U Second Street



30 Ideas in 30
Minutes to Drive
Major Success

Webinar starting shortly

U Second Street



30 Ideas in 30
Minutes to Drive
Major Success

Welcome!



Liz Huff
Sr. Director of Customer Success
Upland Second Street
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Matt Hummert
Customer Success Manager
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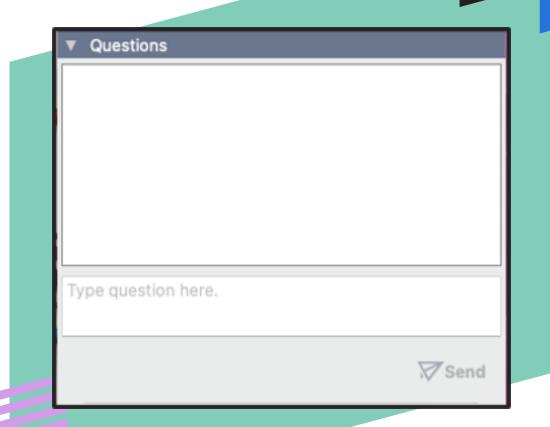
Julie Foley
Sr. Customer Success Manager
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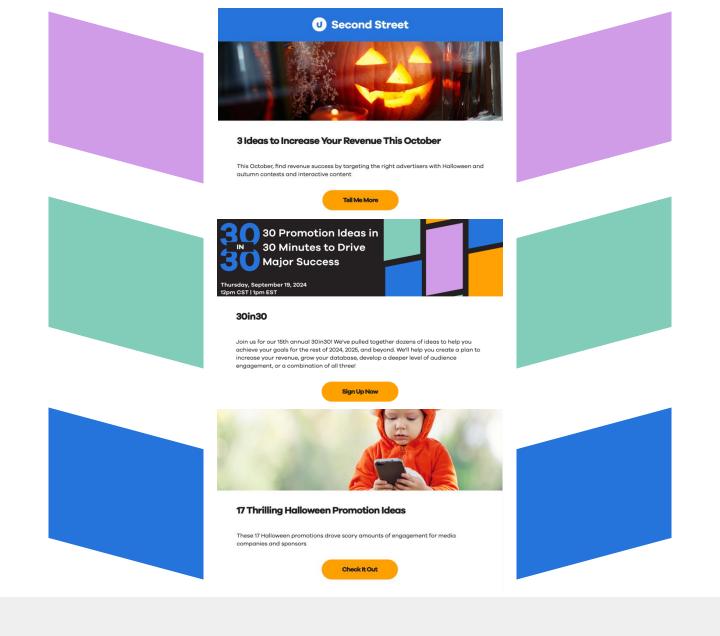


Kristen Wehe
Customer Success Manager/Content Creator
Upland Second Street
kwehe@uplandsoftware.com

Send in your questions!

Submit your questions in the Questions panel during the webinar, and we will answer them at the end or follow up with you!











Five Areas of Focus for 2025

National Sweepstakes

Current Initiatives

Big Money Lead-Gen Campaigns

Audience Data



National Sweepstakes

2025 National Sweepstakes

US and *Canadian Partners





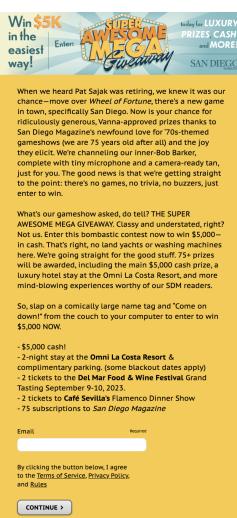
1. Travel/Events

#1 Travel/Events



Ultimate Road Trip \$5,000
Sweepstakes
Inside Columbia





Super Awesome Mega Giveaway
San Diego Magazine



Rent or Mortgage for a Year \$15,000 Sweepstakes The Daily Herald



2. Home Improvement

#2 Home Improvement

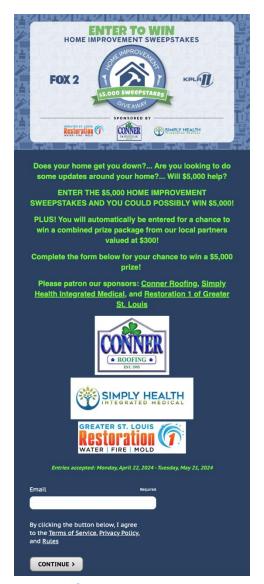


Free Groceries for a Year Sweepstakes

Idaho State Journal



May Day Pay Day \$5,000 Sweepstakes KBBK-FM



2024 Q2 \$5,000 Sweepstakes KTVI-TV



3. Retail

#3 Retail



Win the 15K Giveaway with Modern Barnyard and Wild Country 99! You could win \$15,000 to spend on whatever you want! Christmas gifts, new home decor, pay your bills, etc.

