

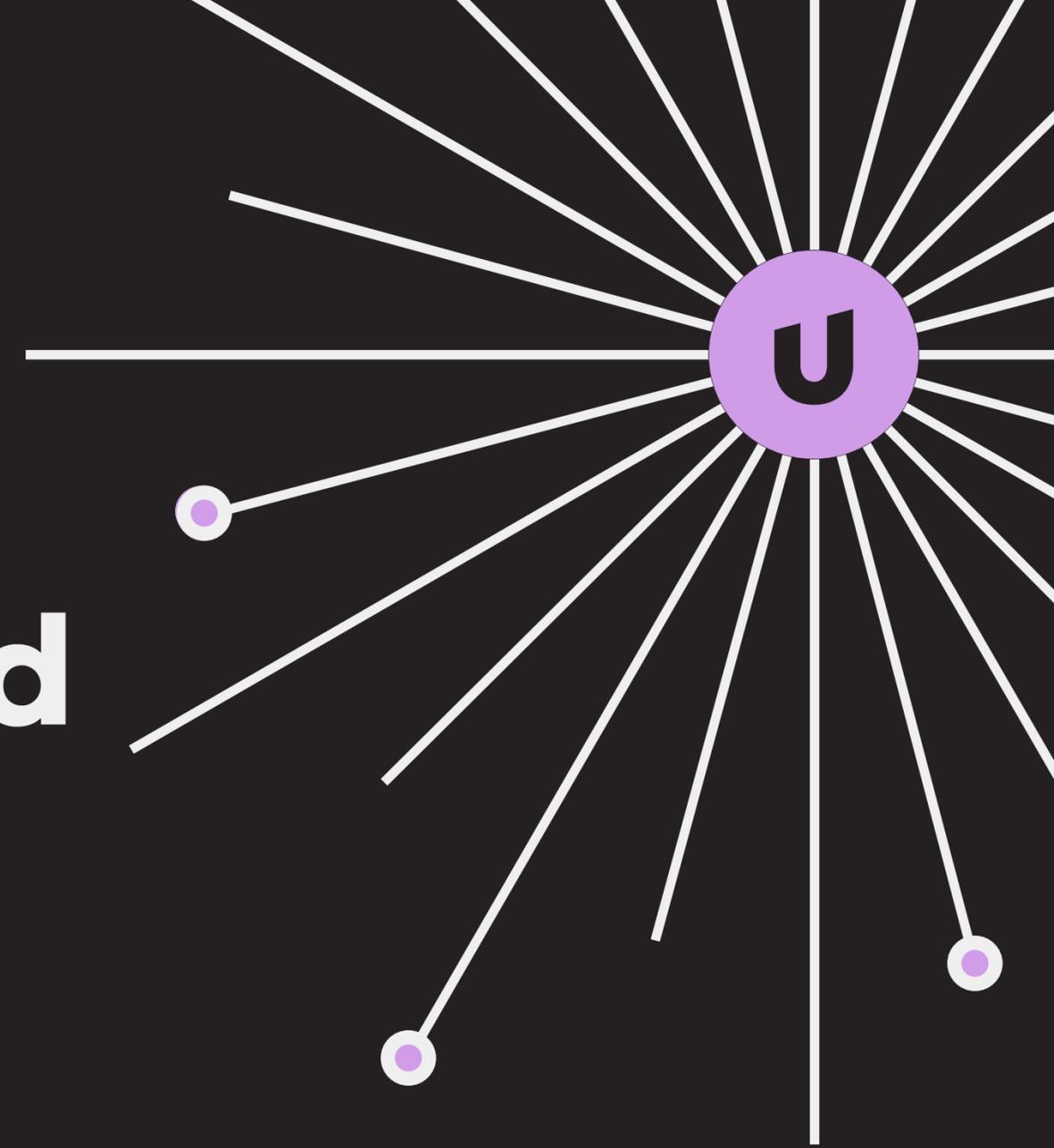


USA TODAY CO.



