

2017

CWCMA/NICE

Annual Conference

Planet Hollywood LAS VEGAS

June 21 - 23, 2017



Promotional Awards



CWCMA/NICE is seeking your participation in the 2017 Audience Development/Circulation Sharing of Ideas Contest!

It's that time of year again. It's time to share and enter your best ideas in the CWCMA/NICE Audience Development/Circulation Promotional Awards Contest! We are seeking examples of successful promotions that you executed during 2016!

Share your ideas with others. By networking and sharing ideas we can all learn from one another. Show us what you have. Who knows? You may be the next CWCMA/NICE "Best of Show Award." As an industry, we spend countless hours putting promotions together. Why not share your successes with your peers?

Visit www.CWCMA.org and click on the News and Events page and look for the AWARDS button. Enter one or more of the following categories for a chance to win!

- Success in Subscriber Retention/Churn Reduction
- Subscriber Loyalty & Rewards Programs
- Single Copy and Amenity Program Sales & Marketing Initiatives
- Digital Engagement Campaigns
- Audience and/or Volume Growth Strategies

All Audience and Circulation size Properties are encouraged to participate:

- We are seeking sharing from all publications types:
 - Traditional Daily
 - Weekly
 - Community Pubs
 - Paid
 - Free
 - Mailed
- If you publish it we want to learn how you promote your print and digital products!

All promotions must have been launched in calendar year 2016. (The contest does not need to have ended by December 31, 2016.) Complete the online entry form (one form for each entry) and include an explanation of the measurable results your promotion achieved (200 words or less). Attach your PDF files containing your promotional materials and then click submit! It is really that simple. All entries are due by end of day on May 12, 2017.

Definition of Categories:

Success in Subscriber Retention/Churn Reduction

- Includes all channels for retaining current subscribers
- Define the method used, target goal, percentage of return, premiums, timelines and results of the successful program. Include the response method (example website, U.S. Mail, etc) Include the total cost per order.

Subscriber Loyalty and Rewards Programs:

- Includes all Reward Programs used for Circulation/Audience. These can be home grown or off the shelf programs. Include the name of your loyalty program, describe the reader benefits, your cost and the percentage of your customers that participate. Provide examples of the rewards you offer. How are benefits fulfilled? How do your participants request the reward?

Single Copy and Amenity Program Sales & Marketing

- Includes all channels used to promote Single Copy and Amenity program sales. Define how you increased or held your sales. Include the timeline used. Share the results of the sales and percentage of growth. List the total number of copies sold vs returns. How many outlets were used? Share the price point for the product and was it special pricing or premium pricing.

Digital Engagement:

- Includes all channels for promotion of your Digital products and platforms. This includes promotions for engagement of current users and or new users.
- Define the method used increase engagement, target goal, percentage of sales vs open rate, premiums used, time line and results of the successful program.

Audience and/or Volume Growth Strategies

- Any acquisition campaign or initiative that assisted in growing audience and/or volume

Judges (subject to change)

Jeff Lawson – Regional Market Director, Gannett/USA Today

Shaun Schweitzer – VP/Circulation, Akron (OH) Beacon Journal

John Newby, Founder of the 360 Media Alliance

Paul Felicissimo – VP/Audience, Gatehouse Western Region

Ron Redfern – Former Publisher and CEO of The Press-Enterprise (Riverside, CA)

Awards

Best of Show

Best of Show Runner Up

1st and 2nd Place for ALL Categories

Winners will be announced at the 2017 CWCMA/NICE Sales Conference June 21st – 23rd , 2016 at Planet Hollywood, Las Vegas, NV. Entries will be shared during the Ideas Sharing Lunch on Thursday June 22, 2017. Don't miss out! Submit your promotions and attend the CWCMA/NICE Sales Conference in Las Vegas.

If for some reason you are unable to submit your entry using our new electronic entry system, please contact:

Craig Webber at 760-951-6284 (o) 951-892-6131 (c) cwebber@vvdailynews.com

Multiple entries per category from your publication are encouraged. We are looking forward to reviewing all of the submissions.

We also look forward to seeing you at the 2017 CWCMA/NICE Sales Conference in Las Vegas. For additional information on the conference or to register, visit www.cwcma.org.

Room rates start at \$ 99.00 per night with a limited number, so reserve yours today. Rates are good through the weekend

Sincerely,

Craig Webber, High Desert Media Group, (CWCMA Board Member)

Aaron Kotarek, Oahu Publications, Inc. (CWCMA President Elect)



Promotional Awards Entry Form

Category: _____

Newspaper: _____

Contact Person: _____

City: _____

Audited Circulation Size Daily: _____ Sunday: _____

Objective (20%):

Strategy (30%):

Results (50%):

Please attach PDF's of any coinciding marketing or promotional collateral and/or artwork you feel will appropriately convey the results, strategy or tactic(s) of the submission.