

A photograph of two men in business suits. The man on the left is older, with grey hair, and is pointing his right index finger directly at the man on the right. The man on the right is younger, with brown hair, and has a worried or stressed expression, with his hand near his head. The background is a plain, dark grey.

Go find me a million in new revenue. TODAY!

Time to send out the resume

WHAT WE WON'T DISCUSS



- ✘ Group pages
- ✘ New editorial sections
- ✘ Contests
- ✘ Special sections
- ✘ Ad positions
- ✘ Short-term time wasters

WHO AM I

- ✘ 25 years in newspaper – editorial/advertising and marketing at largest US media companies
- ✘ Created Custom Publishing @ 280K Circ.
- ✘ Created corporate publishing division
- ✘ Started own company 2006



SCRIPPS



AD REVENUE DECLINES

Turnover

Training

Management relationship
with advertisers?

Paperwork

Limited technology investment

Too many products/programs

Local advertising = local content



“BESIDES THE REGULAR NEWS, WHAT CAN THE NEWSPAPER OFFER TO MAKE IT MORE VALUABLE TO YOU”

- ✗ Information about local entertainment
- ✗ Information on best prices, bargains at stores
- ✗ Information about local schools
- ✗ Information on reliable homes services
- ✗ Information about quality of car repair shops
- ✗ Employment possibilities and job banks
- ✗ Information about quality, child-care centers
- ✗ Community activities in which I can participate
- ✗ Information about community doctors, dentists
- ✗ Stories about local, successful businesses.

From readership studies conducted over the last 20 years

CONTENT AS REVENUE

- ✗ Local entertainment
 - ✗ Best prices, bargains at stores
 - ✗ Schools
 - ✗ Homes services
 - ✗ Car repair, shops
 - ✗ Job banks
 - ✗ Child-care centers
 - ✗ Community activities
 - ✗ Doctors, dentists
 - ✗ Local, successful businesses.
- ✗ Small Space ads
 - + Pricing
 - + Focus
 - + Frequency
 - + Long-term contracts
 - + Training
 - + Advertiser Education

NON-TRADITIONAL REVENUE

Within the newspaper

- + Awareness Ads
 - × New thinking
 - × Long-term program
 - × Turnkey program

Outside the newspaper

- + Branded Content
 - × Growing ad medium
 - × Huge money
 - × How to find it



Selling impressions

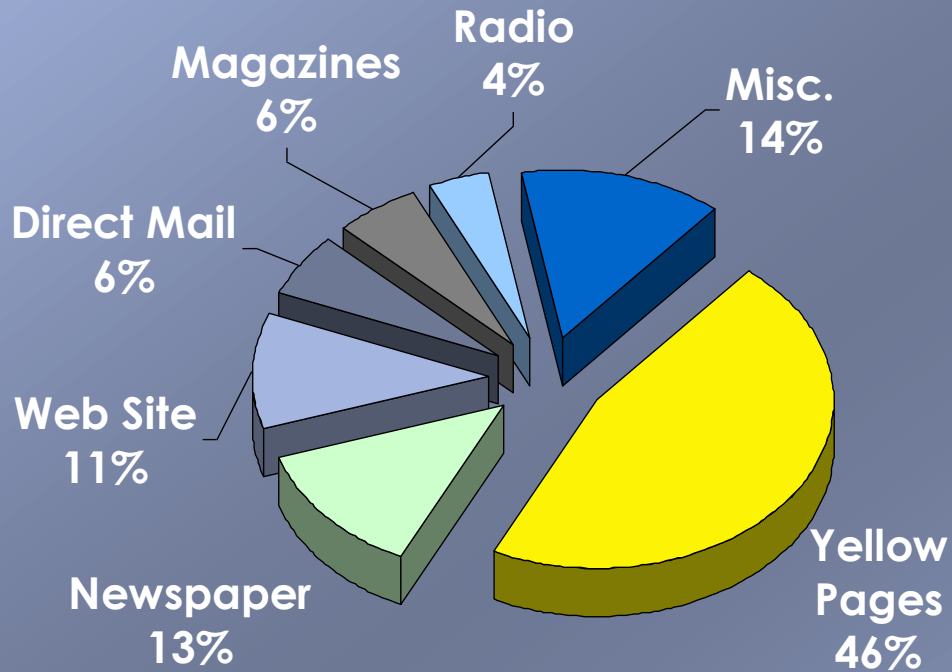
- ✧ Expanding ad content and revenue
 - ✧ for small, LOCAL & non-traditional advertisers

Newspaper

- ✦ Dependent on large advertisers
- ✦ Sells by circulation/readership
- ✦ Sells by the inch
- ✦ Willing to take one ad
- ✦ Continually building new ads
- ✦ Expensive for small advertisers
- ✦ Limited advertising segments/content



small business spending



Why?

Source: Kelsey Group

Already had business in mind	54.50%
To decide which business	24.25%
Both	11.75%
Don't Know	5.25%
Doesn't Use Yellow Pages	4.25%

MOA/Anchorage Bowl, Alaska

Challenges of non-traditional advertisers

- ❖ Small businesses
- ❖ Service oriented
- ❖ Long product cycle
- ❖ Spend budget on yellow pages/directories
- ❖ High maintenance
- ❖ Don't care about research
- ❖ They test with short campaigns
 - coupons, offers, bring in this ad, etc



Who sells with impressions

- ✧ Billboards
- ✧ Radio
- ✧ TV
- ✧ Direct Mail
- ✧ Internet
- ✧ Basically, everyone but newspaper

Yet...Newspapers have

- ✧ Lowest cost per impression
- ✧ Delivers the largest audience
- ✧ Shopping/buying vehicle
- ✧ Delivers more selling impressions than all other local media combined
- ✧ Conditioned small advertisers for price/product and coupons

Example - Selling impressions

- ✦ 50,000 daily circulation paper
- ✦ Advertiser runs 5 days a week for 52 weeks
- ✦ Cost per ad (2x2) = \$100
- ✦ Annual selling impressions (5 days x 50,000 circulation x 52 weeks) = 13 million
- ✦ Annual contract cost = \$26,000
- ✦ Cost per impression = .002 cents

Name Awareness Advertising

- ✧ Small ads (2x2, 2x3, etc.)
- ✧ High frequency
- ✧ One benefit per ad
- ✧ Selling Impressions
- ✧ ONLY 1-2 year contracts
- ✧ No price, product or coupons
- ✧ Flat MONTHLY rate
- ✧ Newspaper creates rates to “co-op” this type of advertising

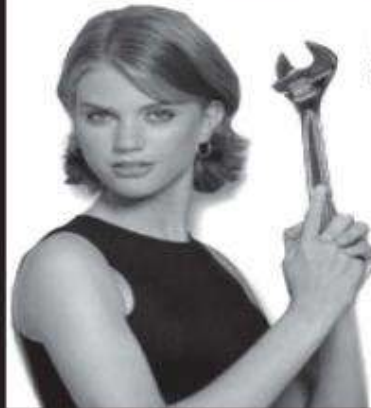


**When you
need us,
we'll be
there!**



224-1991

LICENSED TO CHILL



LENNOX

www.lennox.com
Information never felt so good.™



410-939-0110

LevelHeating.com

-SAVE THIS AD-
**We Do: Roofing, Siding, Masonry,
Carpentry, Chimneys, Porches,
Steps, Garages & Patios, Gutters,
Awnings, Replacement Windows**

