A large red graphic element on the left side of the slide, consisting of a vertical bar that curves inward at the top and bottom, forming a partial frame for the text.

How the Classified Network of Wisconsin (CNOW) can make you money?

Sales Training

*Samantha Fett
Classified Advertising Manager
Iowa Newspaper Association
JUNE 2010*



Newspaper Networks Background

- Customized Newspaper Advertising is the sales arm of the Wisconsin Newspaper Association.
- The association offers all Wisconsin newspapers the opportunity to participate in the small space display network and the statewide classified network.
- The newspaper networks were designed not only to support the Wisconsin Newspaper Association in keeping membership dues low but also by supporting the sales efforts of Customized Newspaper Advertising (CNA) on behalf of our newspapers.
- The networks are a unique sales revenue generating tool for your newspaper. For each ad sold into the network, 50% commission is extended to the selling newspaper.
- Ten percent of every ad sold goes into a kitty, which is distributed quarterly to all participating newspapers equally.



WHY NETWORKS?

Classified Network of Wisconsin (CNOW)

The networks offer your newspaper's clients a unique opportunity to reach a regional or statewide audience through newspapers with one call and one order! Become your client's sole advertising specialist!

Using the network option allows the advertiser to:

1. Place in many newspapers with one call!
2. Deeply discounted.
3. Targeted strategy that best fits their needs.
4. Make your newspaper their one stop shop for newspaper advertising.



WHY NETWORKS?

CNOW

180 newspapers in the state participate
Readership: 2,294,262

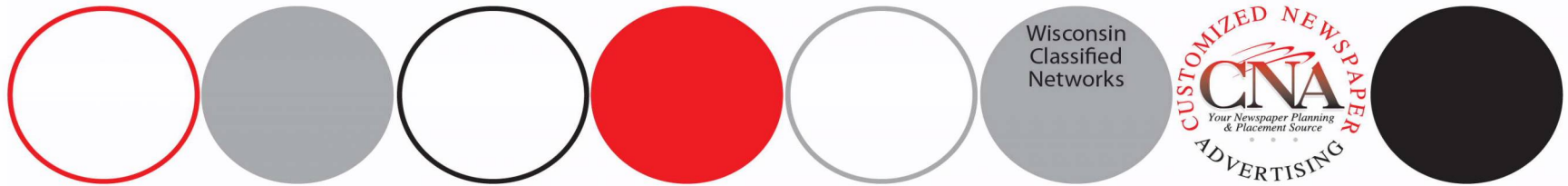
The CNOW network is offered as a statewide or regional buy. The state is broken into 4 regions, NE, SE, NW, NE.

Statewide cost: \$300.00
Regional cost: \$100.00

The price includes 25 words, each additional word is \$9.00

Deadlines are every Weds at 2pm.





69% of Wisconsin Adults regularly read the classified section of their newspaper!*

That makes Wisconsin's classified network the best way to cover the state with your message. Wisconsin's newspaper classified network allows you to place your ad in more than 180 newspapers across Wisconsin, reaching more than **2 million readers!**

RATES

Statewide	25 words	\$300
	Per additional word	\$ 10
Per region	25 words	\$100
	Per additional word	\$ 5

Regions: Northeast, Northwest, Southeast, Southwest

FREQUENCY

In order to maximize response to your advertising message, frequency is key! With CNA's frequency discount, place an ad for four consecutive weeks and your ad runs free for a fifth week.

47% of Wisconsin adults purchased from a newspaper advertisement*

DEADLINE

Ad copy, insertion order and payment must be received by Wednesday at 2 pm CST, prior to the week of publication. Day of publication varies by newspaper; CNA cannot guarantee a specific publication day, even for daily newspapers.