We are also giving away a \$500 Christmas Shopping Spree at Modern Barnyard!

Register below to get entered in to win!

Email	Required

By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules

CONTINUE >



KXRM-TV



\$15K Holiday Cash Giveaway

The 15K Payday with Wild Country 99! K7PK-FM

Wherever the Tide Takes You \$15,000 Sweepstakes South Shore Home, Life & Style

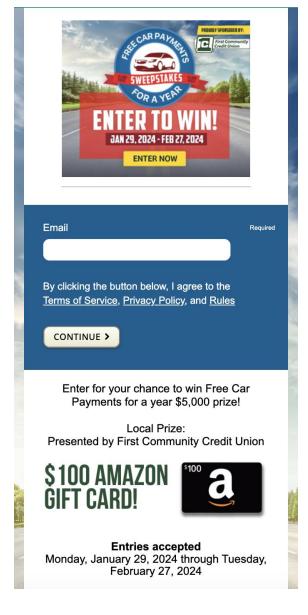


4. Finance

#4 Finance



\$5,000 Take it to the House Sweepstakes KOKZ-FM



\$5,000 Car Payments Sweepstakes 2024

Beloit Daily News



\$5,000 National Home Improvement Sweepstakes



Current Initiatives



5. Sports

#5 Sports



THANKS TO OUR SPONSORS:



Supporting:













FAN PHOTOS ARE IN! VOTE FOR YOUR FAVORITE TODAY!

Chicago Football Fan Photo
Contest
Shaw Local

Four Star Freightliner College
Football Quiz
WCOV -TV

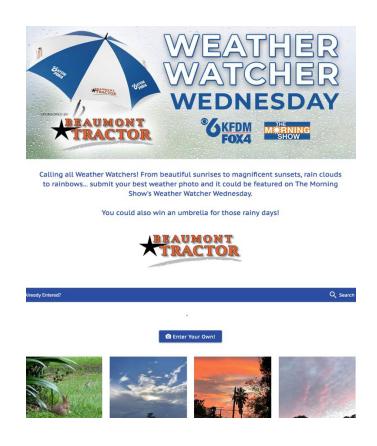
Show Us Your School Spirit
WSOY-AM & WDZQ-FM



6. Weather

#6 Weather







Winning with the Weather
KLST-TV & KSAN-TV

Weather Watcher Wednesday
Umbrella Giveaway
KFDM-TV

Wyoming's Wonderful (and Wild) Weather

Wyoming Tribune Eagle



7. Special Sections

#7 Special Sections





PHOTO CONTEST

Submit your photos of Conway in our Conway Resource Guide photo contest!

Include when & where the photo was taken in your caption.

The photo with the most votes will win a \$100 prize from My Horry News!

*Please note: by submitting a photo in the Conway Resource Guide Photo Contest you are granting permission to My Horry News to use your photo in the upcoming 2024

Conway Resource Guide if we choose to.*

Iready Entered?









Conway Resource Guide Photo Contest

My Horry News

Second Street AWARDS



























On May 4, 2023, Shaw Local News Network will publish "Thank You, Teachers" across many of our publications in northern Illinois. We will be dedicating the May 4th editions of our newspapers to teachers as a "Thank You" for their selfless service and dedication to our children. The Thank You, Teachers Contest asks current and former students of all ages for nominations of outstanding teachers in their local area. Nominations end on April 23rd. One lucky participant will be selected at random to receive a \$100 Visa gift card.

Thank You Teachers

NewsTribune



Introducing the Top 20 Under 40 Contest!

We want to hear your story, your vision, and your ideas for the future.

We will recognize the 2023 Class of 20 Under 40 in the July/August edition of Brookhaven Magazine.

Already Entered?

The Promotion has Ended



Top 20 Under 40

The Daily Leader



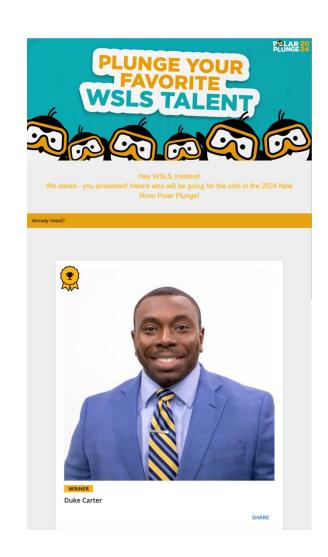
8. Programming

#8 Programming





My Favorite Old T-shirt for a WGN Radio T-shirt WGN Radio



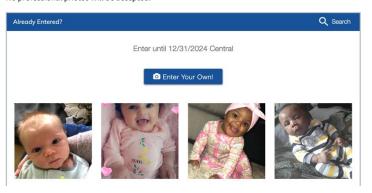
Polar Plunge Your Favorite
Anchor
WSLS-TV



The Cleveland population grows a little more each day – FOX 8 is excited to make birth announcements for local families in Northeast Ohio during the FOX 8 Morning News!