JOE MACRI
HOME IMPROVEMENT
Free Estimates - 28 Years Experience
Call Now



Santa Clara, MD & New York, NY 4051
and on the GRAND OPENING of the
**FAMILY WELLNESS
TRAVEL CLINIC**

The Family Wellness Travel Clinic offers
a wide range of services to help you
achieve your goals and maximize your
potential. We are located
at 405 22 111th Ave., Suite 101
Victoria, BC V8N 2T7

Our services include:
- Personalized coaching
- Online and offline support
- Health and wellness assessments
- Personalized nutrition plans

The Family Wellness Travel Clinic is
located at 405 22 111th Ave., Suite 101
Victoria, BC V8N 2T7

By appointment only
Monday - Friday
8:30am - 5:00pm

Components



Rep Training
Survey and best
practices
Templates
Advertiser Seminar
Ad pricing
Sales tracking

The Survey

- ❖ Non-scientific
- ❖ Rates advertisers by name awareness
- ❖ Shows market leaders, mature categories
- ❖ Shows selling opportunities by segment
- ❖ Makes advertisers very uncomfortable

Heat/Air Contractor	
Roberts & Petty	24.00%
Air Temp	12.00%
Martin's Heating & Air	5.00%
Lennox	2.00%
Rich Cone	2.00%
1 Source	1.00%
Bosworth	1.00%
Cole	1.00%
Comfort Air & Heating	1.00%
Frost Air	1.00%
Heart of Texas	1.00%
K & B Air	1.00%
Laird Heating & Cooling	1.00%
Quality	1.00%
Standard Plumbing	1.00%
Thompson's	1.00%
Trane	1.00%
No Response	43.00%
	<hr/>
	100.00%

Training & Selling

- ✧ Scripted
- ✧ Easy choices
 - 3, 5, 7 days
 - 1 or 2 year contract
 - Co-op rate from newspaper
 - Schedule ads a month at a time
 - Minimum time with advertiser



What gets you through summer?

LEVEL
HEATING & AIR CONDITIONING

410-939-0110
LevelHeating.com

LENNOX
2008 LENNOX COMPANY
Association Number 661-81-0001

The advertisement features a cheerleader in a dark uniform with white stripes on the sleeves, holding a wooden bat. The background is white with black text and graphics. The company logo is a dark oval with the word 'LEVEL' in large, bold, white letters and 'HEATING & AIR CONDITIONING' in smaller black letters below it. The phone number and website are in large, bold black text.

The Seminar

- ✧ 300-500 attendees
- ✧ Local business
- ✧ Non advertisers
- ✧ Service businesses, professionals, retail
- ✧ Ad packets, contract, ads, offer
- ✧ 1 ½ hours



Awareness programs

- ❖ \$2 million annual sales in 60 days
- ❖ 45-50 contracts
- ❖ 50% new advertisers
- ❖ 85% retention
- ❖ Long-term agreements
- ❖ Easy to train reps
- ❖ Easy to create, schedule and place

*Bill Sabo
Market
Consultant
EQ*

JAN 21 2000

The T.O.M.A. Report

How to Sell the Non-Advertiser

 Three days live training proves profitable in Maui
Page 2

 Helping local merchants builds strong revenue base
Page 3

Louisville generates \$2 million in four weeks

After interviewing Bill Sabo, Display Ad Director at The Courier Journal in Louisville, KY, we sat back and tried to determine which aspect of his journey surprised us the most. The fact that in just four weeks they generated \$2 million in new revenue or that three weeks prior to the seminar, a seminar that had over 700 attendees, they had only 35 R.S.V.P.'s.

Both results are quite remarkable. We've had many clients that have achieved \$1 million plus in new revenue, but The Courier Journal just did it a little quicker. What can that be attributed to? Well, we think those results can be explained by a few factors. First, hard work and dedication from the entire staff. Second, thorough staff training and frequent conference calls with Mark Rood, their T.O.M.A. trainer and seminar speaker. Third, selling this program as a completely new product, virtually "Billboard in The Newspaper!"

The staff training began early in the process. Modeling the success Sabo experienced while at The Daily Camera in Boulder, CO, he began to train them eight weeks prior to the seminar. "It was very important that the staff and managers had a complete understanding of the program before the invitations were mailed and they began visiting the merchants," said Sabo. "I wanted them to be able to answer any question the merchants had. Running the ads and mailing direct mail pieces are effective, but personally inviting the merchants is even more powerful, especially when you drop the names of their competitors that will be there."

The training began with one hour meetings, three times per week. Over the course of eight weeks and as the staff became more confident and comfortable, the meetings became shorter, lasting only 30 minutes.

"Melissa Drain, our training manager, did an outstanding job of administering the tasks necessary. She is phenomenal and was a tremendous asset in getting the T.O.M.A. program organized," said Sabo. "Because of her help, the training and administrative part of the program was going extremely well, but Sabo soon realized that not enough effort was being placed on promoting the seminar. Three weeks prior to the seminar, they only had 35 R.S.V.P.'s, which caused Sabo a great amount of concern. "We were doing the training and all of the right technical stuff, but I don't think I got across the importance of getting people at the seminar. The more people you get to the seminar, the more successful you're going to be. I'd rather have Mark Rood sell 700 people than my reps make 300 cold calls."

When Sabo realized the situation, he called Mark Rood and scheduled a conference call with him and all of the managers. "During the meeting, Mark really explained T.O.M.A. and that the emphasis at that time wasn't to sell, it was getting people to that seminar," said Sabo. "At that point, the manager's really helped to get the momentum going. Those final three weeks, the staff got an additional 665 R.S.V.P.'s, 100 more than they had anticipated.

As an incentive to attract merchants, The Courier Journal offered three free 2x2 T.O.M.A. ads to all those that attended. The only catch was that they had to have the voucher signed at the seminar, which was only done after the seminar was over. "We need that almost like an invitation. We were offering them free advertising and all they had to do was show up. I think it worked really well. People love free stuff. Whether they redeem it or not, they love free stuff. Although this incentive may sound extreme, I've done this three different times and the highest redemption I've had is 40%. So far we've only had about 25% and most of those people signed long term contracts."

Sabo wanted to make T.O.M.A. extremely simple. First, he sold it as a completely new product, effectively a "Billboard in The Newspaper!" and created a completely new pricing structure for it, which allowed them to raise the 30

(continued on page 2)



Bill Sabo
Display Ad Director

January 2000 - Issue Twenty-eight

Inc.

