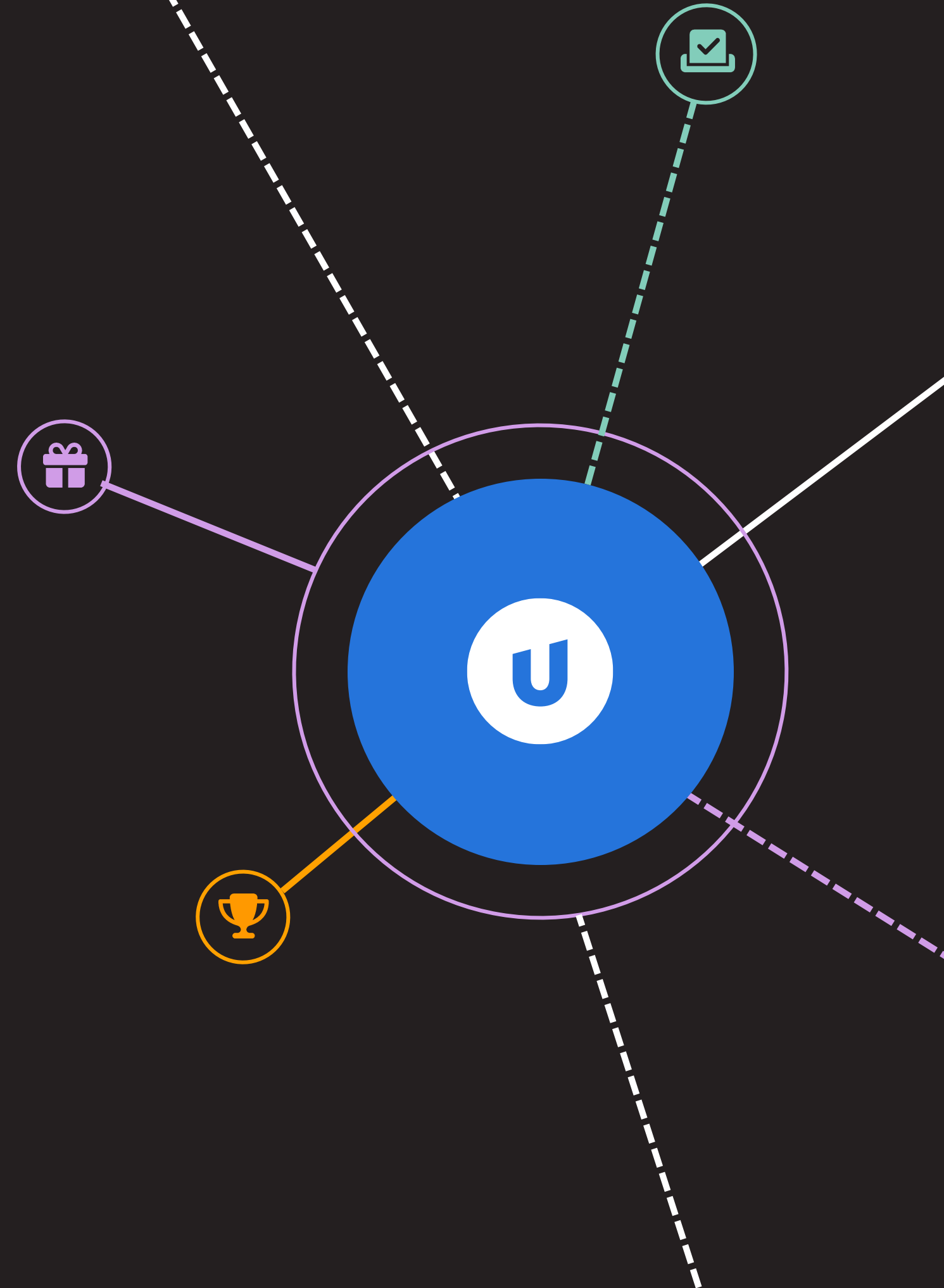


NEXT-GEN BEST OF IDEAS

Scalable Revenue Programs You Can Implement Now





Julie Foley

Second Street

Sr. Customer Success Manager



Reilly Kneedler

AlignSimple

Digital Consultant



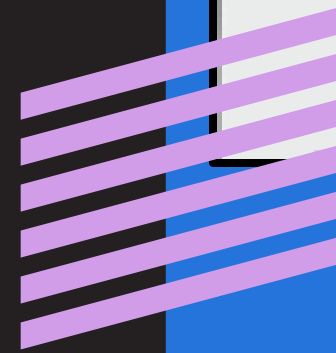
Vince Johnson

Osteen Publishing Co.

Group Publisher

Have Questions?