Each day during the 7a-8a hour, FOX 8 News talent will announce a baby's entry into the world as the "Newest Member of Cleveland's Own"

No professional photos will be accepted.



Stork Report
WJW-TV



9. Media Company Initiatives/Community

#9 Media Initiatives/Community





Submit your photo here for a chance to win!

Upload your photo December 12th-24th

Vote December 25th-January 7th

Winner revealed January 12th!



Oktoberfest Ticket Giveaway
WNEP-TV



FOX 5 is giving away (2) three day WonderCon passes, two-night hotel stay for (2) guests and (2) tickets for the FlightDeck experience.

Just answer 5 of the 7 trivia questions CORRECTLY and you will have a chance to win!

Bridal & Quince Photo Contest

Victoria Advocate

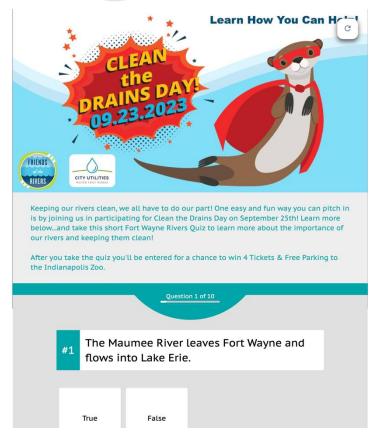
WonderCon Giveaway
2024
KSWB-TV



10. Content Marketing

#10 Content Marketing









<u>Coastal Mississippi</u>, one of the last "local-feeling" Gulf Coast destinations, provides both Southern hospitality and a bevy of family fun. Whether you like to have a laid-back vacation, have a little adventure, or place a few bets, Coastal Mississippi has the town for you.

Take this quiz to find out what Coastal Mississippi town you should visit for a chance to win a weekend in beautiful Biloxi, MS!

Your prize includes:

- 2 nights at Margaritaville Resort & Family Entertainment Center Biloxi (blackout dates apply)
- 4 passes to Paradise Pier at Margaritaville Resort & Family Entertainment Center Biloxi
- \$100 dining gift card



