



## Overview of Our Program

# Web Ad Revenue

### The Process

#### Step 1:

##### Setting up affordable, cost effective, and enticing rates.

Complete Market Analysis—Set rate structure based on circulation size, website traffic, current print cost (1/4 page ad), industry standards (CPM), commitment length, multiple ad buys, and additional add ons.

A website analysis will also be needed to identify any limitations with Rich Media ads.

#### Step 2:

##### Setting a goal and establishing bonuses.

The goal is based on a combination of the current rate structure, “sale” days in the market, Rich Media availability, and a decision maker estimate.

Work with upper management to establish a properly motivating bonus structure that will be distributed during the sales week.

#### Step 3:

##### Identifying prospects and preparing staff for blitz.

Assist in identifying prospects based on industry observations and area market, assist in appointment setting, by distributing sample scripts, share bonuses, goals and objectives with ad reps, and most importantly show them the value they have with their product.

#### Step 4:

##### A successful sales campaign.

Campaign starts with a morning kick off to answer any last questions. Typically we run one appt. every 45 minutes based on drive time. (some markets are every 30 minutes and others are one every hour ie. large metro markets)

Ads are sold on realistic expectations to ensure long term success and greater retention with our program. We also educate your staff and your clients on industry terms and standards so they can effectively compare your superior product with that of your competitors.

#### Step 5:

##### Ad creation process

Advantage offers several affordable ad creation packages to suit each market’s individual needs. We can also charge per ad if the package is not suitable, or cost effective for the publication. Typical markets can save substantial amounts of money on both initial blitz packages and year long packages.

#### Step 6:

##### Sales and retention training

Each and every rep upon participation will receive effective tools to continue to market their website in the future, along with proper means to service and retain their accounts that are already sold.

##### How Do We Differ?

- 1) More affordable ad creation and cutting edge tools, we even offer yearly packages if this option is chosen you can save some pretty good money.
- 2) More competitive revenue share than our competition.
- 3) Enhanced Retention Training.
- 4) Cash Bonuses paid out during swat to ensure success.
- 5) No upfront costs and flexible travel options.
- 6) More flexible billing options.
- 7) Ability to work with any and all websites.
- 8) Marketing campaign lengths that conform to your needs not that of the someone else’s.

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