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## **McClatchy & Cox Newspapers Launch Similar Online Sales Program, Targeting Local Yellow Page Advertisers, Generating Hundreds of Thousands in New Web Revenue.**

### **The Client Newspapers:**

The McClatchy Company's Tacoma (WA) News Tribune  
Cox Newspapers' Palm Beach (FL) Post

### **The Mission:**

Sales Managers at both the Tacoma News Tribune and Palm Beach Post had a similar desire to greatly increase their online revenue from traditional and new advertiser categories. Both newspapers also had similar desires to have most of the new revenue be generated by their traditional sales teams. In short, the goal was to get the traditional sales people to sell more online dollars for higher rates! Each newspaper sought out the Blinder Group for assistance.

### **The Sales Programs:**

Mike Blinder of the Blinder Group worked with both newspapers to craft "blended" online offerings that would attract new advertiser categories within the local markets. Primarily, each newspaper offered an online banner campaign guaranteeing a high number of online ad impressions for each participating advertiser. The banner campaigns' "price points" varied, depending upon which advertiser categories were being targeted. In general all "packaged" banner inventory programs offered a good value, to a limited number of advertisers.

For example, the Palm Beach (FL) Post offered 25 limited advertisers 50,000 guaranteed, monthly impressions in what they call the "magazine" (600x250) ad position. These ads were placed on all local news story pages; "day parted" to be served Monday – Friday 6am –7pm only.

The Tacoma (WA) News Tribune opted to offer three separate limited availability "packages," in order to attract different levels of advertiser participation. The lowest level offered 16,500 monthly ad impressions on targeted news sections only. A higher level "package" offered 50,000 monthly ad impressions, with the top level offering 150,000 monthly ad impressions.

Both newspapers "blended" with each of the above offerings a proven "Search Engine Optimization" component that The Blinder Group has deployed successfully in many markets worldwide. Each participating advertiser was offered a "Business Profile Page" which was populated with information and "keywords" about the advertiser. Each "Business Profile Page" was placed within the local newspapers' Web site.

Graphic depiction of what ranking may look like based on other market deployment!

**Pioneer Linens**  
 Pioneer Linens for designer linens and luxury bedding in West Palm Beach, serving South Florida.  
 210 Clematis Street West Palm Beach, FL 33401 Phone: (561) 855-8553  
 www.pioneerlinens.com Toll-Free: (800) 207-5463 info@pioneerlinens.com

**Service Area**  
Serving Palm Beach County and all of South Florida

**Business Type**  
Designer linens and accessories for the bedroom, bathroom, and table

**Business Description**  
Designer linens and luxury bedding available here at Pioneer Linens. We carry fine bed sheets and bathroom vanities from the world's top designers. Decorate your bathroom in style with fashion bath rugs by Claire Murray, handmade bathroom accessories from the Italian designer Labozari, and 100% Egyptian cotton luxury bath towels by Sferra Brothers. Since 1912, Pioneer Linens has been the right place for the latest luxury bed linens, bath products, and home fashions. Frette hotel linens, many colors of Yves Delorme French linens, Lilly Pulitzer bedding, and much more.

**Products**  
Luxury Bedding and Bed Linens. Bedding essentials and linen care products. Bath Towels and Robes. Vanity sets and bathroom accessories. Tablecloths, placemats and kitchen accessories. Area rugs and home accents. Applique Linen Hand Towels, Crystal Decanters, Cashmere Blankets and Hotel Linens.

**Services**  
Silver Robes and Casavola Personal Robes and Custom Robes and

**Business Hours**  
 Monday: 9:00 AM - 9:00 PM  
 Tuesday: 9:00 AM - 9:00 PM  
 Wednesday: 9:00 AM - 9:00 PM  
 Thursday: 9:00 AM - 9:00 PM  
 Friday: 9:00 AM - 9:00 PM  
 Saturday: 9:00 AM - 6:00 PM  
 Sunday: 9:00 AM - 6:00 PM

**Payment Methods**  
 Discover, American Express, Visa

"Profile Page" will be placed within the newspaper's Web site, thus assisting with its ranking, in the "organic" results, on most major Web search engines

Placing a properly coded page, with advertiser information, within a newspaper site, actually assists advertisers in being found higher on the results pages of online search engines, as part of the "organic results" of the search process. This model of "Search Engine Maximization" has been proven by a number of newspapers, with great success.

