

80/20

by 2020

A Revenue Growth Plan

2/6/20





Transformation

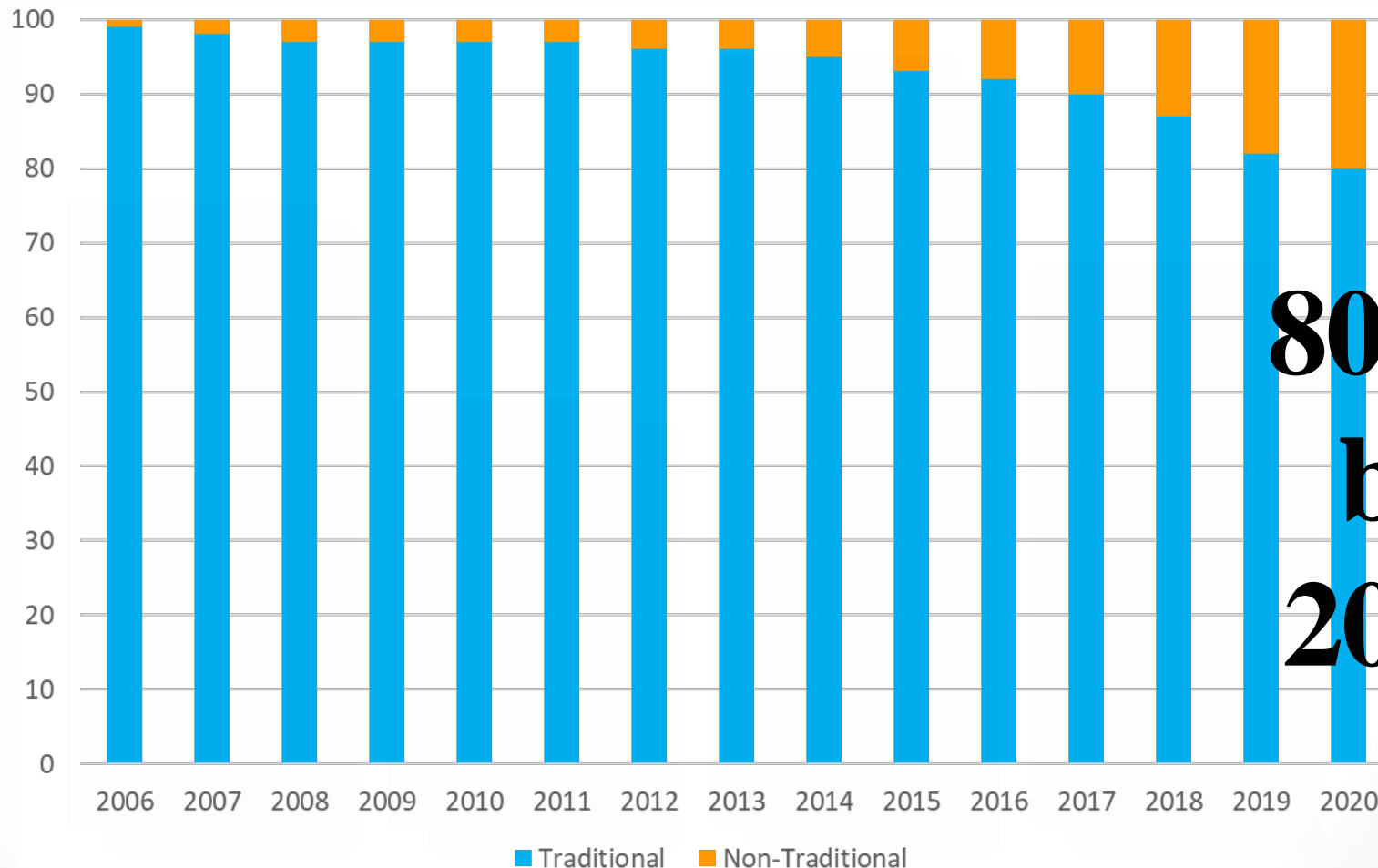
Culture + Strategy = Results

Mindset

Continue the Culture of
Continuous Change

Succeed or Fail Fast!