MONETIZE THE MOMENT

# How USA TODAY Co. and Federated Media Built Multi-Million-Dollar Promotions Businesses





**Julie Foley**

**Second Street**  
Sr. Customer Success  
Manager



**Rebecca Capparelli**

**USA TODAY Co.**  
VP Promotions



**Deb Williams**

**Federated Media**  
GM of Digital Sales

USA TODAY CO.



THE OGDEN NEWSPAPERS



 Used by over **4,000** brands worldwide



ENTER OUR CONTEST!

Win \$1000  
gift card



# The Opportunity

Advertisers expect  
ROI & Measurable Results

\$363BB Revenue Opportunity

Promotions turn Audience into Activations

How do you **leverage**  
**this opportunity** with  
**Promotions?**

# The Solution

Always On Promotions

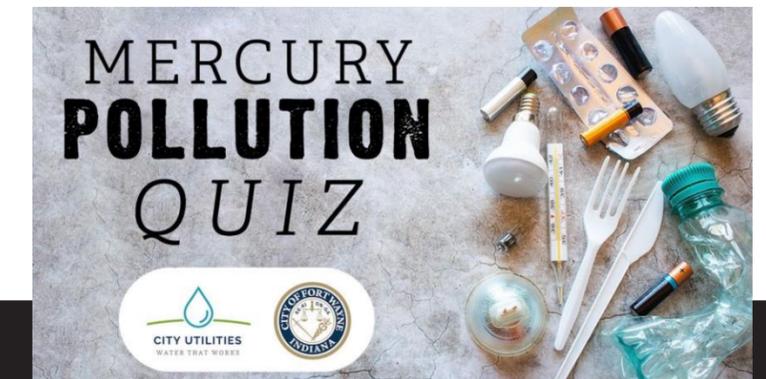
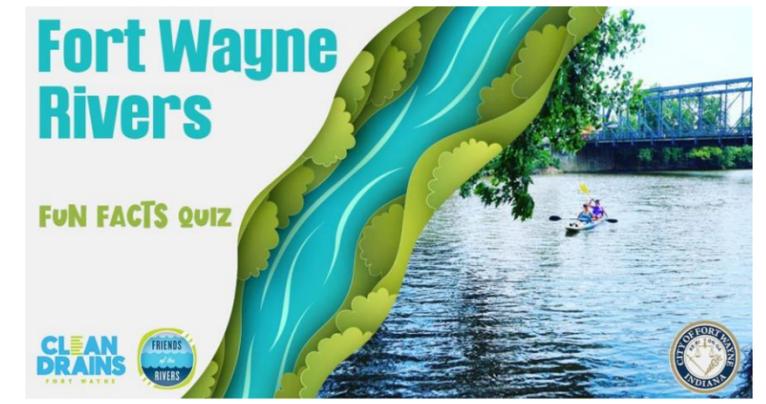
# City of Fort Wayne Quarterly Quiz Bundle

## Goal:

- Educate Audience
- Email Growth

## Solution:

Recurring Quarterly Quizzes

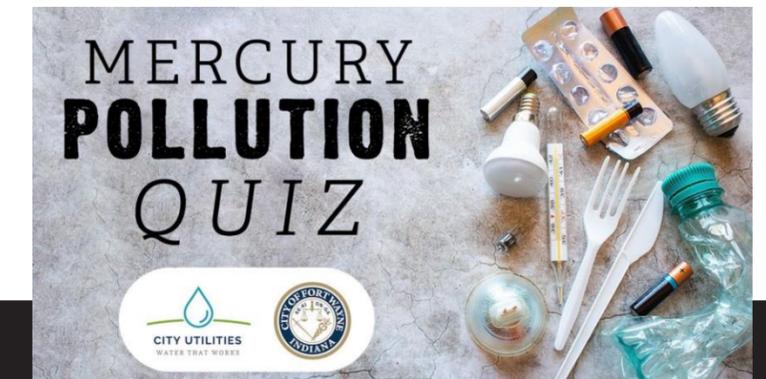
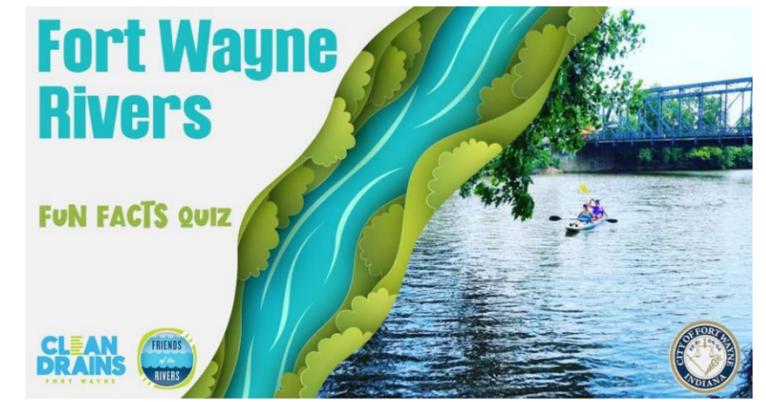