THE MAGAZINE FOR GROWING COMPANIES

THE END OF SMALL BUSINESS

MON. AND POP. ARE DEAD...
MEET THE NEW GENERATION
OF SMALL-BUSINESS
PROFESSIONALS

PLUS: The 5 Habits of
Successful Small Companies

Falling into the
Founder's Trap
+
Good Form: The
Custom Cash-Flow
Report



THOMAS H. EDWARDS
PROFESSIONAL BANKING
THIRD BANK COMPANY



BUY ONE...GET ONE FREE



Super Sale



Thrifty Thursday

TAG SALE

Logo

VOLVO



Mercedes-Benz



Ownership

Safety

Ultimate Driving Machine

Luxury

Kids

Quote

“...I have emphasized that word ‘continuous’ in referring to your advertising.”

“Short-term, ‘one-shot’ advertising efforts are usually a waste of your money and your effort. The first tangible results of a program started now may not appear for five years.”

90% OF CONSUMERS WON'T NEED A PLUMBER THIS YEAR

**Unclog Your
Drain Today!**

\$95

- Free Estimates
- Emergency Service
- Repairs Guaranteed



McInnis
PLUMBING

555-1234

**This ad only influences
the 10% who will.**

TOMA Ads Work Throughout the Product Cycle



This ad creates
selling impressions on
everyone

Heat/Air Contractor

Moore Heating Air Conditioning	16.00%
Central Plumbing & Heating	14.00%
Mountain Mechanical	6.00%
Alkota	3.00%
Arctic Chain	3.00%
Klebs	3.00%
R & S Plumbing	3.00%
Fifteen others @ 2.00%	18.00%
No Response	34.00%

MOA/Anchorage Bowl, Alaska

Chiropractor

Ireland Clinic	10.00%
Dr. Curzie	2.00%
Kanady Chiropractic	2.00%
Sports & Spinal Injury Clinic	2.00%
Nineteen others @ 1.00%	19.00%
No Response	65.00%

MOA/Anchorage Bowl, Alaska

Bank

Alaska USA Federal Credit Union	26.00%
Wells Fargo	21.00%
First National Bank	15.00%
Northrim Bank	10.00%
KeyBank	7.00%
Credit Union 1	6.00%
Denali Alaskan Federal Credit Union	6.00%
Seven others $\leq 2.00\%$	8.00%
No Response	1.00%

MOA/Anchorage Bowl, Alaska

Wide Open Categories

Accountant/CPA	64.00%
Auto Body Shop	52.00%
Auto Glass	43.00%
Auto/Truck Accessories	43.00%
Bicycle Shop	48.00%
Carpet Cleaning Company	50.00%
Chiropractic	65.00%
Computer Service & Repair	47.00%

MOA/Anchorage Bowl, Alaska



1999
15%

2002
21%

TOMA Ads
7x week

The Close

- ✦ If the name of your business was seen 13 million times in the newspaper would it be better or worse next year?
- ✦ If you do nothing where will you be in one year?
- ✦ Where are you spending your current budget and are you getting this many impressions
- ✦ Here is a spec ad
- ✦ Do you want a 1 or 2 year agreement

Add ons

- ✧ Color
- ✧ Group pages
- ✧ 3 x 5 or quarter-page ad per quarter
- ✧ Internet
- ✧ Classified
- ✧ Pre-print discount based on TOMA

Why it works

- ✦ All planning already done
- ✦ Templates for everything
- ✦ Great rep training from script
- ✦ Ad reps like selling them
- ✦ Create REAL advertiser expectations
- ✦ Contracts sold immediately

Why I like it

- ✧ Trains sales reps to sell 1, 2, 3 year contracts
- ✧ Reps understand product cycle
- ✧ Can be turnkey
- ✧ Targets non-traditional newspaper revenue
- ✧ Sales reps use book to sell
- ✧ Not a 1-time shot
- ✧ Put into rate card
- ✧ Great for telephone reps
- ✧ Scares advertisers in action

For more information
concerning TOMA



www.TOMA.com

Contact for Latin America

E&P Research, Francisco Vasquez

President 404-797-5127 (US)

PRIVATE LABEL MEDIA – BRANDED CONTENT



BRANDED CONTENT - DEFINED

- ✘ *When an advertiser or company produces something engaging for the consumer in order to sell more product*
- ✘ Controls the editorial environment
- ✘ Provides accurate and useful information

BRANDED CONTENT

- ✘ Creating an editorial environment for one client
- ✘ Targeted – mailing list, counter, client
- ✘ Regional or national reach
- ✘ Includes magazines, Internet, newsletters, Twitter, Facebook, etc.

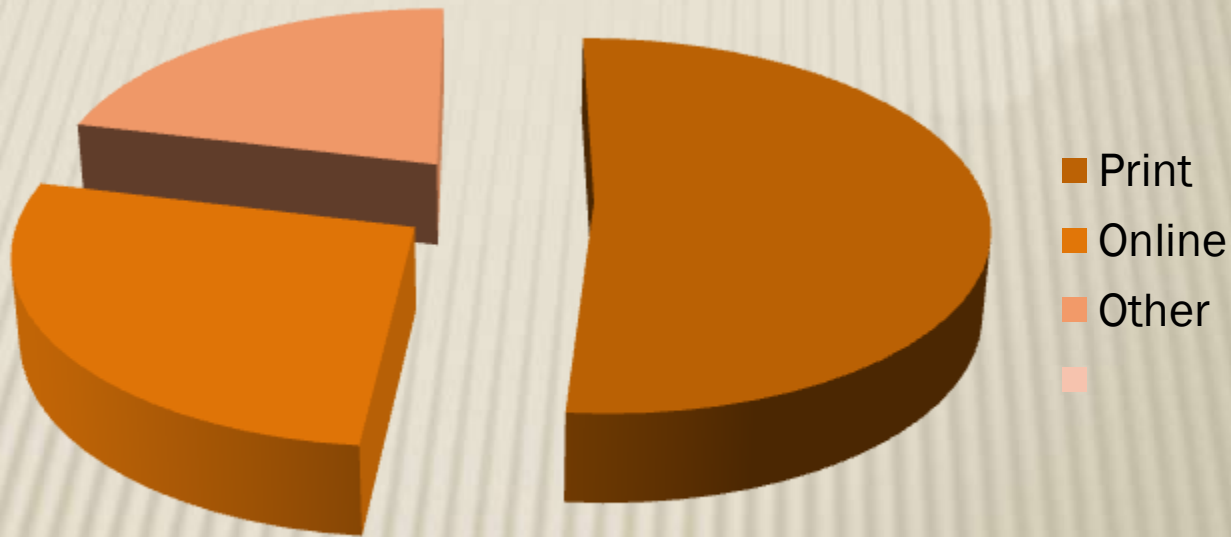


BRANDED CONTENT

- ✘ 116,000 Custom Publications in US
- ✘ Most are “invisible”
- ✘ \$1 billion in US for 2009
- ✘ Average spending \$1.8 million per company
- ✘ Advertisers using co-op, ad budgets, communications, HR, etc.



