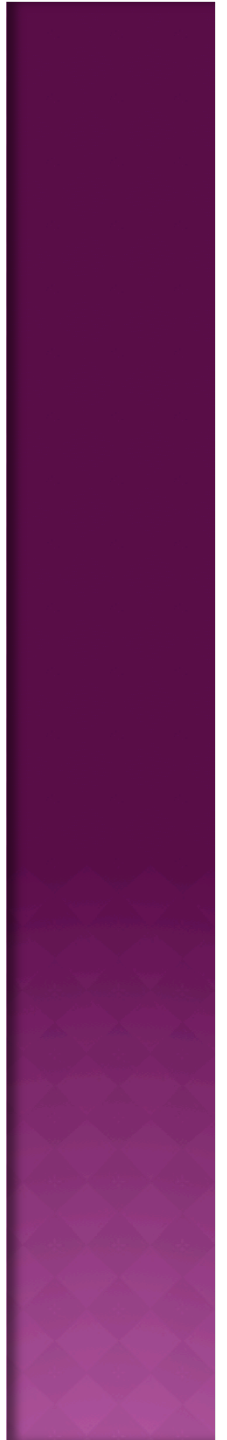


**VALUE ADDED
IDEAS:
YOUR AUDIENCE
YOUR ADVERTISERS**

Jan S. Slater
University of Illinois

QUESTIONS

- ◉ What is your core business?
- ◉ What are you currently doing beyond your core business?



WHAT IS ADDED VALUE?

- ◉ Bonus media weight or services offered to advertisers in addition to the regular "paid" schedule
- ◉ Often called rate breaking

OUR DEFINITION

Any benefit a medium can provide its advertisers that goes beyond simply space/time at rate-card prices.

In short - it's a brand extension



EXTENDING YOUR CORE BUSINESS

- ◉ You are in the business of information/content delivery
- ◉ Understand your audience
- ◉ Understand your advertisers



EXTENDING YOUR BRAND

- ⦿ Build the community: Be the community
- ⦿ Be the source of information for your community
- ⦿ Be an information partner with your media colleagues



AUDIENCE VALUE ADDED EXTENSIONS

- ◉ Web presence
- ◉ Aggregate information from other sources
- ◉ Aggregate ads from other sources
- ◉ Link to important websites, blogs, videos, games, pictures, movies, music, books
- ◉ Twitter
- ◉ Community Calendar
- ◉ Dining guides
- ◉ Religion guides



AUDIENCE VALUE ADDED EXTENSIONS

- ◉ Offer personalized archiving
- ◉ Mobile application - group
- ◉ Sponsor community days - clean up, shredding, recycling
- ◉ Create a consumer panel
- ◉ Offer online short courses for those interested in citizen journalism
- ◉ Social media fan sites
- ◉ Swap meet



ADVERTISER VALUE ADDED EXTENSIONS

- ◉ Develop advertising package across multiple media properties
- ◉ Strike deals with community sites to manage advertising on websites, blogs, etc.
- ◉ Develop media kit for all/distribute
- ◉ Web presence - banner ads, listings, pictures, company profiles, personalized archives
- ◉ Sponsorship of links to important websites, blogs, videos, games, pictures, books, movies, music

ADVERTISER VALUE ADDED EXTENSIONS

- ◉ Twitter news releases
- ◉ Advertising on mobile application
- ◉ Sell co-sponsorships for community days - clean up, shredding, recycling with advertising
- ◉ Conduct small business workshops
- ◉ Host small business roundtables
- ◉ Provide web development and hosting
- ◉ Develop minority business guide
- ◉ Custom publishing

ADVERTISER VALUE ADDED EXTENSIONS

- ◉ Co-branded events
- ◉ Event marketing
- ◉ Advertisements in dining guides
- ◉ Distribute dining guides to Chamber, etc.
- ◉ Special religion listings for special occasions
- ◉ Direct response
- ◉ Develop a directory of business - print and/or web
- ◉ Community calendar sponsorship

FINAL THOUGHTS

The more you work together, the stronger you all will be

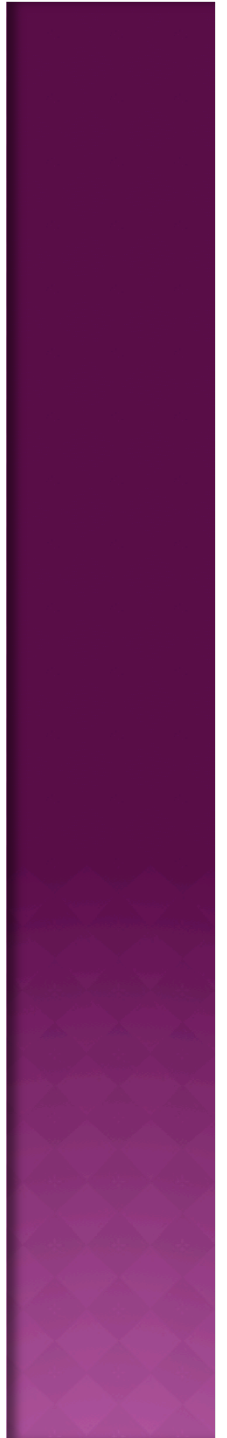
The quicker you can disseminate information, the more your audience will be drawn to you

The more information you can provide, the more your audience will depend on you

The more your audience depends on you, the more advertisers will be drawn to you

Don't be afraid to ask for help

Don't give away the store



Questions?
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