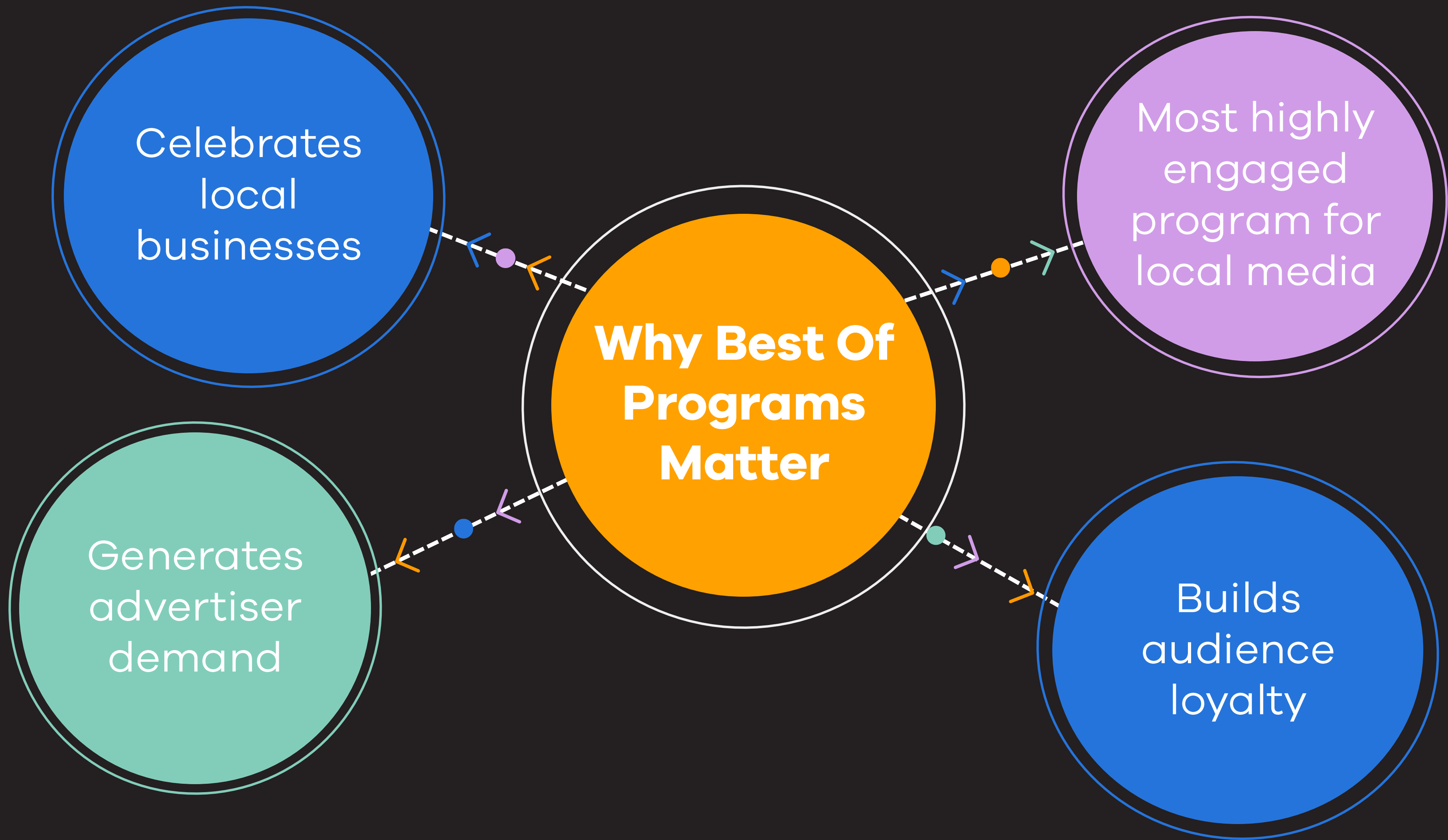
Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!

A screenshot of a 'Questions' panel from a webinar interface. The panel has a dark blue header with a white downward-pointing triangle and the text 'Questions'. Below the header is a large white rectangular area for questions. At the bottom of the panel is a light gray input field with the placeholder text 'Type question here.' and a 'Send' button with a white downward-pointing triangle icon.

 Send



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



Celebrates
local
businesses

Most highly
engaged
program for
local media

**Why Best Of
Programs
Matter**

Generates
advertiser
demand

Builds
audience
loyalty



But there's a missed
opportunity...