# City of Fort Wayne Quarterly Quiz Bundle

## Results:

- 800 users per quiz
- 500 pledges per quiz
- 1,300+ sponsor opt-ins
- Recurring campaign

**\$48,600**



USA TODAY CO.

# Florida Credit Union Amazing Teachers

## Goal:

- Community Engagement
- Brand Awareness
- Leads

## Solution:

Recurring Amazing Teachers  
Photo Sweepstakes

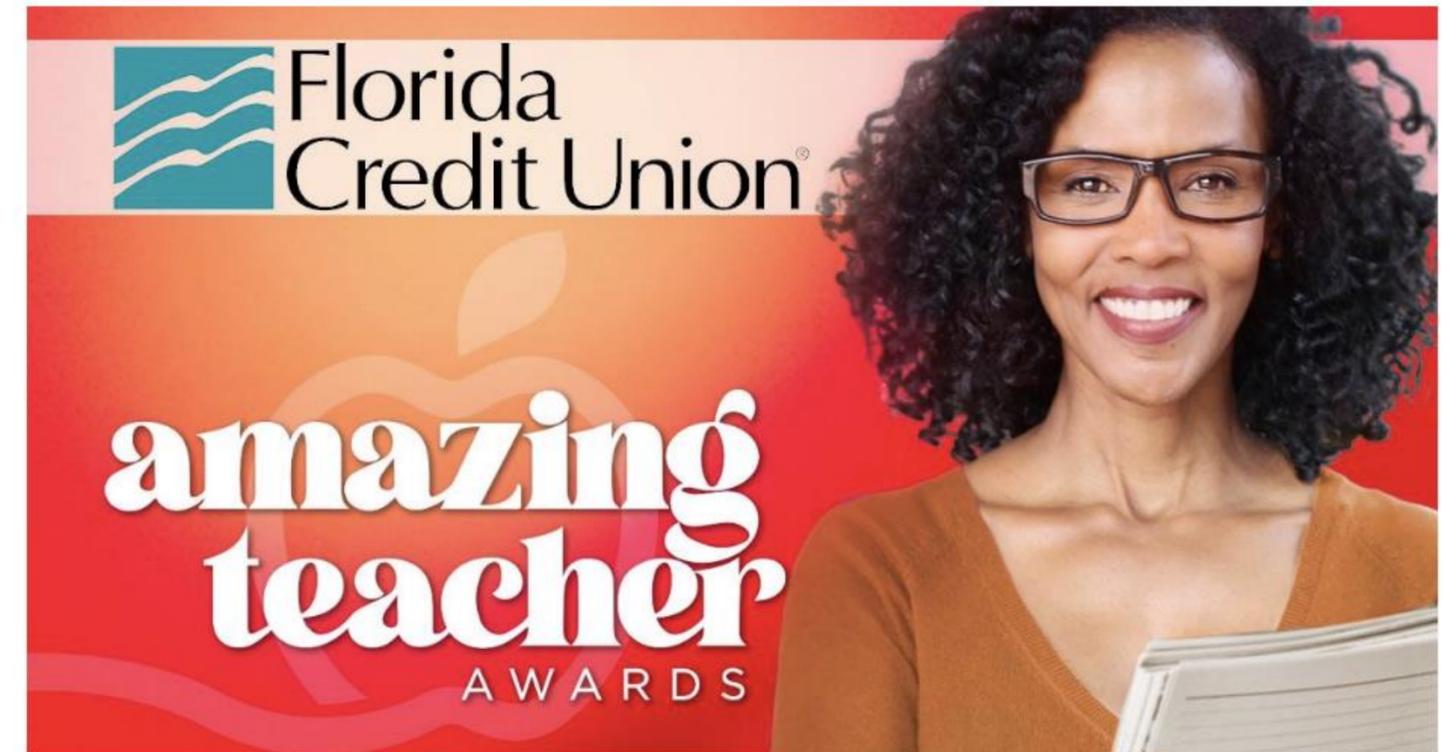


Florida Credit Union

Industry leading service, right in your local community.

- Better Rates
- Modern Technology
- Giving Back
- Helpful Resources
- Rewards
- Interactive Education

LEARN MORE



Florida Credit Union