Wisconsin Classified Papers

NORTHEAST REGION

Algoma Kewaunee County News
 Antigo Daily Journal *
 Antigo Journal Express
 Ashwaubenon Press
 Brillion News
 Brillion Lake to Lake Shopper
 Chilton,Times-Journal
 Crandon Forest Republican
 Eagle River Vilas County News Review
 Eagle River Northwoods Trader
 Edgar Record Review
 Florence Mining News
 Howard Suamico Press
 Ironwood Daily Globe
 Kaukauna Times-Villager
 Kiel Tri-County News
 Marinette Eagle Herald *
 Marinette, Eagle Herald Sunday
 Marion Advertiser
 Marshfield News-Herald *
 Marshfield Central WI Shopper Resource
 Minocqua Lakeland Times
 Oconto Falls Oconto County Times-Herald
 Oconto Falls Bonus Paper
 Peshtigo Times
 Peshtigo Times-Saver
 Rhinelander Daily News *
 Rhinelander Weekend Advantage
 Seymour Times-Press
 Stevens Point Journal *
 Sturgeon Bay Door County Advocate
 Three Lakes News
 Tomahawk Leader
 Tomahawk Leader Extra
 Valders Journal
 Waupaca County Post East
 Waupaca County Post West
 Wautoma Waushara Argus
 Winneconne News

* Daily newspaper

Wisconsin Rapids Daily Tribune *
 Wittenberg Enterprise

32 Newspapers/9 Shoppers
Readership:674,246

NORTHWEST REGION

Abbotsford Tribune-Phonograph
 Amery Free Press
 Augusta Area Times
 Baldwin Bulletin
 Balsam Lake County Ledger Press
 Barron News-Shield
 Black River Falls Banner Journal
 Bloomer Advance
 Chippewa Falls Chippewa Herald *
 Chippewa Falls Chippewa Advertiser
 Cumberland Advocate
 Cumberland Beacon
 Durand Courier-Wedge
 Eau Claire Country Today
 Eau Claire Leader-Telegram *
 Eau Claire Chippewa Valley Review
 Ellsworth Pierce County Herald
 Frederic Inter-County Leader
 Grantsburg Burnett County Sentinel
 Hayward Sawyer County Record
 Hayward 4 Seasons
 Hudson Star-Observer
 Hudson Hot Sheet Shopper
 Ladysmith News
 Luck Enterprise Press
 Medford Star News
 Menomonie Dunn County News
 Menomonie Dunn County Shopper
 Neillsville Clark County Press
 New Richmond The News
 New Richmond Scotsman
 Osceola Sun
 Osseo Tri-County News
 Park Falls Herald
 Park Falls Extra Shopper

Phillips The-Bee
 Phillips Extra Shopper
 Prescott Journal
 Rice Lake Chronotype
 River Falls Journal
 River Falls Western Buyers Guide
 Shell Lake Washburn County Register
 Spooner Advocate
 Spring Valley Sun-Argus
 Spring Valley Values Shopper
 St. Croix Falls Standard-Press
 Stanley Republican
 Superior Daily Telegram*
 Superior Manney's Shopper
 Washburn County Journal
 Withee O-W Enterprise
 Woodville Leader

40 Newspapers/12 Shoppers
Readership: 679,116

SOUTHEAST REGION

Beaver Dam Daily Citizen *
 Beloit Daily News*
 Burlington Standard Press
 Campbellsport News
 Clinton Topper
 Delavan Enterprise
 East Troy News
 East Troy Times
 Edgerton Reporter
 Edgerton Advertiser
 Elkhorn Independent
 Evansville Review
 Evansville Trading Post
 Fort Atkinson, Daily Co. Union *
 Hartford Area Advantage
 Janesville Gazette *
 Janesville Marketplace
 Juneau Dodge Co. Independent News