Clean the Drains Quiz

Federated Fort Wayne

Coastal Mississippi Quiz

AL.com

Camping Personality Quiz

WV Living



Big Money

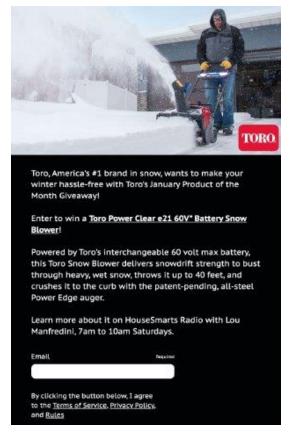


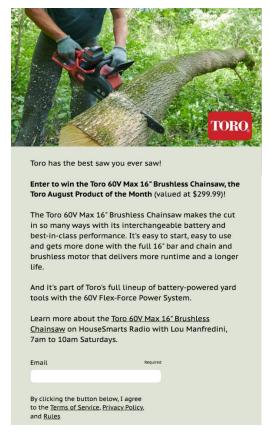
11. Annual Campaigns

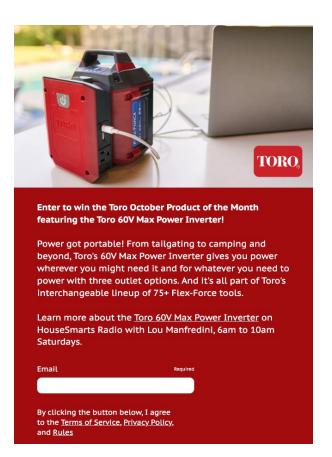
#11 Annual Campaigns











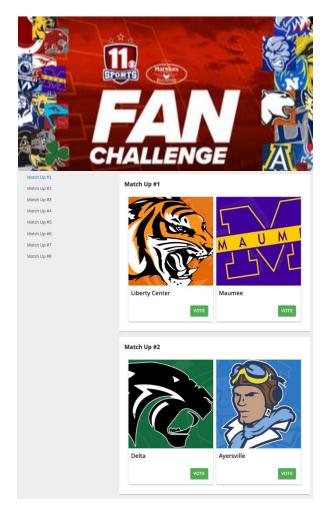
Toro Product of the Month WGN

Radio



12. Sports

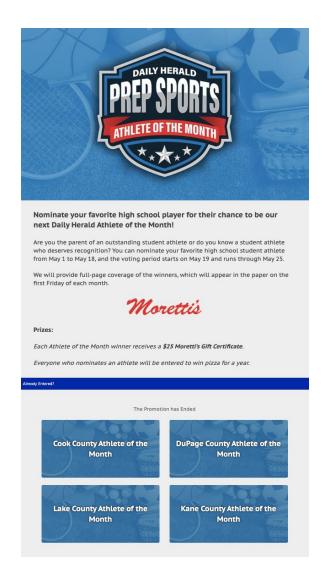
#12 Sports



Fan Challenge WTOL-TV



Legends of Sheridan County Sports Sheridan Press



High School Sports Excellence Athlete
of the Month
The Daily Herald



13. Hometown Heroes

#13 Hometown Heroes

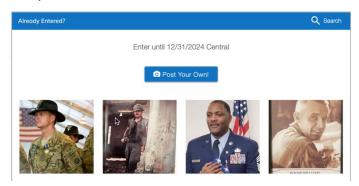


DC Law thanks you for your service!

Nominate a Veteran

KXAN Service Member Salute is a partnership with Dan Christensen and DC Law to highlight all of the great service men and women throughout Central Texas. As a veteran himself, Dan has always made an effort to give back to the veteran community and through Service Member Salute he, along with KXAN and DC Law, look to honor those who have served of country.

Click the 'post your own!' button below to nominate a veteran who deserves recognition. Please include your nominee's rank.





Community Hero of the Month
My Horry News





Ryan Lopez Mr. Lopez is a unicorn in the teaching world. His dedication and effort to making a difference is unmatched. One step inside his classroom and this is immediately obvious. From the Starbuc... Read more

SHARE



Hyundai Hometown Hero KING-TV

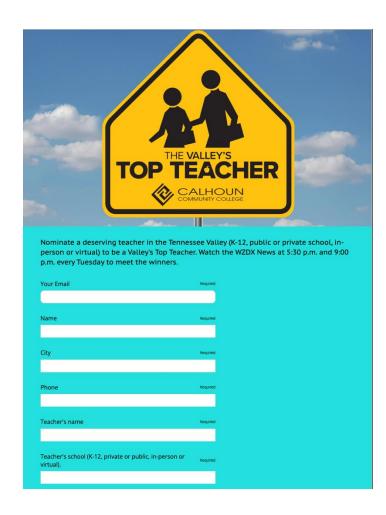
Salute To Service
KXAN-TV



14. Teacher/Student of the Month

#14 Teacher/Student of the Month







Classroom Heroes 2023-24

WSET-TV

Valley's Top Teacher
WZDX-TV

Amazing Teacher

Capital Journal



15. Kids and Pets

#15 Kids and Pets



Summer is over and, once again, the school year is upon us. We're looking for adorable Back to School photos that include your family pet. Upload your best back to school photo at the bus stop, in front of school, or perhaps helping your child doing homework. Have fun with it and you could win \$100 chewy.com gift card.

Already Entered

Q Search

Enter until 09/15/2024 Central · Vote Starting 09/16/2024 Central

Enter Your Own!





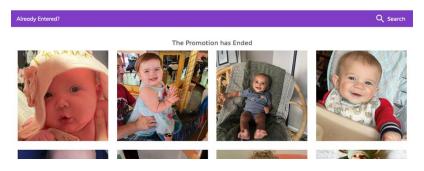






Vote now for the most BEAUTIFUL baby for a chance for them to win \$500, a studio portrait session from Photographs by Hand and become the face of the 2025 97.3 WMEE Baby Fair and Family Expo. The beautiful baby's face will be featured online and all over town on posters and billboards!

***You can vote once a day per IP address.





Vote for your favorite Scared of Santa photo now through December 21, 2023, at 4pm. Three photos with the most votes will win gift certificates from Miller & Sons Supermarket and Outlet at the Dells. The winner will be announced on December 22nd!

First Prize: \$300 Miller & Sons Supermarket gift card and \$300 Outlet at the Dells gift card Second Prize: \$150 Miller & Sons Supermarket gift card and \$300 Outlet at the Dells gift card Third Prize: \$50 Miller & Sons Supermarket gift card and \$50 Outlet at the Dells gift card First, second and third place prizes will be awarded based on the number of votes received! See rules for details.