# amazing teacher

AWARDS

**Nominate a special teacher today!**

Each month, a local teacher will be recognized in print and digital AND have a chance to win \$100 Gift Card courtesy of Florida Credit Union.

PLUS, they will be entered into a monthly national prize award of \$5,000!

In addition, all monthly winners will be eligible to win the national grand prize which includes a \$10,000 teacher prize!

Already Nominated?

Search

Nominate until 12/31/2025 @ 10:59 PM Central

[Nominate Now!](#)



USA TODAY Co. & Upland Second Street

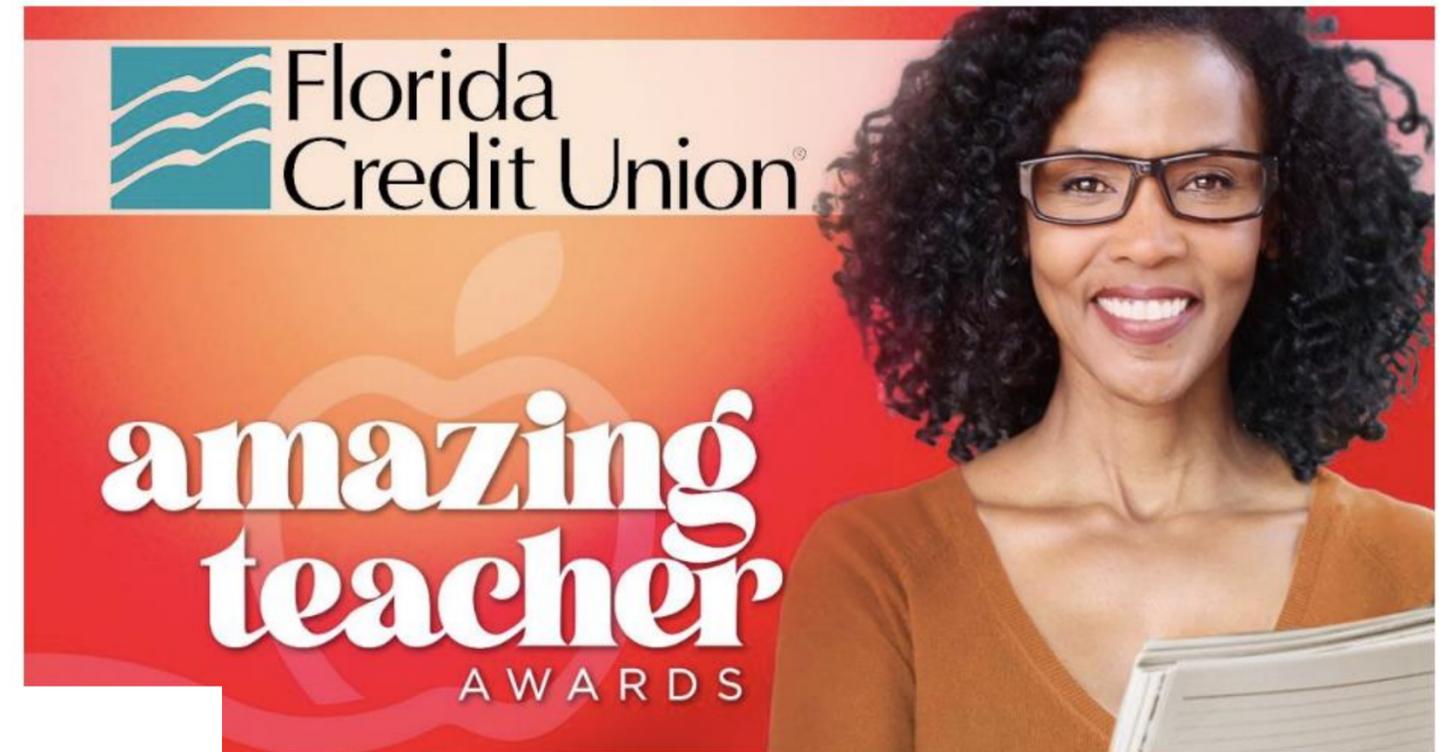
USA TODAY CO.