The Missed Opportunity

Many publishers rely on:

Reduced
Sales Staff

Basic
Sponsorships

Limited
digital
upsells

High
Engagement

The results:

Untapped
Revenue

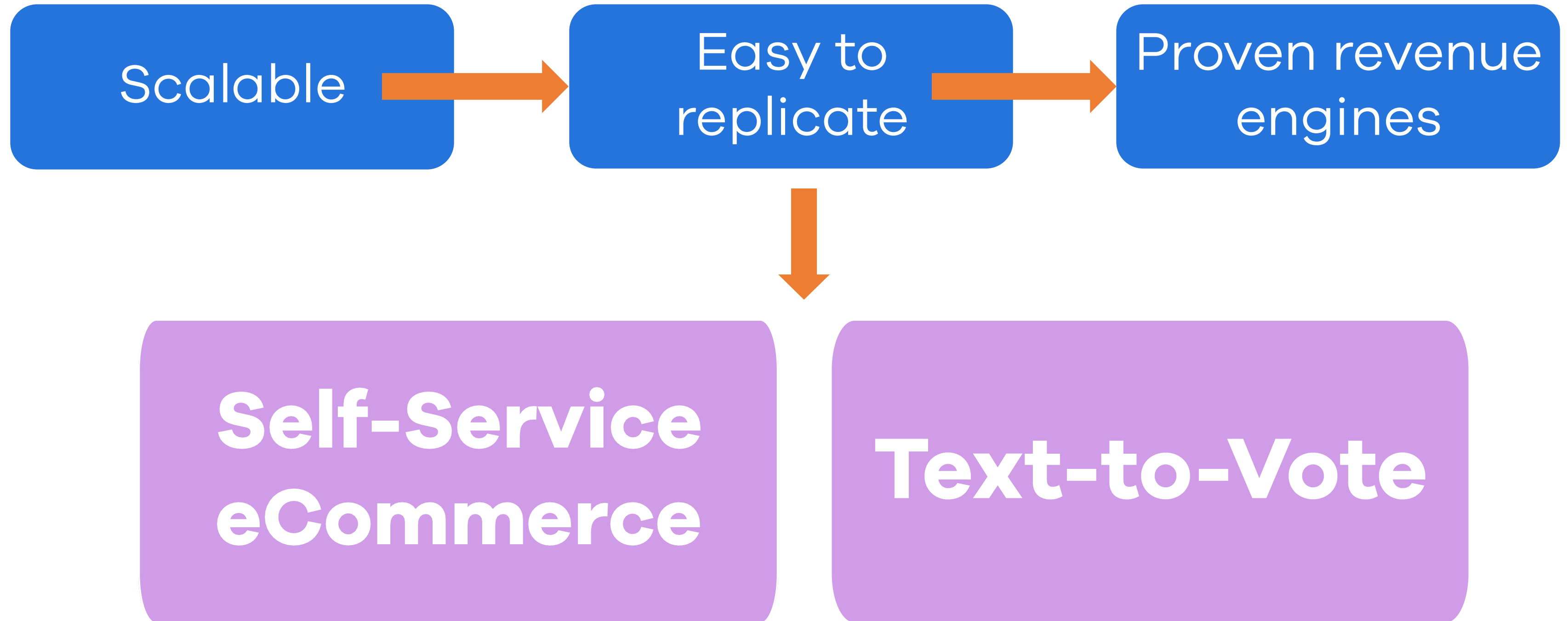


On average, only

25%

of businesses competing in
Best Of are purchasing
advertising

Two Simple Revenue Upgrades





400 categories

6,000 businesses

2,000 finalists

2 sales reps

Self-Service eCommerce

Has your business been nominated? [Promote your entry!](#)

Already Entered?

Nominate until 10/09/2025 @ 12:59 AM Eastern

Vote starting 10/22/2025 @ 1:00 AM Eastern

SPONSORED BY



BEST OF BALDWIN 2026: Baldwin County and the Alabama Gulf Coast's Best

Search a group, category, or entrant



Choose the best package option for your business

"BEST OF" PACKAGE • \$1,099.00
See more

ADD TO CART

BUY NOW

"BETTER OF" PACKAGE • \$699.00
See more

ADD TO CART

BUY NOW

Featured Entrant (1st category) • \$249.00
See more

ADD TO CART

BUY NOW

Enhanced Featured Entrant (1st category) • \$399.00
See less

- Includes everything in a Featured Entrant PLUS:
- A trackable 600x200 banner ad at the top of your page throughout nomination/voting period
- Button promoting nomination/voting for your entry in multiple categories directly on your page.
- A photo gallery of up to 8 photos promoting your business/entry.

\$60 for each additional category (sold separately).