Monthly Pet Photo

Times Union

Most Beautiful Baby
WMEE-FM

Scared of Santa

WKOW-TV



16. 'Best Of' Ballots

#16 'Best Of' Ballots







Denton Record-Chronicle





Best of Sun Coast

Sun Coast Media Group





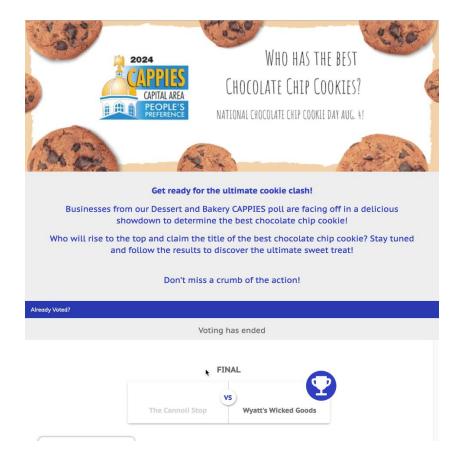
Community's Choice Awards

The Palm Beach Post



17. 'Best Of' Year-Round

#17 'Best Of' Year-Round





There's no need to go looking high and low for the best service providers in your area. These local professionals were voted by your friends and neighbors as Bethpage Best of the Boro 2024 winners. Start your search here, and don't miss hundreds of other winning businesses at bestof.qns.com.

Best Dentist

Dr. Daniel B. Levitt, DDS, is a dentist in Whitestone who is dedicated to helping his patients attain a healthy and beautiful smile via a wide range of general and cosmetic services. Dr. Levitt's office environment is both comfortable and welcoming, focusing on the needs of each patient to provide a comfortable patient experience in a relaxing and modern environment.



VISIT DR. DANIEL B. LEVITT DDS



Enter to Win an Advanced Teeth Whitening System with Custom Trays from Greater Chattanooga Orthodontics!

Email	R
By clicking t	he button below, I agree
to the <u>Terms</u>	of Service, Privacy Policy,
and Rules	

Chocolate Chip Cookie

The Concord Monitor

Best Of The Boro Newsletter
Schneps Publications

Best of the Best Sweepstakes

Chattanooga Times-Free Press



Lead-Generating Campaigns



18. Healthcare - General

#18 Healthcare - General







TAKE THE KANE COUNTY OPIOID AWARENESS QUIZ AND GET ENTERED TO WIN!

Between now and August 22, take this quick and informative opioid awareness quiz and get entered to win a \$50 Visa gift card. Don't miss your chance to participate.

Thanks to our sponsors:

Kane County Health Department

Kane County Coroner's Office



Opioid Awareness Quiz

Kane County Chronicle

No Smoking Quiz

Northwest Herald

Register or nominate to win: -\$200 Gift Card to Desert Imaging -Husky 46" 9-Drawer Mobile Workbench Register for the Prostate Cancer Awareness Month Giveaway! Register or nominate for the opportunity to win the following: 1. A \$200 gift card to Desert Imaging • Valid for all exams. Same as cash. Redeemable only once for up to a \$200 credit. 2. Husky 46" 9-Drawer Mobile Workbench generously donated by Home

- Original retail value = \$448
- · Welded Steel Construction with rust-resistant powder coat finish
- . 34" solid wood work surface with protective coating
- Integrated power strip with 6 outlets and 2 USB ports

PROSTATE CANCER AWARENESS MONTH

- · Drawer liners included
- Dimensions: 46" wide, 37.1" high, 18" deep
- . 1,500 lbs weight capacity

DISCLAIMER:

Winner retrieving prize must meet the following requirements: Male 45+ and must be willing to take a picture with the prizes. Winner must also pick-up the prizes.

Prostate Cancer Sweeps

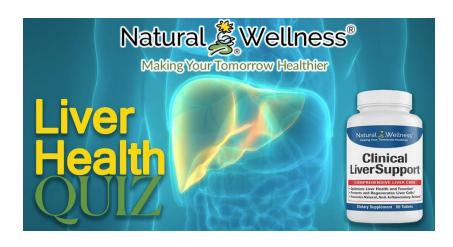
Detroit Free Press



19. Healthcare - Specialty

#19 Healthcare - Specialty







Therapy Light – Bowen Health
Clinic
WMEE-FM

Liver Health Quiz

The News-Press

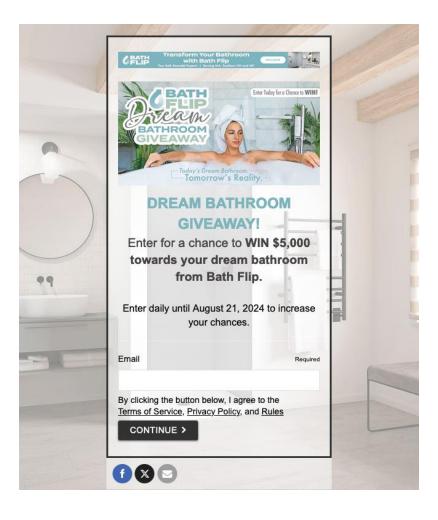
Schmidtke Dental & Tucson
Aesthetics
KVOA-TV