HOW WAS THE \$1.8 MILLION SPENT



- ✘ 2009 spending was double that of 2008 and the highest amount since the CPC began conducting the survey in 2003

Source: Custom Publishing Council

CUSTOM/BRANDED CONTENT - PRINT

- ✘ Niche Publications
- ✘ Custom Content
- ✘ Business to business

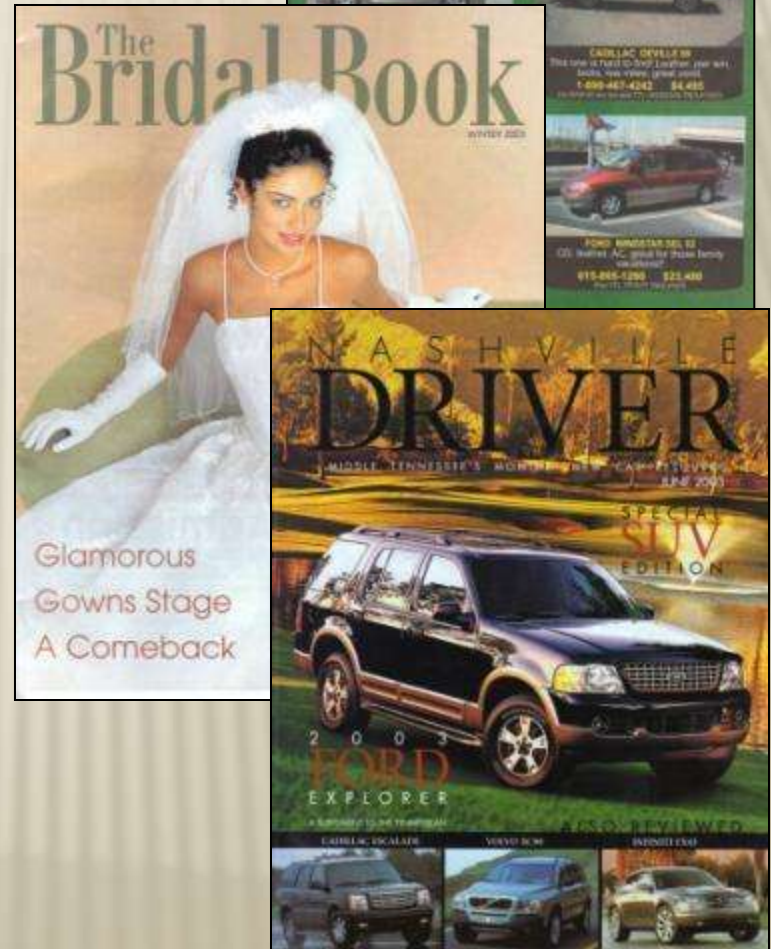
SUCCESS KEYS

- ✘ Find market client wants to reach
- ✘ Get specific demographics
- ✘ Research topics of highest interest
- ✘ Uncover client's marketing needs
- ✘ Create overall seamless package
- ✘ Distribution – mail, in-store's, customer list, 3rd party



NICHE

- ✘ Narrow audience
- ✘ Contains Advertising
- ✘ Infrequent distribution
- ✘ Very targeted distribution
- ✘ Brides, home improvement, attorneys, diabetes, seniors



PUBLIX SUPERMARKET

- ✘ Targets shoppers
- ✘ Provides USEFUL content
- ✘ Healthy lifestyle
- ✘ Coupons
- ✘ Recipes' Co-op funded



HOMESTEAD – JOHN DEERE

- ✘ Started 1890s
- ✘ In-house
- ✘ Targets home hobbyist
- ✘ Increases relationship
- ✘ Builds brand



ON INVESTING

- ✗ Financial
- ✗ Showcases other services and products
- ✗ Showcase money managers
- ✗ 37% readers were more likely to move
- ✗ Money to Schwab



RIGHT AT HOME

- ✘ Heating and A/C
- ✘ Target : Women
- ✘ 50% lifestyle stories
- ✘ 2x per year
- ✘ Open to all 11,000 Rheem/Ruud Contractors
- ✘ Customized for each dealer with variable data
- ✘ Online sign up



TYPICAL AD – NEW PROGRAM

Find your perfect A/C system!

With a few simple clicks of the mouse, Rheem® DesignStar™ will show you the perfect Rheem® Home Comfort System for you and your home!



**Call your Rheem Team®
Top Contractor Today!**

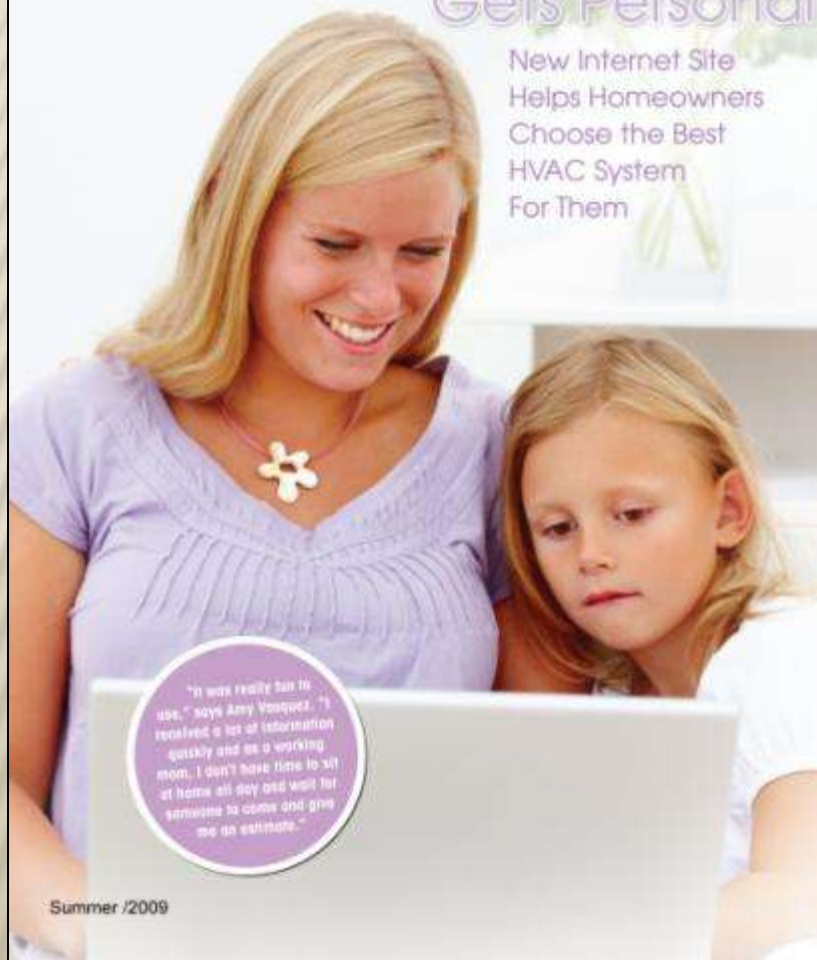
For more information, visit www.RheemTeam.com

INTERNET

DesignStar®

Gets Personal

New Internet Site
Helps Homeowners
Choose the Best
HVAC System
For Them



"It was really fun to use," says Amy Vasquez. "I received a lot of information quickly and as a working mom, I don't have time to sit at home all day and wait for someone to come and give me an estimate."

