

"THE BEST JUST GOT BETTER"

FORMERLY "\$HOW ME THE MONEY"

The following is a recap of a special project - print or online - done in the past year that was successful for the paper. If you have any questions, please contact the person listed below.

Name of Project Hunting Guide/Directory
 Name of Paper Morrison County Record City Little Falls
 Contact Person Tom West
 Phone 320-632-2345 Email tom.west@mcrecord.com

Description of project:
We used to run a hunting guide each fall. In 2007 we decided to split two, one for ducks and one for deer. Last fall, we expanded it again, and added a hunting directory page, which ran monthly in the paper for 3 months (Aug, Sept. & Oct.)

How it was distributed:
It ran ROP

Advertisers targeted:
meat processors, ATV dealers, gun shops, outdoor apparel, trailers,

Revenue produced:
\$8,100 → \$1,725 new revenue from the directory pages.

Anything you would do differently:

Additional information:
We gave a discount to directory page advertisers if they also advertised in a hunting guide. These were largely additional niche dollars to the paper, and we sold it along the lines of repeat advertising creates top-of-mind awareness. We ran one locally-written feature in each hunting guide plus DNR news releases. The directory page had no editorial copy.