# Florida Credit Union Amazing Teachers

## Results:

- Zero-party data gathered
- Hundreds of sponsor opt-ins
- Continuous brand recognition

**\$110,000**



Are you considering buying a new home or refinancing the mortgage on your existing home within the next 6 months?

Required

-- Select One --

Will you be purchasing a new car in the next 6 months?

Required

-- Select One --

**Nominate a special teacher today!**

Local teacher will be recognized in print and digital AND have a chance to win \$100 Gift Card courtesy of Florida Credit Union.

PLUS, they will be entered into a monthly national prize award of \$5,000!

All monthly winners will be eligible to win the national grand prize which includes a \$10,000 teacher prize!

Search

Nominate until 12/31/2025 @ 10:59 PM Central

[Nominate Now!](#)



USA TODAY Co. & Upland Second Street

USA TODAY CO.

# Naples Community's Choice Awards

## Results:

- 80,000+ nominations/votes
- 1,600 promotions opt-ins
- 1,000+ premium sponsor opt-ins

**\$671,000**



- Yes! Send me great offers and promotions from 2024 Community's Choice Awards premium sponsors! I agree to share my information with sponsors.
- Yes! Send great offers and promotions from Naples Daily News and its sponsors to my email.



USA TODAY Co. & Upland Second Street

Besides “Always-On”  
promotions, what else are  
you doing that is  
**driving revenue and  
results for your clients?**

# The Solution

Custom Lead-Gen Campaigns

USA TODAY CO.

# Great American Home & Garden Refresh

## Goal:

- Qualified Leads
- Email/Social Media Growth

## Solution:

Syndicated Sweepstakes

**GREAT AMERICAN Home & Garden refresh \$100,000 giveaway**

Featuring Dave & Jenny Marrs from the HGTV series Fixer to Fabulous

Enter the \$100,000 Home & Garden Refresh Giveaway  
You could win one of these three great national prizes!

- **National Grand Prize:** \$100,000 and a virtual design consultation with Jenny & Dave Marrs. Plus, an awesome landscaping prize package powered by STIHL, valued at \$1,500. Choose from great power landscaping tools, safety products, battery chargers and more!
- **Two National Second Place Prizes:** \$10,000 and a virtual design consultation with Jenny & Dave Marrs for each

The Stihl Great American Home ...

**Email** Required

**First Name** Required

**Last Name** Required

**Street Address** Required

**City** Required

**State** Required

-- Select One --

**Postal Code** Required

Promotion eligibility may depend on location of entrant. Contest only open in USA.

**Phone** Required

Will be used to contact winners or as otherwise described in the rules.

**Yes! Send me promotions and offer by email from the Fall Home and Garden Refresh Premium sponsors.**

**Yes! Send promotions and offers from USA TODAY, Gannett, and its affiliates and partners.**

**NO PURCHASE NECESSARY.** Open to legal residents of the U.S.; must be 18 years of age or age of majority in your state at time of entry. Taxes are winner's sole responsibility. For Official Rules and promotion start and end dates please click [HERE](#).

**SUBMIT**

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

Powered by Second Street



USA TODAY Co. & Upland Second Street

USA TODAY CO.