Summer /2009

INTERNET

Ruud DesignStar Trying Out the Program

To test the DesignStar program, I decided to see if it was easy, accurate and would tell me what I needed to know about a new system for my home.

I got on the Internet and pulled up a local Ruud Reliable Top Contractor's website. I then typed in my street address and zip code.

Five seconds later, an overhead satellite picture of my house was on the screen. I could even see a car parked in the driveway! DesignStar instantly calculates specific information, such as the home's age, the likely HVAC system, area temperature, energy costs in your community and much more from local tax and property records stored in its huge database.

I clicked the mouse until it showed which was my front door faced, and clicked again. Two more clicks about the size and age of my home and the program let me choose some of the upgrades I wanted, such as a humidifier, electrostatic filter and other options.

All the information was calculated based on my specific home and community and DesignStar gave me three choices of systems: Good, Better or Best, based on energy savings and efficiency.

It even calculated how much each system would reduce my carbon footprint each year.

Then, I could print the report or go back and make changes, based on other needs and features.

DesignStar is a great place to start your search if you're considering a new HVAC system. The information is objective, easy to understand and, frankly, pretty cool. Even if you don't need a new system, log on and have some fun.

In one year's time, my new high-efficiency system would save \$1,869 in energy costs on our heating and cooling bills. We'd also decrease our carbon footprint by 21,340 pounds, or 32 trees.

On top of it, the system qualified for the \$1,500 Federal Tax Credit. Not a bad 10 minutes spend on the Internet!

DESIGN STAR: STEP-BY-STEP

- 1) Log onto RuudDesignStar.com
- 2) Type in your street address and zip code.
- 3) Once you see the aerial picture of your house, click around to get which way your house faces. Homes facing south may have different heating and cooling requirements than those facing, say, west.
- 4) Click on the size and age of your home.
- 5) You immediately get a full report on systems and options on your computer screen that can be printed and/or downloaded.

5) Click the options you want to include.

Hot Cash for

Cold Months

Get up to **\$2700*** with a new Ruud® 95% Gas Furnace!

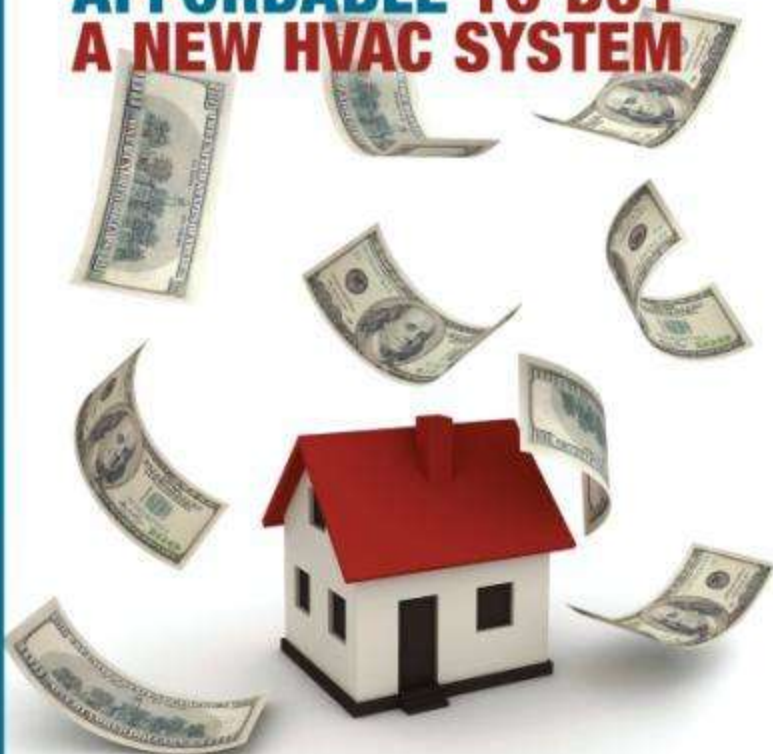
- Up to **\$1500** Federal Tax Stimulus & Up to **\$1200** CashBack from Ruud
- 95% Annual Fuel Utilization Efficiency saves on utility costs & could qualify for local utility rebates
- Energy Star Certified
- Limited Lifetime Warranty on the Heat Exchanger



Contractor Name
123.456.7890
Web address, City

*when purchased as part of a qualifying system - see participating dealer for details

★ HOW UNCLE SAM ★ IS MAKING IT EASY & AFFORDABLE TO BUY A NEW HVAC SYSTEM



Thousand Of Dollars Are Available To Homeowners Under The New Federal Stimulus Package

★ DON'T MISS OUT! ★

There may never be a better time to buy a new heating and cooling system – even if your old one isn't broken. The 2009 Federal Stimulus Package is providing billions of dollars for homeowners to upgrade to better and more efficient heating and cooling systems.

"It's a small window of opportunity to take advantage of this," said Charles McCrudden, VP of Government Relations with Air Conditioning Contractors of America (ACCA).

Traditionally, homeowners waited until their HVAC system failed or needed a major repair before considering a new system, but the 2009 stimulus package is designed to change all that.

By combining the \$1,500 federal tax credit, Ruud's Consumer Cash Back and rebates from local power companies, homeowners could offset the cost of a new HVAC system by as much as 50%. This two-year program is designed to make the U.S. more energy efficient by giving homeowners strong financial incentives to upgrade from old and inefficient systems to new ones that use less energy and benefit the environment, he said.

"No one wakes up in the morning and says I think I'll get a new HVAC system today," McCrudden

said. "But if your system is more than 10 years old, a new one will be at least twice as efficient, creating significant savings on your heating and cooling costs."

McCrudden, who lives outside of Washington D.C., knows first-hand how the tax credit works. This spring, he installed a new air-conditioning in his own home. "Yes, the tax credit was the thing that pushed me over the edge," he said.

"There's always been energy efficient tax credits available, but these are by far the most far reaching and largest," said Frank Fodge, sales and marketing programs manager at Ruud, one of the largest manufacturers of heating and air conditioning systems. Ruud produces a wide variety of systems that qualify for tax credits. They have a great Web site explaining the program at www.ruudac.com.

Homeowners who understand the program, see the value. Glen Ogden, a homeowner in Bridgeport, W.V., recently installed a new high-efficiency furnace and heat pump. Although his previous system was working OK, he had a slow leak and had to fill it with refrigerant each season.