Lake Mills Leader
 Mayville Dodge Co. Pioneer
 Milton Courier
 Milwaukee Daily Reporter *
 Montello Marquette County Tribune
 Oconomowoc Enterprise
 Plymouth Review
 Port Washington Ozaukee Press
 Racine Journal Times *
 Random Lake Sounder
 Ripon Commonwealth Press
 Walworth Sharon Reporter
 Waterford Post
 Waterloo Courier
 Watertown Daily Times *
 Waukesha Freeman *
 Waukesha Area Sunday Post
 West Bend Daily News *
 West Bend Advantage

32 Newspapers/5 Shoppers
Readership: 574,718

SOUTHWEST REGION

Adams County Times/Friendship Reporter
 Adams/Friendship Shoppers Weekly
 Alma Buffalo County Journal
 Arcadia News-Leader
 Baraboo News Republican *
 Black Earth News-Sickle-Arrow
 Blair Press
 Boscobel Dial
 Brodhead Independent Register
 Brodhead Independent Register Shopper
 Cambridge News
 Cashton Record
 Cochrane-Fountain City Recorder
 Cottage Grove Herald Independent
 Cuba City Tri-County Press
 Darlington Republican-Journal

De Forest Times-Tribune
 Deerfield Independent
 Fennimore Times
 Gays Mills Crawford Co. Independent
 & The Kickapoo Scout
 Hillsboro Sentry-Enterprise
 La Crosse Tribune*
 La Farge Epitaph-News
 Lancaster Grant County Herald Independent
 Lodi Enterprise
 Mauston Juneau County Star-Times
 McFarland Thistle & McFarland Community Life
 Middleton Times-Tribune
 Mondovi Herald News
 Monroe Times*
 Mount Horeb Mail
 New Glarus Post Messenger
 Oregon Observer
 Platteville Journal
 Portage Daily Register*
 Poynette Press
 Prairie du Chien Courier Press
 Prairie du Chien Courier Press Shopper
 Reedsburg Independent
 Reedsburg Times Press
 Richland Center Richland Observer
 Sauk City Sauk Prairie Eagle
 Sauk City Sauk Prairie Star
 Stoughton Courier Hub
 Sun Prairie Star
 Tomah Journal and Monitor Herald
 Verona Press
 Viroqua Vernon County Broadcaster
 Waunakee Tribune
 Wisconsin Dells Events

47 Newspapers/3 Shoppers
Readership: 366,182

*Rates, Publications and Circulation figures subject to change

Total Daily Newspapers: 22 | Total Weekly Newspapers: 129 | Total Shoppers 29 | Total Publications: 180 | Total Readership: 2,294,262

RESEARCH

Newspaper Readership

82.5% of Wisconsin adults have read a local newspaper in the past week.
An average of 1.9 people per household read their local newspaper.

69% subscribe to their local paper and 17% buy it from a rack or other source.
37.6% of Wisconsin's adults have accessed a newspaper web-site for news or information within the past 30 days.

Millions of Americans have been “in the market” during the past 12 months for various classified categories, not all have actually made a purchase, rent a home, found a new job, etc. In fact, a majority remain “in the market” in every category making newspapers classifieds “AMERICAS MARKETPLACE”

61% of readers read the classified or want ads section of the newspaper.

47% of Wisconsin adults purchased from a newspaper ad in the last 2 weeks.

Wisconsin statewide survey, 2009
Newspaper Association of America



CATEGORIES

- ADOPTION
- AUCTIONS
- EVENTS (Gun shows, craft shows, sport shows)
- BUSINESS OPPORTUNITIES
- FRANCHISE OPPORTUNITIES
- BUSINESSES FOR SALE
- RECRUITMENT
- MODULAR HOMES
- STEEL BUILDINGS
- EDUCATION AND TRAINING
- LAND FOR SALE
- GARAGE SALES (Organized large scale)

Sample Ads

WIS. DEER CLASSIC, SHOPKO HALL, GREEN BAY FEB. 26-28. OVER 100 EXHIBITORS - OUTFITTERS, ARCHERY, STANDS, CLOTHING, MORE! SEMINARS BY GREG MILLER, GREG ABBAS, OTHERS! WWW.GREENBAYSPORTSHOWS.COM (CNOW)