# Great American Home & Garden Refresh

## Results:

→ 437,000 entries

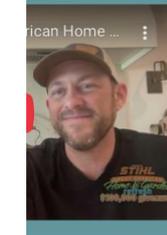
→ 234 sponsors across the country

**\$MULTI-MILLION**



Enter the \$100,000 Home & Garden Refresh Giveaway  
You could win one of these three great national prizes!

- National Grand Prize: \$100,000 and a virtual design consultation with Jenny & Dave Marrs. Plus, an awesome landscaping prize package powered by STIHL, valued at \$1,500. Choose from power tools, safety gear and more!
- Place Prizes: Virtual design consultation for each



- Yes! Send me promotions and offer by email from the Fall Home and Garden Refresh Premium sponsors.
- Yes! Send me promotions and offer by email from the Fall Home and Garden Refresh Premium sponsors.
- Yes! Send promotions and offers from USA TODAY, Gannett, and its affiliates and partners.

Email Required

First Name Required

Last Name Required

Street Address Required

City Required

State Required  
-- Select One --

Postal Code Required

Phone Required

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SUBMIT

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

Powered by Second Street



USA TODAY Co. & Upland Second Street

# New Roof & Windows Giveaway

## Goal:

→ Leads

→ Brand Awareness

## Solution:

Custom sweepstakes with lead-gen questions



Alliance Exteriors is GIVING AWAY a brand-new roof or brand-new windows to one lucky, local homeowner. No gimmicks, no "hooks"... Alliance Exteriors simply wants to give back and help our community.

Grand Prize winner will receive their choice of a brand-new Alliance Exteriors roof or a home full of brand-new Alliance Exteriors windows.\*  
Secondary prize will receive \$4,800 to put toward their home improvement!

Email Required

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

**CONTINUE >**

Are you considering any home improvements in the future? Required

- Yes, ASAP!
- Yes, in the next 6 months
- Yes within the next year
- No

What improvements are you considering? Required

- Metal Roof
- Shingle Roof
- Siding
- Windows
- Patio Doors
- Other
- None

Yes, I'm interested in receiving emails from Alliance Exteriors about future promotions to save me money.

Yes, I would like to be contacted by Alliance Exteriors to set up a free, no pressure quote for my home improvement project.

All quotes come with an exclusive, 10-point inspection for free.



# New Roof & Windows Giveaway

## Results:

- 867 entries
- 119 leads
- \$120K in new roof installations from leads
- 700% increase in annual spend

**1,000% ROI for Client!**



Alliance Exteriors is GIVING AWAY a brand-new roof or brand-new windows to one lucky, local homeowner. No gimmicks, no "hooks"... Alliance Exteriors simply wants to give back and help our community.

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**CONTINUE >**

Are you considering any home improvements in the future? Required

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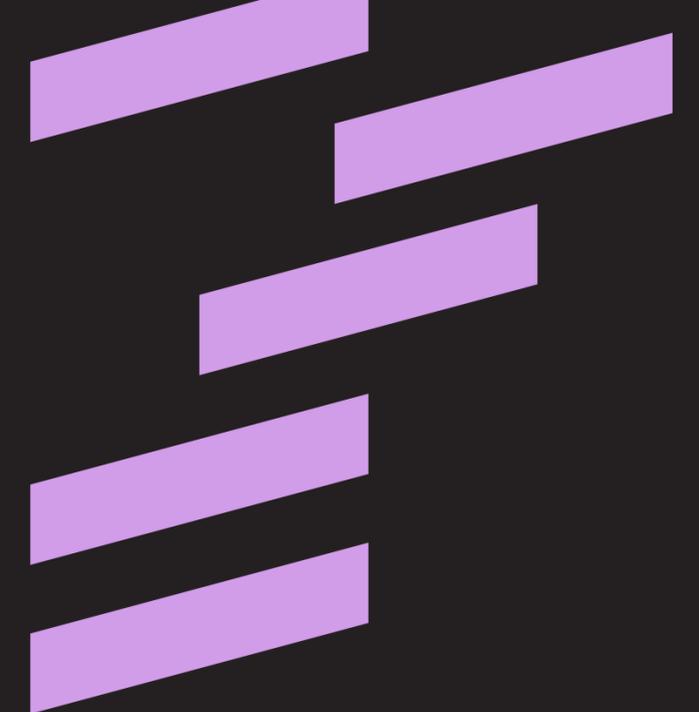
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- Metal Roof
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- Siding
- Windows
- Patio Doors
- Other
- None

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Yes, I would like to be contacted by Alliance Exteriors to set up a free, no pressure quote for my home improvement project.