By combining the \$1,500 federal tax credit, the Ruud Consumer Cash Back and local power companies, homeowners could offset the cost of a new HVAC system by as much as 50%

"It wasn't expensive, \$100 or so (to patch-up the old system each year), but converting over, I thought would save a lot of money and be more efficient." Ogden said the tax credit was one of the main reasons he decided to replace his old system. His new system could qualified for the full \$1,500 tax credit, he said. **CONTINUED ON PAGE 6**



See how much you can save on a new high-efficiency system

(Figures for example only)

	Standard System	Tax Credit Qualifying System
Total Cost with Installation	\$6,000	\$6,900
System Efficiency	90%	95%
	-\$1,200	-\$1,200
Local utility/ EnergyStar rebate	-\$350	-\$350
FEDERAL TAX CREDIT	N/A	-\$1,500
Actual Cost After Rebates and Credits	<u>\$4,450</u>	<u>\$3,850</u>
Energy Savings between a 90% and 95% efficient unit	\$0	\$600 Annually

GREEN

Flea Market Know-How

A little work can yield fantastic finds

Looking for a flea market? Visit findtheflea.com for a directory broken down in geographical order, or try sites and ads, with links to individual markets. You can even look for special events and a bit of history.

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If the thought of spending a weekend scouring a flea market leaves you nervous and intimidated, you aren't alone.

But in today's economy, there is no need to spend a ton of money on new furniture when there is literally a treasure trove of items to choose from. Sure, it takes some digging and once you find a piece there is probably some more work involved to get it just right. But by following the list of tips and ideas, the process can be much less painful and even a bit of fun. Who knows? You might even get a great new hobby out of it and are helping the environment to boot by recycling old items to fit your purpose.

Get Informed

Not only should you arrive with a map in hand that gives you the lay of the land, you should do some research on the front end. Sign up for any mailing lists that could give you a heads up on the goods that will be available. Plus, being on these lists can sometimes give you another advantage of early admission or special discounts.

Time It Right

First to come or last to leave could be your motto when shopping flea markets, depending on the goal you wish to achieve. If you are looking for one or two specific things, be first in line so the next bargain hunter doesn't scoop you. But if your goal is to get the best deal, wait until the end of the day when vendors are more likely to make a deal. They aren't going to make anything if they have to load it back on their truck at the end of the day.

Come Prepared

If you know that you are looking for a 1950s Mid Century Modern sofa, know what the value is so you aren't blindly depending on the vendor to be straight with you on the price. Come with cash, but no more than you are willing to spend. In a moment of weakness you may decide to go over your limit and then regret it later. Plus, most vendors won't take credit or checks, so cash is king of the market.

Make Your Price

It's an unspoken rule that prices are negotiable, so be confident enough to haggle with the vendor. Start by offering less than the sticker price, and negotiate in a range you feel comfortable with. If a seller just won't budge or is expecting too much for the item, simply walk away.

Get Comfortable

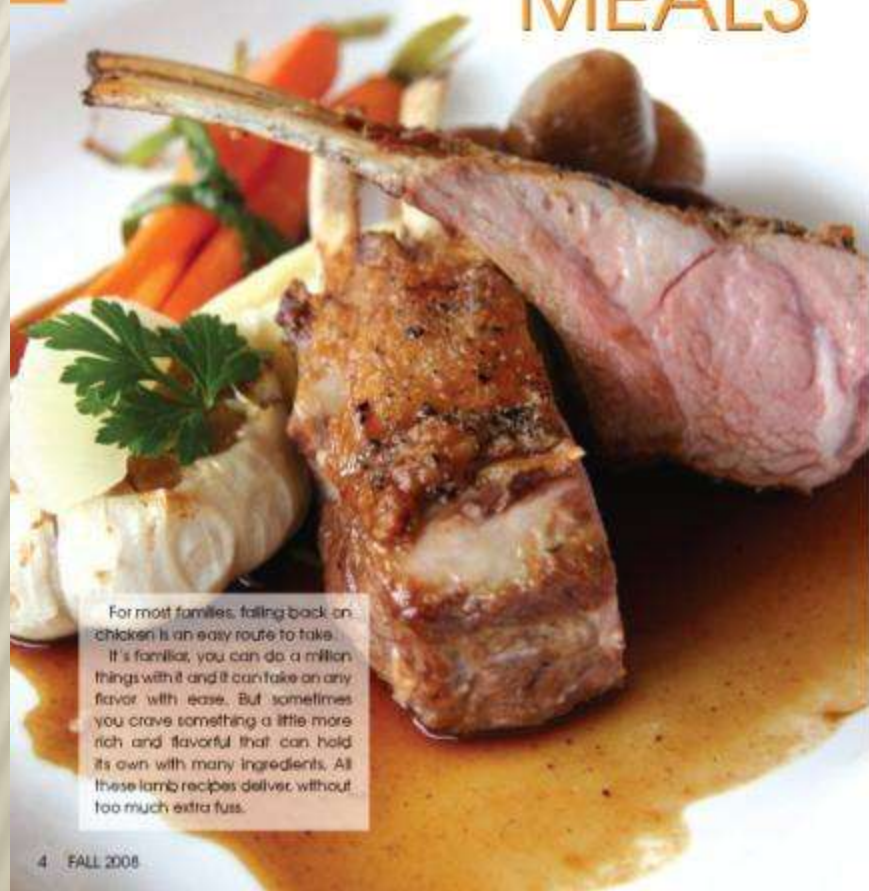
Nothing is worse than sore feet and grumbling stomach when you are looking for a great deal. Dress appropriately for the day and carry some snacks with you to keep hunger pangs at bay.



SPRING 2009 | 17

Flavorful Fall MEALS

Lamb Adds Richness
To Hearty Dinners



For most families, falling back on chicken is an easy route to take.

It's familiar, you can do a million things with it and it can take on any flavor with ease. But sometimes you crave something a little more rich and flavorful that can hold its own with many ingredients. All these lamb recipes deliver, without too much extra fuss.

Lamb Chops with a Mushroom Balsamic Reduction

Servings: 4

INGREDIENTS

3/4 teaspoon dried rosemary
1/4 teaspoon dried basil
1/2 teaspoon dried thyme
Salt and pepper to taste
4 lamb chops (3/4 inch thick)
1 Tbsp. olive oil
2 cups mushrooms, any variety
1/4 cup minced shallots
1/3 cup aged balsamic vinegar
3/4 cup chicken broth
1 Tbsp. butter

DIRECTIONS

In a small bowl or cup, mix together the rosemary, basil, thyme, salt and pepper. Rub this mixture onto the lamb chops on both sides. Place them on a plate, cover and set aside for 15 minutes to absorb the flavors.

Heat olive oil in a large skillet over medium-high heat. Place lamb chops in the skillet, and cook for about 3-5 minutes per side for medium rare, or continue to cook to your desired doneness. Remove from the skillet, and keep warm on a serving platter. Add shallots to the skillet, and cook for a few minutes, just until browned. Add mushrooms. Stir in vinegar, scraping any bits of lamb from the bottom of the skillet, then stir in the chicken broth.

Continue to cook and stir over medium-high heat for about 5 minutes, until the sauce has reduced by half. Remove from heat, and stir in the butter. Pour over the lamb chops, and serve.

