

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



HELP YOUR NEWSPAPER. HELP YOUR SALES REPS. HELP MISSOURI PRESS.

Just in case you have not been running the Missouri Press statewide classified or display ads, or the online network ads. It may have been a while since you have looked at this program, so here's a refresher:

1. This program comes at NO COST TO YOU.
2. These networks are cumulatively included in 150 newspapers across the state.
3. If you sell a classified ad for \$350, your newspaper earns \$175.
4. If you sell a 2x2 display ad for \$1300, your newspaper earns \$650.
5. If you sell a 2x4 display ad for \$2500, your newspaper earns \$1250.
6. If you sell an online network ad for \$1499, your newspaper earns \$750.



HERE ARE THE FAQs WE HAVE HEARD:

In my market, what if I don't have any businesses who want to reach such a large area? Odds are you do. Look for: manufactured homes; metal buildings; real estate agents who sell farmland or hunting land; attorneys; implement dealers; antique dealers; specialty trucks and autos; trucking companies; specialty insurance companies; auctioneers; estate sales; help wanted; special events, and more!

What if we need to concentrate on selling our core product? You do need to do that. Your core product deserves your best efforts. Those efforts include picking up an extra product like this that doesn't take a lot of time, that doesn't take away from the core product, and that doesn't cost you a penny.

What if we don't want to move advertising dollars from our local paper to a statewide program? That's wise. We don't want you to do that, either. However, you should realize that these network sales are most likely going to appeal to businesses that aren't already advertising with you, so it will be a new revenue source for your paper. And if they are already a local advertiser, this is a great opportunity for them to expand their reach once a month.

What if I've tried to sell these in the past? It could be time to try again. Only this time, start with a clear, attainable goal in mind. Sell one per quarter. Or one per month. Make it exciting for your sales staff. They need something to lighten their load a little bit, too.

What if my reps are too busy to sell another thing? Put a nice reward in front of them. (MO Press is offering a great bonus right now. Contact me for details.) You'll probably be surprised at what they accomplish.

What if I don't have time to roll this out to my salespeople? Missouri Press will help you get them fired up. Let me know what you want me to do, to help them get started.

These networks are vital to the efforts of MPA. Revenues go to support our work in Jefferson City, lobbying on behalf of our industry. It also helps in our fight to keep Public Notices, Unclaimed Property, Amendments, etc. in our newspapers.

Please email, text, or call me, Ted Lawrence, Advertising Director, at 417-300-0992.

Thank you.