



Thriving not Surviving: Great Ideas Survey

Deadline: February 3, 2017

Newspaper Information:

Newspaper/Publication name: _____

Address/State/Zip: _____

Circulation/Distribution (if applicable): _____

Web Audience (monthly unique visitors and/or page views if applicable): _____

Contact Information:

First/Last name: _____

Title: _____

Email Address: _____

Phone number: _____

Revenue Idea Submission Category:

- | | | |
|--|--|--|
| <input type="checkbox"/> Daily Newspaper | <input type="checkbox"/> Event | <input type="checkbox"/> Contest |
| <input type="checkbox"/> Weekly Newspaper | <input type="checkbox"/> Special Section | <input type="checkbox"/> Digital Only (describe) |
| <input type="checkbox"/> Specialty Publication | <input type="checkbox"/> Niche Publication (separate from newspaper) | <input type="checkbox"/> Marketing Strategy |



Please provide details about your idea:

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Overall Objective: _____

Advertisers Sought? (i.e. retail, auto): _____

Target Audience/Reader Demos: _____

Revenue Generated and/or Growth Percent:

Who sold it? (outside sales team, niche sales team, etc.):



Special Commission Plan and/or Sales Contest (if applicable):

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- Special Commission Plan Sales Contest

Explain:

Third Party Vendors Used:

- Sales Marketing Distribution
- Printing Event venue/caterer

Lessons Learned:

Keys to success: _____

Do's and Don'ts: _____

Would you be willing to share your idea as part of a panel at the convention?:

- Yes No

The deadline for ideas to be submitted is February 3, 2017. The 2017 NENPA Winter Convention is at the Boston Marriot Long Wharf, February 24-25 and ideas submitted with be shared at this time.