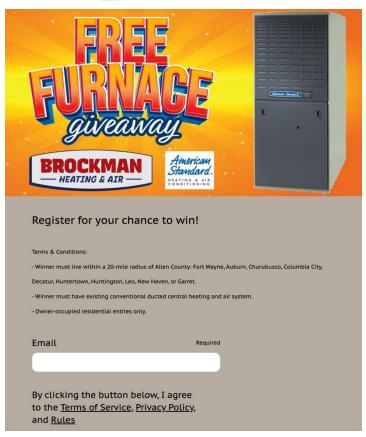
20. Home Improvement - Indoor

#20 Home Improvement - Indoor









Bosch Kitchen Giveaway
WDRB Media

Bath Flip Dream Bathroom

Seacoast Media Group

Free Furnace Giveaway by Brockman Heating & Air

WBYR-FM



21. Home Improvement - Outdoor

#21 Home Improvement - Outdoor



Experience the ultimate in residential service with Umpqua Epoxy and Floor Coverings, where beauty, durability, and excellence come together to transform your floors, garages, patios, driveways and sidewalks.

For more information on residential, commercial and more, contact Umpqua Epoxy & Floor Coatings today!

Enter the KEZI Home Makeover Sweepstakes for a chance to win one of our great prizes. Entry runs Wednesday, April 24, 2024 at 6am to Tuesday, May 21, 2024 at 9:59pm. Enter your email below for a chance to win a \$500 Gift Certificate for services from Umpqua Epoxy & Floor Coatings!

Email

By clicking the button below, I agree to the <u>Terms of Service</u>, <u>Privacy Policy</u>, and <u>Rules</u>





Umpqua Epoxy and Floor Covering Giveaway KEZI-TV

Outdoor Grill Station
WHO-HD

Thanksgiving Roof Giveaway

Apple Valley News



22. Grocery

#22 Grocery



Win Big in the Big Game
WJHL-TV



Enter Daily To Win!

Enter to Win a \$500 Grocery Store Giveaway!



Save A Lot Grocery
Sweepstakes
Bedford Gazette





ENTER TO WIN FREE GROCERIES JUST IN TIME FOR THE HOLIDAYS!

The Holiday's are just around the corner! Enter today to win \$50 worth of groceries from Oliver's Corner Market! Two lucky winners will be chosen at random to win a \$50 gift card. Sweepstakes ends November 30. Good luck!

Thank you to our special sponsor: Oliver's Corner Mark

Email	
By clicking the button b to the Terms of Service,	
and Rules	rivacy roucy.
CONTINUE >	

Grocery Giveaway

Sauk Valley Newspapers



23. Retail

#23 Retail



Sign up below for your chance to win 2 tickets and a **Shopping Spree at the NWA Boutique Show!**

First winner will receive:

2 Tickets of choice

Second winner will receive:

2 Tickets of choice and \$100 Shopping Spree

Get full details at www.nwaboutiqueshow.com

VIP tickets - \$20 • Girls Night Out tickets - \$15 • General Admission tickets - \$10

Boutique Show Giveaway

Northwest Arkansas Democrat- Gazette



Outdoor Furniture Sweeps

WDRB-TV



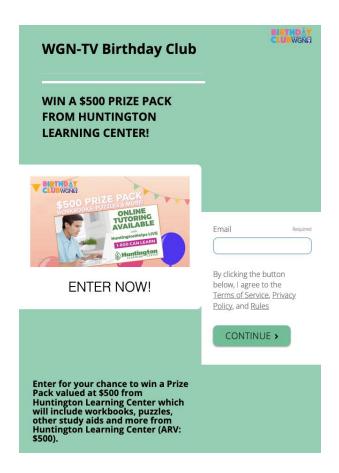
Mother's Day Giveaway

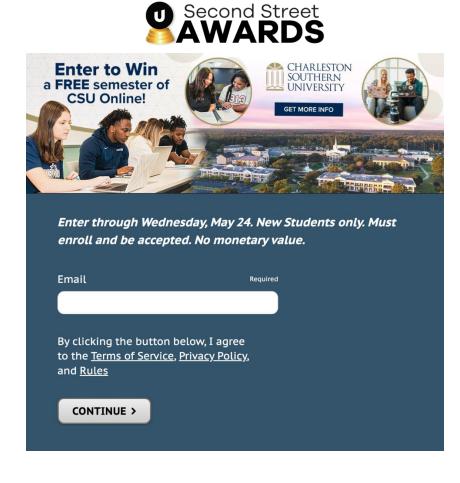
WDFF-TV



24. Education

#24 Education







\$500 Prize Pack from Huntington Learning WGN-TV Win a FREE Online Semester
from CSU