### Sales Team Training

Mike Blinder of The Blinder Group conducted an initial training session with the traditional salespeople of each newspaper to instruct on:

- Prospecting new multimedia business
- The basics of multimedia marketing and how the medium works
- Best practices in selling online solutions
- How to sell "CPM" pricing effectively to local advertisers
- The benefits of bringing interactive products to market
- Methods for using the Web to garner more market share
- How to attack the competition with online offerings
- How "Search Marketing" works and the elements of the newspaper's new solution
- The exact elements and "value propositions" of the new "blended" sales programs developed by The Blinder Group

The training sessions conducted at each newspaper also included content informing the sales teams of the Blinder Group's scheduled return visits, in which "4-legged" sales training/closing calls were performed with the reps, to assist in the launching of these new programs. Salespeople were urged and encouraged during the meeting, to set up a large amount of appointments, with qualified "decision-makers" of area businesses.

During the training sessions, each sales team was supplied with proven support documents that reinforced the training, as well as provided an appointment-setting script to assist them in setting up the pending sales calls.

### Sales Support Materials

The Blinder Group also assisted in the production of the associated sales support collaterals necessary for each sales programs' deployment. A simple, easy-to-follow multiple page flyer was developed so the advertisers (and the sales teams) could easily grasp the features and benefits of these new concepts. Too often media companies do not graphically explain the online portions of sales programs in an easy-to-follow manner, thus creating confusion during the sales process. The Blinder Group has incredible success creating powerful sales presentations.

**Our Online Audience is worth talking to!**

- 2.25 million Unique Visitors each month!
- 17.3 million Page Views each month!
- 50% increase in readership in one year!
- 58 percent are 18-44 years of age
- 68 percent are college graduates (or higher)
- 75 percent are professional/ managerial
- 78 percent are homeowners
- 54 percent earn \$75,000 or more/ year
- 98 percent are year round residents

The Palm Beach Post online readership is young, affluent, educated

**Print and Online is an effective combination!**

Weekdays: PalmBeachPost.com adds readers!

The Palm Beach Post 452,400 adults readers

PalmBeachPost.com 287,000 adults readers

130,300 of our Online audience is local audience! (87% exclusive)

Combined "net" reach is 532,500 adults

Sundays: PalmBeachPost.com 452,500 adults readers

**Local News Multimedia**

Premium Placement on the Local News Stories

50,000 monthly "Magazine Ad" impressions (100%) appearing on the "right rail" on Local News Stories Only!

Ads appear Mon-Friday 6am-7am only!

\$199/week (10% savings from rates charged for newspaper advertisements)

Online graphic ad appearing an average of 50,000/month on local news story pages. Served Mon-Fri, 6a-7p (300 x 600 pixel "Magazine" ad) Ad can link to Online Print Ad Web site or "Profile Page"

Online "Profile Page" to assist with your ranking on "Search Engines"

Exclusive to 25 yearly advertisers only  
Advertiser must have a Palm beach Post print ad to participate

**\$199/ week investment**  
limited to 25 advertisers only  
(10 year term contract)

Four sample pages of the 11-page presentation created by The Blinder Group for the Palm Beach (FL) Post

**Guaranteed Revenue Generation:**

One of the key elements in ensuring sales success of new initiatives like these is garnering advertiser approval of meeting attendance, as well as the validity of the concept in general. Some of these advertisers are new to marketing their business online and feel wary of trying new ideas. One of the most effective means of accomplishing attendance and acceptance is to introduce the advertiser to an industry respected “outside” consultant who has had success with similar programs, with similar businesses, in similar markets, all across the world. That is why many media companies contract with The Blinder Group to perform “4-legged” sales training/closing calls with traditional ad reps, to assist in the launch of programs like the ones defined in this document.

Also, during these assisted, “4-legged” sales training/closing calls provided by The Blinder Group, the accompanying salesperson learns new, valuable techniques in how to sell innovative programs, like this one, in an effective manner.

Moreover, when the sales rep experiences the advertiser acceptance (as well as the increase in personal income they will enjoy as a result of the sale being “closed”) they truly adapt to seeing the real value of selling online solutions to local advertisers. The Blinder Group has a proven track record of generating high “closing” ratios, resulting in significant revenue, for client media companies that have deployed this form of advertising sales initiative.

**The Results:**

During the assisted, “4-legged,” sales training closing calls that occurred with the sales reps in both Tacoma and Palm Beach, high “closing ratios” were achieved with significant new online revenue garnered.

McClatchy’s Tacoma (WA) News Tribune enjoyed 82 percent “closing ratios,” during The Blinder Group’s sales training “blitz” week. The newspaper set up 51 calls with qualified “decision makers,” in which 42 agreed to a full year advertising commitment during that very 1<sup>st</sup> call. The result of the actual sales “blitz” was over \$410,000 of new online revenue.

Cox’s Palm Beach (FL) Post realized 92 percent “closing ratios,” during The Blinder Group’s sales training “blitz” week while in market. The newspaper set up 27 calls with qualified “decision makers,” in which 25 agreed to a full year advertising commitment during that very 1<sup>st</sup> call. The result of the actual sales “blitz” was \$260,000 of new online revenue.

**Local Client Contacts:**

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