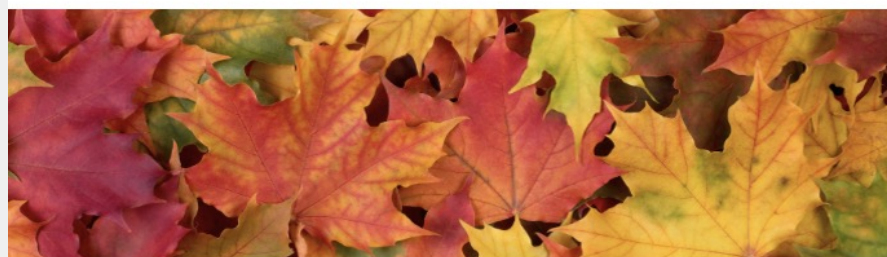
Use the QR code to access
all available webinar
sign-ups!





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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