Post and Courier

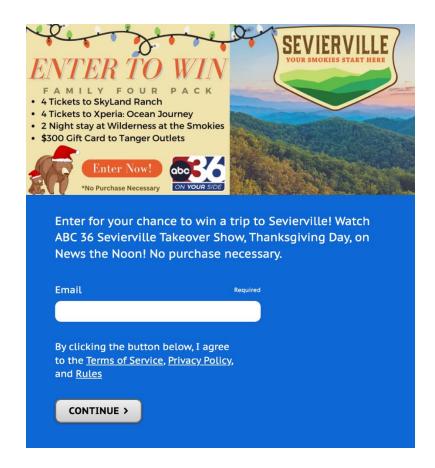
Mathematics Sweepstakes

Chicago Tribune

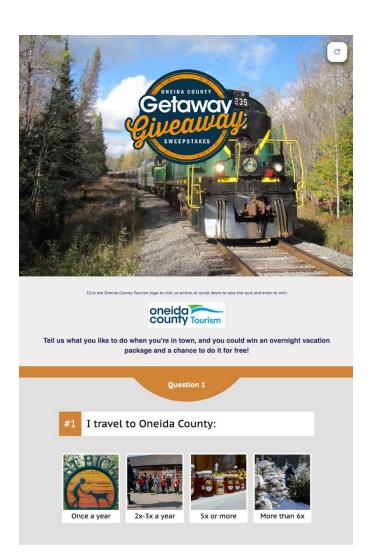


25. Hospitality

#25 Hospitality



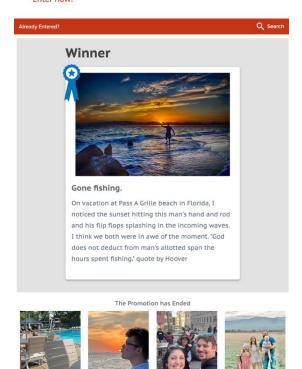
Sevierville Family Getaway
WTVQ-TV



Oneida County Getaway
Giveaway Sentinel
Media Co.



Enter now!

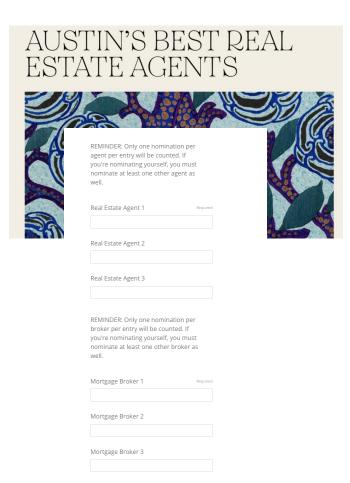


Vacation Photo Contest
Contemporary-Media Inc.



