



# GET YOUR READER REWARDS CARD TODAY!

Ask  
About A  
**FREE**  
Paper!

GREENSBURG  
**Daily News**  
*Your community newspaper since 1894*

## READER REWARDS Official Punch Card

Purchase 6 copies of the Kokomo Tribune  
and get the 7th copy **FREE!**\*

Redeemable at all participating locations.  
Card valid 2/16 - 2/29. Call 765-459-3121 or 800-382-0696.

\*Excludes Sundays. Merchant must stamp appropriate purchase number.

1

2

3

4

5

6

**FREE!**



# READER REWARDS

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Tribune and get the 7th copy **FREE!**\*

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**FREE!**



Redeeming this card enters you in a drawing for a

**\$25 GIFT CERTIFICATE**

at the location of the entry.

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE #:** \_\_\_\_\_

Merchant please fill out information below:

**REDEEMED AT:** \_\_\_\_\_

Merchant, please return "Reader Rewards"  
card to your account representative.

**Daily News**  
The community newspaper since 1888

# **SUCCESSFUL PRACTICES FOR SINGLE COPY SALES FEBRUARY 14 THROUGH MARCH 31, 2003**

This promotion was designed to increase the frequency of single copy sales of The Kokomo Tribune. In an effort to provide a partnership between the newspaper and the dealer outlets, we needed to create a win-win situation. In doing so, we have contacted nearly 50 locations to participate in the program. In exchange for their participation, we offered to purchase a \$25 gift certificate for each location. Their participation was to distribute the cards to each customer that purchased a daily newspaper. They were asked to explain the details of the use of the card. We also provided them with a hole punch to be used at the point of purchase. The program runs 6 weeks total, in two week intervals. The cards are collected from each dealer at the end of each 2 week timeframe by the single copy collectors. Results from the first two weeks show participation in nearly 41 locations with over 300 cards returned. This showed in increase of 10% in sales over the previous 2 week period.

## **READER REWARDS PROGRAM**

**Here are the details that made this program successful:**

- Visit a participating dealer location and purchase a copy of The Kokomo Tribune.
- Dealer gives the customer a punch card and flyer explaining the program. (see attached flier)
- Customer purchases six papers and has card punched each time visiting that location. When customer redeems





the 7th (free) copy, they fill out the information on the back of the punch card and drop it into the box provided. Also, the dealer must fill out the store location information on the back of the card so they receive proper credit.

- Program will run for six weeks total, in increments of 2 weeks per punch card. (card is a different color for each 2 weeks and designates dates redeemable)
- The Kokomo Tribune will collect these cards and in turn, purchase a \$25 gift certificate from each participating location. The winners will be contacted and have their name and the winning location printed in the paper.

### **Benefits of this Promotion:**

Promotes increased sales of the newspaper.

Provides dealer with increased traffic and potential sales.

Dealer gets a gift certificate purchased from The Kokomo Tribune.

Provides The Kokomo Tribune with a potential for new home delivery subscribers.

Names can be used in conjunction with additional home delivery or single copy promotional efforts.

### **Budgeted Expenses:**

Printing of cards (numbers determined by history of average sales plus estimated increase in users)

Punches for dealers to use. (determined by number of participants.)

Cost of gift certificates. (this can be determined by the market.)

### **Goals:**

Increased sales (3%)

Build relationships with outlet personnel.

## Results:

Increased sales per day for the promotion period by 5%

### 2002 Sales

Daily 2,939

Sunday 4,729

### 2003 Sales

Daily 3,072

Sunday 4,979

### Increase

+133

+250

\*Average from 2/15-6/31

## Summary

This was a very successful promotion which proved to improve relationships with all dealers and opened the door for future POP sale programs. We did encounter a few challenges with this promotion. When we decided how to purchase the gift certificates, (which included 56 locations) we decided to contact all dealers and ask if they would allow us to preprint a check with their store location on it. This was in hopes to save time from going to each location and getting actual gift certificates. This was agreed upon by all. Remember if you do this, you must get a W-9 form filled out for each location with their federal tax identification number so the check can be issued. In doing this, it has allowed us the opportunity to use other similar programs.





# Reader Rewards Changes for 2004 Promotional Campaign

This promotion was very successful however, we have noticed several things we are going to enhance and improve for this year's promotion. They are as follows:

- Promote highly in house ads and TMC publication.
- Offer more incentives to dealers such as employee gift certificates and 1/4 page ads to dealers with the highest cards returned.
- Contact local radio station for in-store radio remote.
- Offer signage to businesses to promote the free newspaper promotion.