SOURCE: ALLRECIPES.COM

Garlic Grilled Lamb Chops with Baby Carrots

Servings: 6

INGREDIENTS

6 (1" thick) lamb sirloin chops
1/2 cup soy sauce
1/2 cup cider vinegar
3 cloves garlic, minced
3 Tbsp. honey
2 teaspoons ground ginger
1/4 teaspoon dry mustard
1/4 teaspoon pepper
1 pound baby carrots with tops
1 Tbsp. olive oil

DIRECTIONS

Place lamb chops in a zip-top plastic bag or shallow dish. Combine any sauces and remaining ingredients; stir well. Pour over chops. Seal or cover, and marinate in refrigerator at least 8 hours.

Remove chops, reserving marinade. Bring marinade to a boil in a small saucepan, set aside.

Grill chops, covered with grill lid, over medium coals (300° to 350°) 8 to 10 minutes on each side or to desired doneness, basting often with marinade.

Top carrots with olive oil and roast at 425° for 20 minutes. Serve together.

SOURCE: ALLRECIPES.COM

PICK YOUR MEAT WISELY.

Select lamb that is pinkish-red and has a velvety texture. Cuts that are a darker red signal the meat is older and tougher.



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BUSINESS TO BUSINESS - B2B

- ✗ Published for businesses
- ✗ Communicate products, services
- ✗ Can be content driven by audience
- ✗ Influence buyers

- ✗ Published for employees/partners
- ✗ Communicate company information
- ✗ Sense of values
- ✗ Highlights areas geographic/divisional
- ✗ Increase employee value
- ✗ Create “oneness”

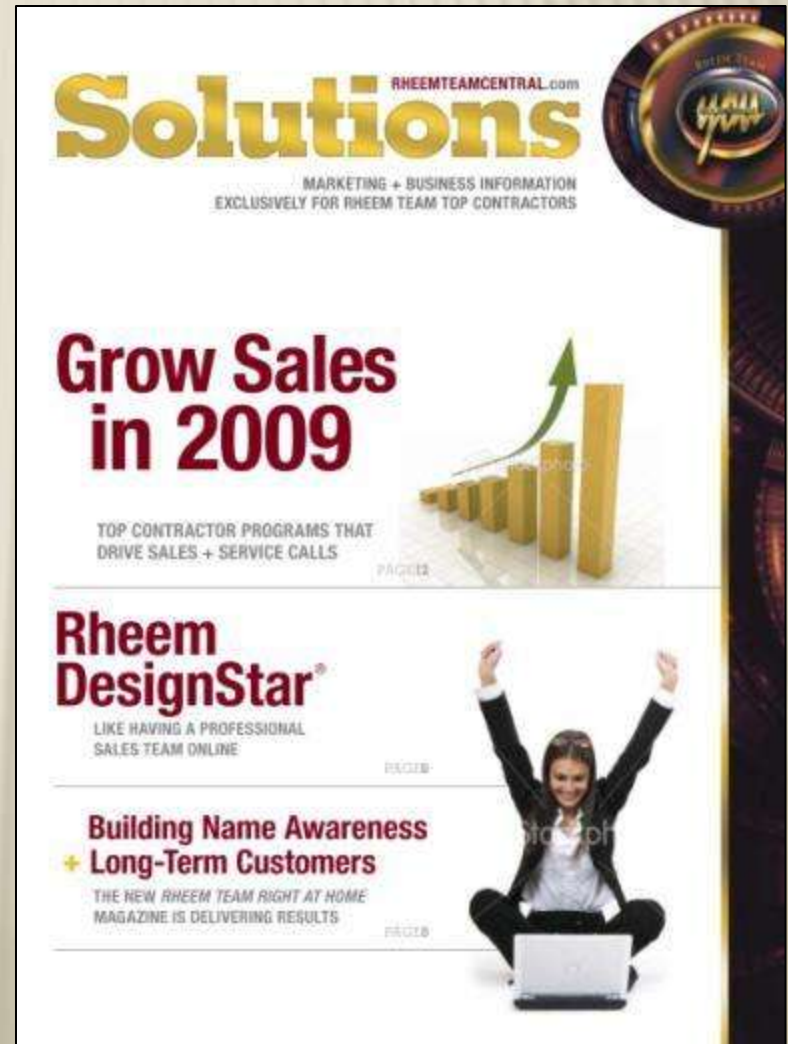


BUSINESS TO BUSINESS EFFECTIVENESS

- 74% - a better way for a company to promote its products and services compared to other forms of marketing.
- 94% of B2B readers thought custom publications were informative
- 75% said they enjoyed reading a custom magazine

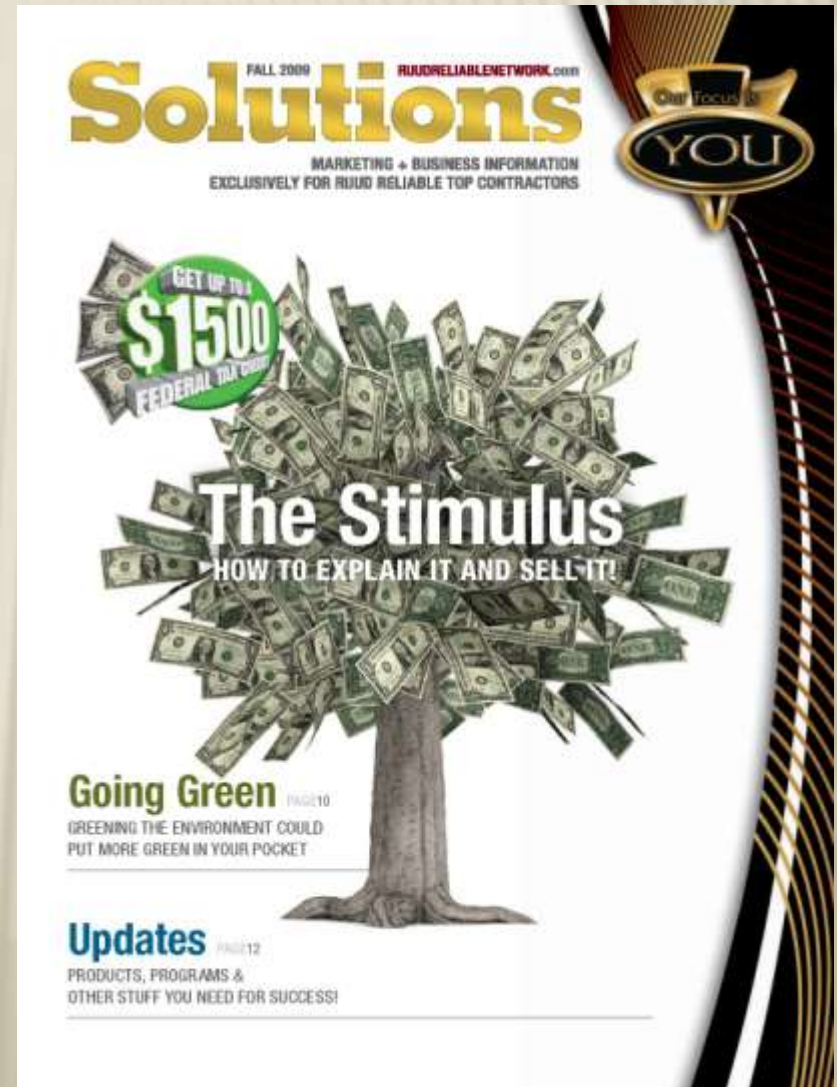
B2B RHEEM AND RUUD

- ✘ In 2008, Rheem/Ruud wanted to improve communications directly with its dealers.
- ✘ Helps update marketing programs, training, new products, sales tips, etc.
- ✘ Increase general business knowledge