ADDED

BUY NOW





61%

of eCommerce packages sold were
NEW customers



\$50,000

NEW Best of revenue

Text-to-Vote

KARMA

SUSHI • BAR • GRILL

Text to Vote 928.324.7368

BEST SUSHI

TEXT 128

BEST JAPANESE

TEXT 131

VOTE FOR US FOR BEST OF FLAGSTAFF!
TEXT "622" TO (928) 324-7368
FOR BEST SHOE STORE

VOTE FOR US
Best of Flag
2024

VOTE FOR US!

JBRE

COLDWELL BANKER
NORTHLAND

VOTE FOR OUR TEAM AS
BEST OF FLAG FOR 2024!

TEXT 788 TO 928.324.7368
TO VOTE NOW

Scan Here To Vote

Best of Flag 2025

Ballot Open for Write-Ins:
September 1 - September 26

Voting Open:
October 1 - October 31

As voted by readers of the
ARIZONA DAILY SUN

For questions or advertising information please contact:
zachary.meier@azdailysun.com

Flagstaff's best eateries, businesses, services, events, organizations and more — all picked by you.

Ballot open for write-ins: Sept. 1st - Sept. 26th

Voting period: Oct. 1st - Oct. 31st

Already Entered?

SPONSORED BY

Automotive	Beauty and Fitness
Favorite Drinks	Favorite Foods
Home Services	Services
Shopping	Your Favorites



Grew 'Best of' revenue

20%

with text-to-vote



17%

total **votes** from text-to-vote



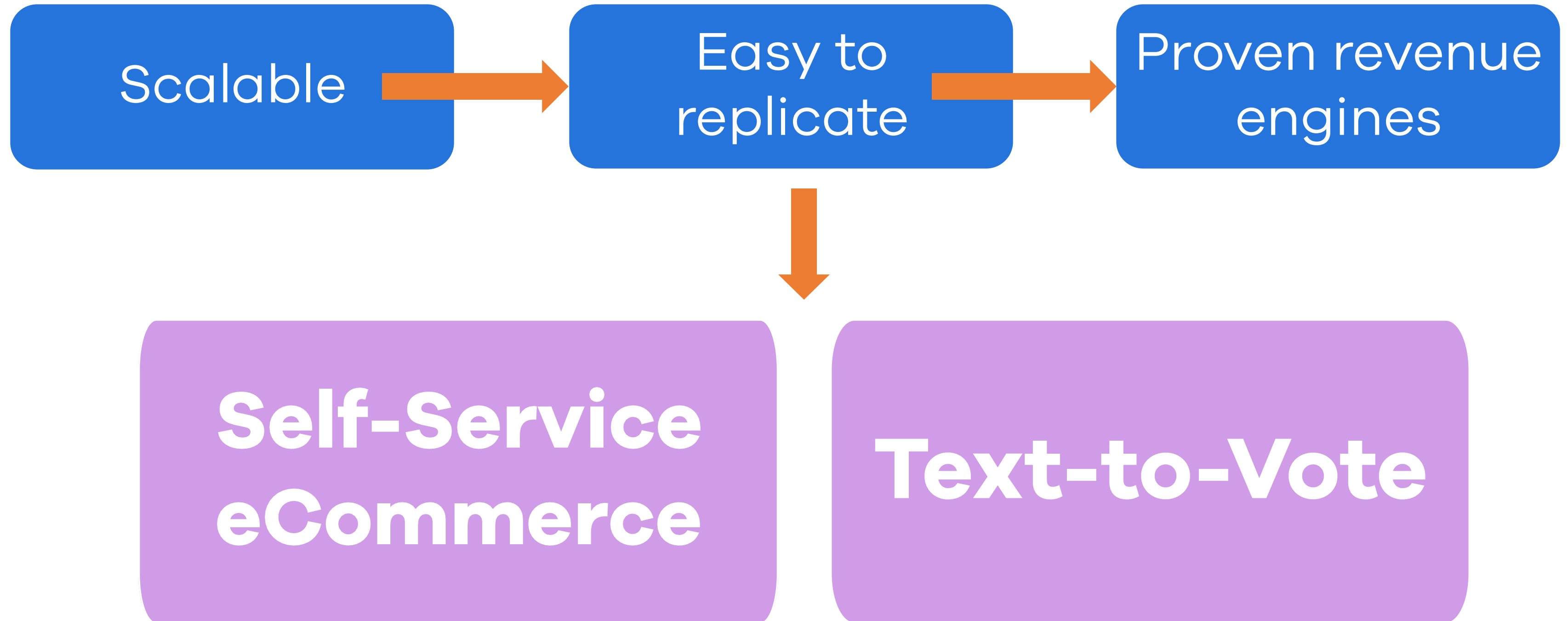
↑ 25%

increase in total votes YOY



Questions?

Two Simple Revenue Upgrades



Thank you!