All quotes come with an exclusive, 10-point inspection for free.



# GO TO MARKET STRATEGY



# The Value Proposition

**Leads**

**Measurable  
Results**

**Zero-Party  
Data  
Collection**

**Activations**

**Reach of Media  
Company with  
Omni-Channel  
Campaign**

**Customizable  
Promotion Schedule  
for Client  
Needs/Profit Centers**



How do you **train** your  
sales teams to  
**sell promotions?**

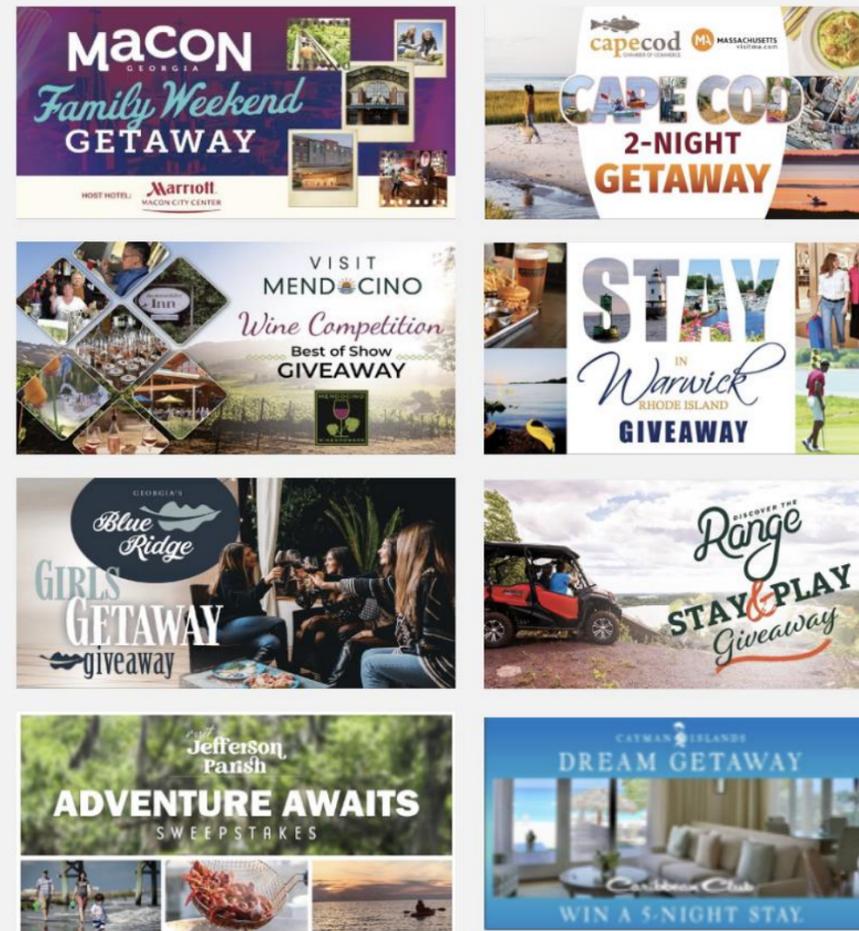
# Sales Training

## Strategy

Reach your target audience and build a database of qualified leads with a series of promotions throughout the year

Target your promotion locally, regionally, or nationally! Reach locals and your feeder market visitors throughout the year with seasonal giveaways.

Also, reach specific target audiences with a tailored offer.