OTR DRIVERS WANTED - all late model equipment, lots of miles. Good benefits. No east coast. 800-645-3748. (CNOW)

PRESTIGIOUS OFFICES WAREHOUSE Oconomowoc Corp Center (Pabst Farm Area) 5000-25000 sqft below market pricing 414-217-1731 (CNOW)

Be a DENTAL ASSISTANT in 10 SATURDAYS! Limited Space! Tuition \$3145. Next Class: April 3rd 2010. WEEKEND DENTAL ASSISTANT SCHOOL (Reg. WI EAB) (920) 730-1112. Appleton,WI (CNOW)

CONVERT-O-LOG™ A log system transforming older buildings to the appearance of beautiful cornered LOG BUILDINGS! We are also the manufacturer of Insu-Log® homes. 715-266-7917 www.FelserForestProducts.com (CNOW)



UP-SELL

Up-sell current customers into CNOW network using the think-it-backwards call strategy!

Thinking the call backwards is a sales strategy that addresses the challenges and objections of the call ahead of the actual call. This strategy will keep the salesperson focused on the desired end result.

Three parts to Think-it-Backwards:

What product are you going to recommend? (CNOW)

What needs will it full-fill? **Reach broad audience cost effectively.**

Questions to ask?

Where would you like to see more customers?

The more you justify your recommendation with how it will help solve their needs, the fewer opportunities for objections you'll get.



SAMPLE SALES CALL

Calling a Auction prospect in XYZ town for the merchandise category.

Hi, this is Samantha with XY Wisconsin newspaper. I've been thinking about your upcoming auctions, and have a couple new ideas that I think might work for you. But first I'd like to ask you a couple questions?

How many auctions do you have this month?

Do you revenue goals? What are they?

Where would you like to see more people come?

What sets you apart from auctions?

How can I make your newspaper advertising easier for you?

Sounds like you're really needing to: **Increase your attendance at your auctions, is that correct?**



SAMPLE SALES CALL

Because you need to...**increase attendance,**
I recommend...**trying the classified newspaper network we offer at XY newspaper.** You have used our local classifieds in the past and since you want to draw from a larger area, this newspaper network can help you do that.....

Reach people from the entire NE region of Wisconsin. I know you said you would like more people in that area to be aware of your auction events. I can help you place your 25 word classified ad in our paper plus 40 other newspapers in the area for a discount!! Its only \$100. How do you see this network helping you reach more people and increasing business/sales? (Answer any objections)

(Restate the same package reinforcing your original idea or propose new one to fit new information uncovered by addressing objection.)

I can send you the list of newspapers that your ad would appear and then we can discuss a frequency marketing plan that will work for you.



SAMPLE SCHEDULE

Frequency discounts are offered on a five-week schedule or campaign, see below:

Regional classified account

Week one:

NE REGIONAL CNOW: \$100

Week two:

NE REGIONAL CNOW: \$100

Week three:

NE REGIONAL CNOW: \$100

Week four:

NE REGIONAL CNOW: \$100

Week five:

NE REGIONAL CNOW: FREE

Total campaign: \$400, reach 3.3 million, \$1.95 per paper

Free weeks apply to any region or statewide buys.



Out-of-State Classified Networks

As with the Wisconsin classified newspaper network, other states have the same type of programs. If you have a client interested in reaching into other states, go to www.cnaads.com for rates and lists of papers. We can assist in placing other states on your behalf.



Downloading

➤ Every Thursday at noon, CNA sends by email the listing of the CNOW ads to each participating newspaper to run the following week.

➤ **Also available for download:**

- ORDER FORMS- required for all network advertising orders.
- Sales tools- Brochures
- House Ads
- Research

www.cnaads.com/wnadownloads



Contact

Any questions?

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