RESPONSE

- ✘ Overwhelmingly positive. Dealers felt “included”
- ✘ Insert other materials in mailer
- ✘ Greater use of Rheem’s marketing programs
- ✘ Ability to communicate changes/updates
- ✘ Survey recipients for upcoming issues topics
- ✘ Online version



TRADE GROUPS - WINES OF CHILE



- ✗ Chilean Wine Industry
- ✗ Challenge
 - + Declining Share
 - + Outdated Reputation
 - + No contact with US buyers
 - + No unified message

PROPOSAL - WINES OF CHILE

- ✘ 4x per year custom magazine
- ✘ Expand beyond wine
- ✘ Target buyers through sophisticated mailing list
- ✘ Influence, educate & entertain

FINDING GREAT WINERIES IN CHILE

Is Closer Than You Think

VINO CORDON ROJO

More than just a wine, Cordon Rojo is a lifestyle. Located in the heart of Chile, this winery has been producing world-class wines since 1850. The vineyard is situated in a valley with a perfect climate for growing grapes. The winery is known for its high-quality wines and its commitment to sustainability.

VINO CORDON ROJO

Experience the beauty of Chile's wine country. The vineyard is located in a valley with a perfect climate for growing grapes. The winery is known for its high-quality wines and its commitment to sustainability.

Fly Fishing In The BEAUTY OF PATAGONIA

W

Patagonia is a beautiful region with stunning landscapes. The mountains are covered in snow, and the lakes are crystal clear. It's a perfect place for fly fishing and enjoying the outdoors.

NEWSPAPERS STRUGGLE WITH BRANDED CONTENT

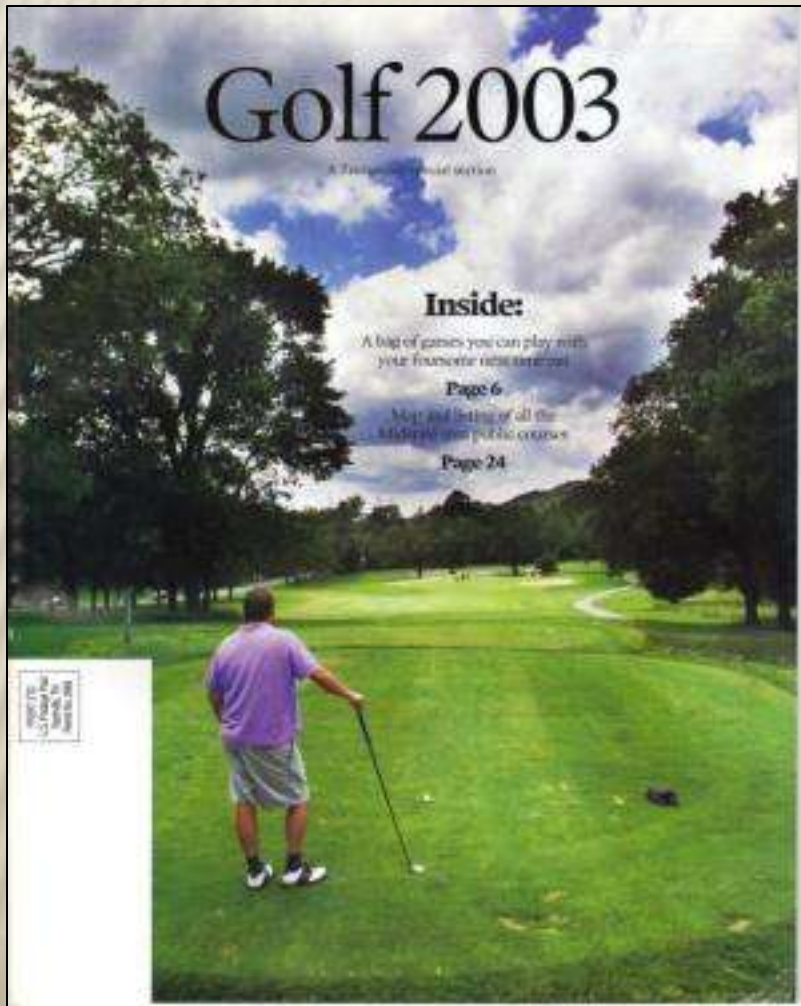
- ✗ Quasi a news product
- ✗ Use newspaper model
- ✗ Put wrong people in charge
- ✗ No patience – this takes TIME
- ✗ Try to get current staff to sell
- ✗ Ad-selling mindset
- ✗ Won't think outside their market
- ✗ Don't want clients involvement
- ✗ Little expertise in printing technology



GOLF MAGAZINE - NEWSPAPER EXAMPLE

- ✗ High-end
- ✗ Target – Upscale, men, 35-65
- ✗ Distributed golf shops, courses, zips, retailers
- ✗ Editorial/Sports controlled content
- ✗ Ad staff sold ads

FROM EDITORIAL



- ✗ Terrible cover
- ✗ Canned stories
- ✗ All local
- ✗ Ad placement issues
- ✗ Basically, treated as a special sections they didn't want to do it

WHAT READERS EXPECT



A woman with short blonde hair, wearing a blue blazer, is shown in a thoughtful pose. She is looking upwards and to the right, with her hand resting near her chin, holding a pair of glasses. The background is dark.

THINK

- ✗ Distribution
- ✗ Print (not just newsprint)
- ✗ Mass Vs target
- ✗ National Vs market
- ✗ Content not news
- ✗ Targeting readers by segment

SKILLS

Direct mail expertise

Printing technology

Marketing data

STRONG, WELL- WRITTEN CONTENT that
interests the target audience

GETTING STARTED

- ✗ Minimum staff
- ✗ Prototypes or pre-written content
- ✗ Do some jobs on the cheap to get portfolio of publications
- ✗ Look for a few niches for quick revenue
- ✗ Outsource everything else after contract
- ✗ This is NOT an news/editorial, but not “advertorial”



GETTING STARTED CONT.

- ✘ When are proposals are due
- ✘ Existing publications
- ✘ Stay in touch with prospects
- ✘ Budgets could be in different areas – HR, communications, special initiatives
- ✘ Preferred vendor for co-op
- ✘ Be prepared for non-involvement or over involvement
- ✘ Get in annual marketing offerings
- ✘ Get out of your market

WHERE'S THE MONEY

- ✘ Manufacturers
- ✘ Companies targeting US market
- ✘ Pharmaceuticals
- ✘ Large retailers
- ✘ Outsourcing
- ✘ Chambers, economic development
- ✘ Niche regional/national distribution
- ✘ Auto, boats,
- ✘ Destinations
- ✘ Airlines



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