5

USA TODAY NETWORK | LocaliQ

- Sell **results** not products
- Client-first mentality
- How different promotion types solve client needs
- Create valuable sales collateral
  - Vertical-specific sales decks
  - Turnkey pricing packages
  - Score Cards
- Align Compensation



USA TODAY Co., Federated Media & Upland Second Street

How do you continue to  
**motivate internal teams**  
make sure each campaign  
is **successful?**

# Optimize Campaigns

- Weekly Scorecard & Revenue Opportunities
- Weekly meetings to review and optimize all live promotions
- Share results dashboards with clients from launch to end
- Monthly company-wide calls to share successes & case studies



## Promotions Weekly Scorecard & Revenue Opportunities

### 2026 Project Home Improved

The results are in! Here are the PHI Voting Participation winners:

1st Place – Leanne Schiller

2nd Place – Steven Page

3rd Place – Allie Abrams

**More exciting news is coming soon!**



### Case Study of the Week

This Week's Highlight: Client Success from Fall Project Home Improved

We're excited to showcase the success of a client from the Fall Project Home Improved, which led them to renew for the Spring Project Home Improved! As we gear up for the upcoming spring campaign, leverage these case studies to demonstrate the value and drive opportunities with your clients.

Fall Project Home Improved Results:

- Client Leads Generated: 32
- Total Entries: 5,038
- Unique Participants: 1,097
- New Email Subscribers: 649

These results highlight the strong engagement and lead generation potential of Project Home Improved. Use this success story to inspire conversations and secure participation for the spring program!

CASE STUDY: FALL PROJECT HOME IMPROVED

### Strong Fall Results Prompt Spring Renewal for NJ Siding & Windows in Project Home Improved

**Family owned and operated; New Jersey Siding & Windows, Inc. has proudly served the community for over 25 years. Based in Morris County, the company is deeply rooted in the area and values the people it serves**

**Goals & Objectives**

The client aimed to increase visits to their social media platforms and websites. They also wanted to grow their email opt-in list and gain deeper insights into when prospective customers might be interested in window and siding, and door services. They also wanted to gain new clients, increase appointments for the fall and heading into 2026.

**Solution**

In partnership with Project Home Improved, a promotion was launched featuring high-value prizes, including a national grand prize and \$4,000 in local services. Extra entry incentives encouraged visits to the client's social media and websites. An opt-in question helped grow the email list, while a survey captured customer timelines. ZIP code data was also collected for future targeting.

**Results**

Client Leads Generated: 32  
Total Entries: 5,038  
Unique Participants: 1,097  
Social Media Visits: 404  
Website & Houzz Visits: 260  
New Email Subscribers: 649

**1,097**  
Unique Entries

**649**  
New Email Opt-ins

**32**  
Client Leads

USA TODAY LOCALIQ

### Save the Date!



#### Join Us for the November Promotions Webinar!

Our November promotions webinar will take place on **Tuesday, November 18th at 4:00 PM EST**. We'll be discussing strategies to start the year strong with Q1 promotions, unveiling the 2026 Promotions Calendar, and sharing insights to help you maximize engagement and revenue. This is an opportunity you don't want to miss—learn how to leverage promotions for success!



USA TODAY Co., Federated Media & Upland Second Street

# The Outcome



**Deb Williams**

**Federated Media**  
GM of Digital Sales



**Rebecca Capparelli**

**USA TODAY Co.**  
VP Promotions

**\$2MM Revenue**

65% of radio revenue in Fort Wayne is because of Second Street promotions



**\$30MM Revenue**

**USA TODAY CO.**

# The Takeaways

## Sell 'Always –On' Recurring Campaigns

**Customized  
Campaigns**  
over  
One-Offs

**Annual  
Planning** vs.  
Transactional  
Deals

# The Takeaways

**Go to market with your  
BEST value proposition**

The **right  
promotion  
types to  
solve client  
needs**

Advertisers  
want  
**measurable  
results**

# The Takeaways

## Train Reps to Sell Results

**Client-first**  
mentality

**Repeatable**  
Playbooks

# The Takeaways

## Align Compensation

Pay **higher**  
commission

Specific  
commission  
on  
**promotions**

Promotions  
have much  
**higher profit**  
**margin**

# The Takeaways

## Optimize Campaigns

**Monitor** while  
they are **live**

Use  
**Shareable  
Dashboards**  
for client  
transparency



ENTER OUR CONTEST!

Win \$1000  
gift card



**Questions?**



USA TODAY CO.



# Thank you!