26. Real Estate

#26 Real Estate



Austin's Best Real Estate Agents Austin Home Magazine



Parade of Homes Sweepstakes

The Pilot

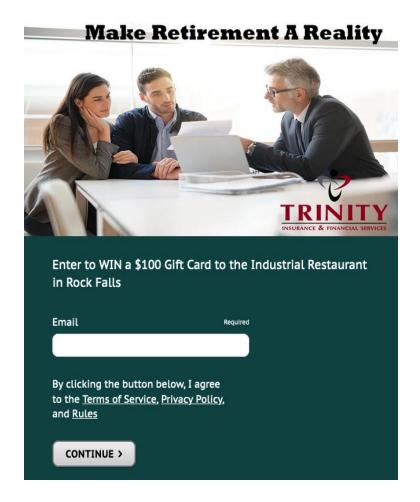


Sweepstakes
WUHU-FM



27. Financial

#27 Financial

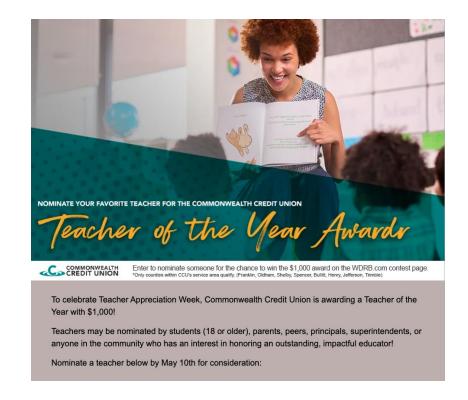


Trinity Insurance & Financial Sweepstakes
WRCV-FM



HMV Tax Quiz

Longview News-Journal



Teacher of the Year Awards
WDRB-TV



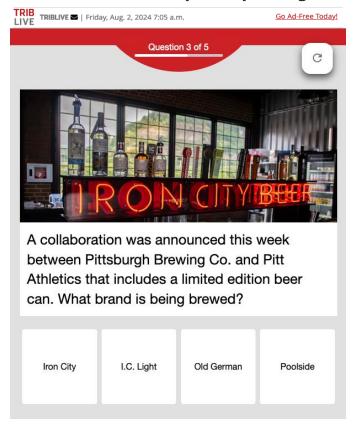
Audience Data

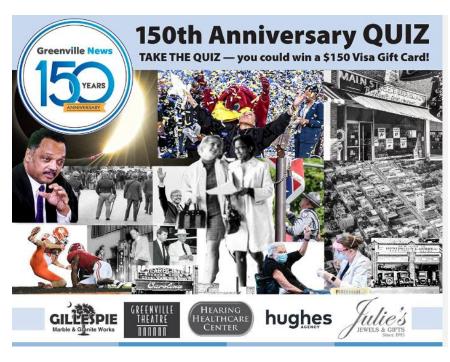


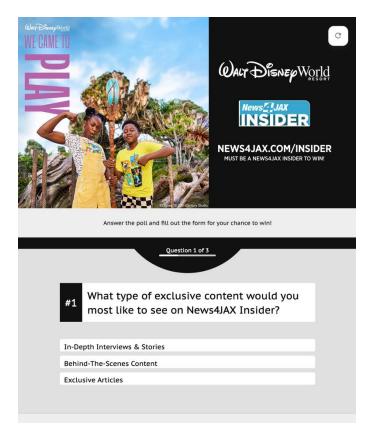
28. Audience Quiz

#28 Audience Quiz

Take the TribLive weekly news quiz: Aug. 2







TribLive Weekly News Quiz

Trib Total Media

150th Anniversary Quiz

The Greenville News

Came to Play Insider Quiz
WJXT-TV

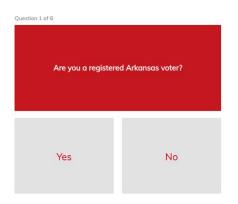


29. Question of the Day Poll

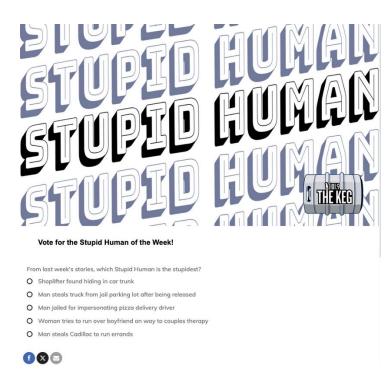
#29 Question of the Day Poll



Some local, state and federal election officials are concerned about the possibility of cyber attacks disrupting elections in 2024. What do you think about the upcoming election? Do you think it is secure? Let us know in our poil.







Election Security Poll

Northwest Arkansas Democrat-Gazette

Phone Policy Poll

Southern Standard

Stupid Human Of The Week KOOO-FM

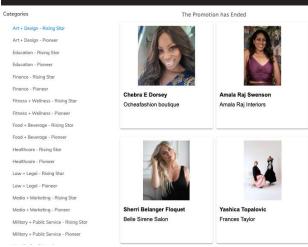


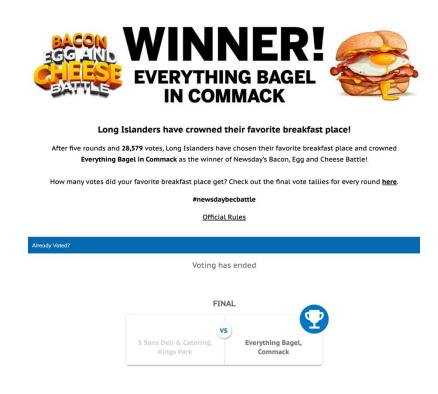
30. Newsletter Growth

#30 Newsletter Growth



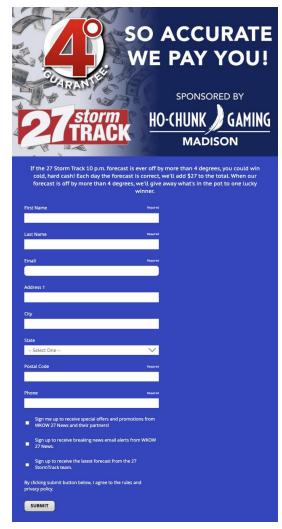












4-Degree GuaranteeWKOW-TV

Celebrating Women 2024

San Diego Magazine



Resources









\$5,000 Sweepstakes

January

\$5,000 Sweepstakes

April

\$5,000 Sweepstakes

August

\$15,000 Sweepstakes

November





Upcoming Webinars!

Best Of Ballot Series

October 14-16 12pm CT

Whether this is your 1st year or 10th year running your Best Of, join us for ways to take your Best Of program to the next level!

Webinar invites coming soon!

Second Street AWARDS

We know you've worked hard to craft AMAZING promotions in 2024 – we want to hear from you and celebrate all you've accomplished!

Nominate your promotions TODAY!!



Thank You!



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