Non-Traditional Revenue as a % of Total Revenue



**80/20
by
2020**

4 Pillars of Transformation

1

**Consumer
Revenue**

2

**Owned &
Operated
Revenue**

3

**Homebase
Digital
Revenue**

4

**Event
Revenue**

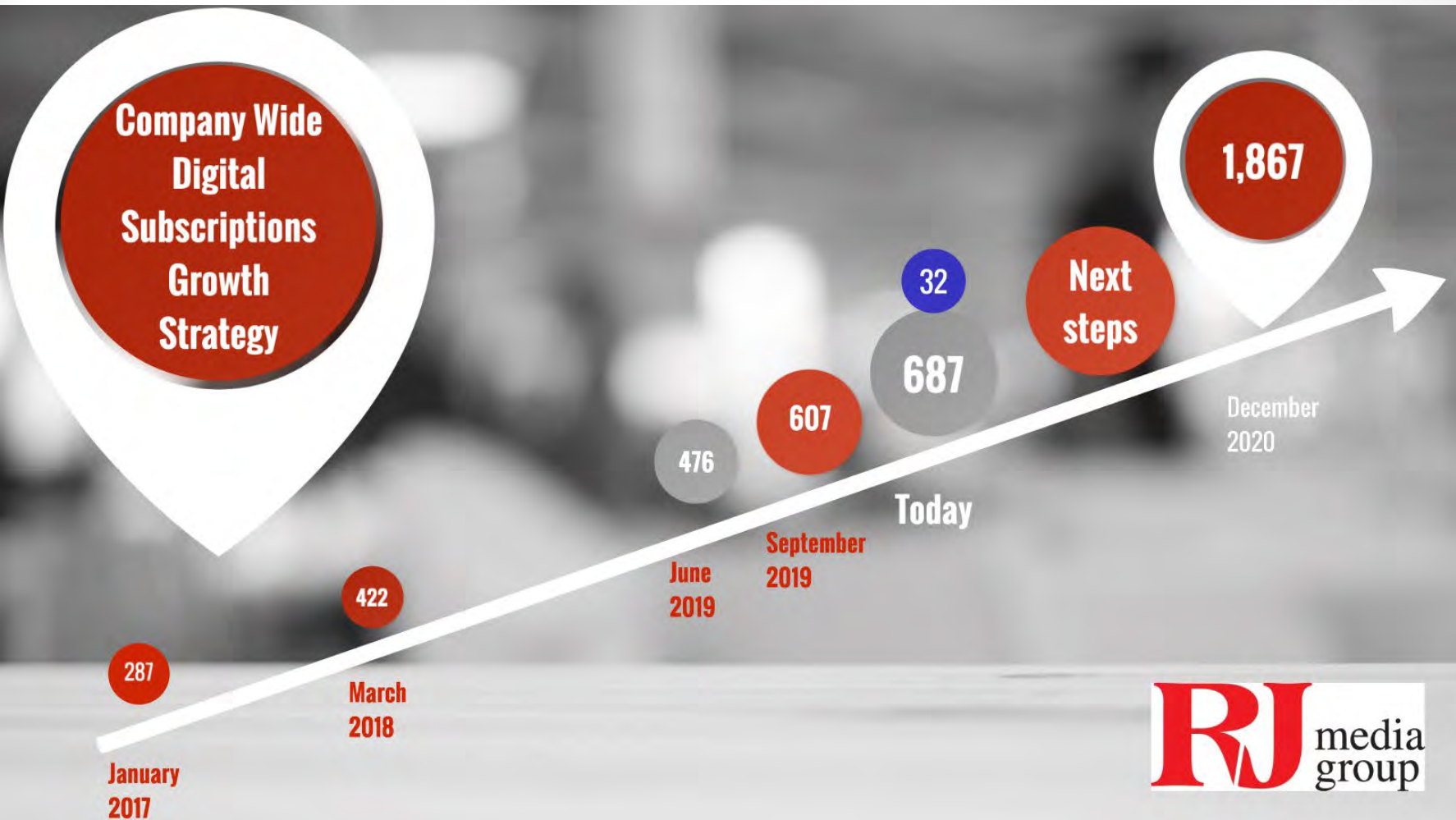
80/20 by 2020

Foundation:

**~ Unique Local Content ~ Strong Local Brands ~
~ Community Relationships ~**



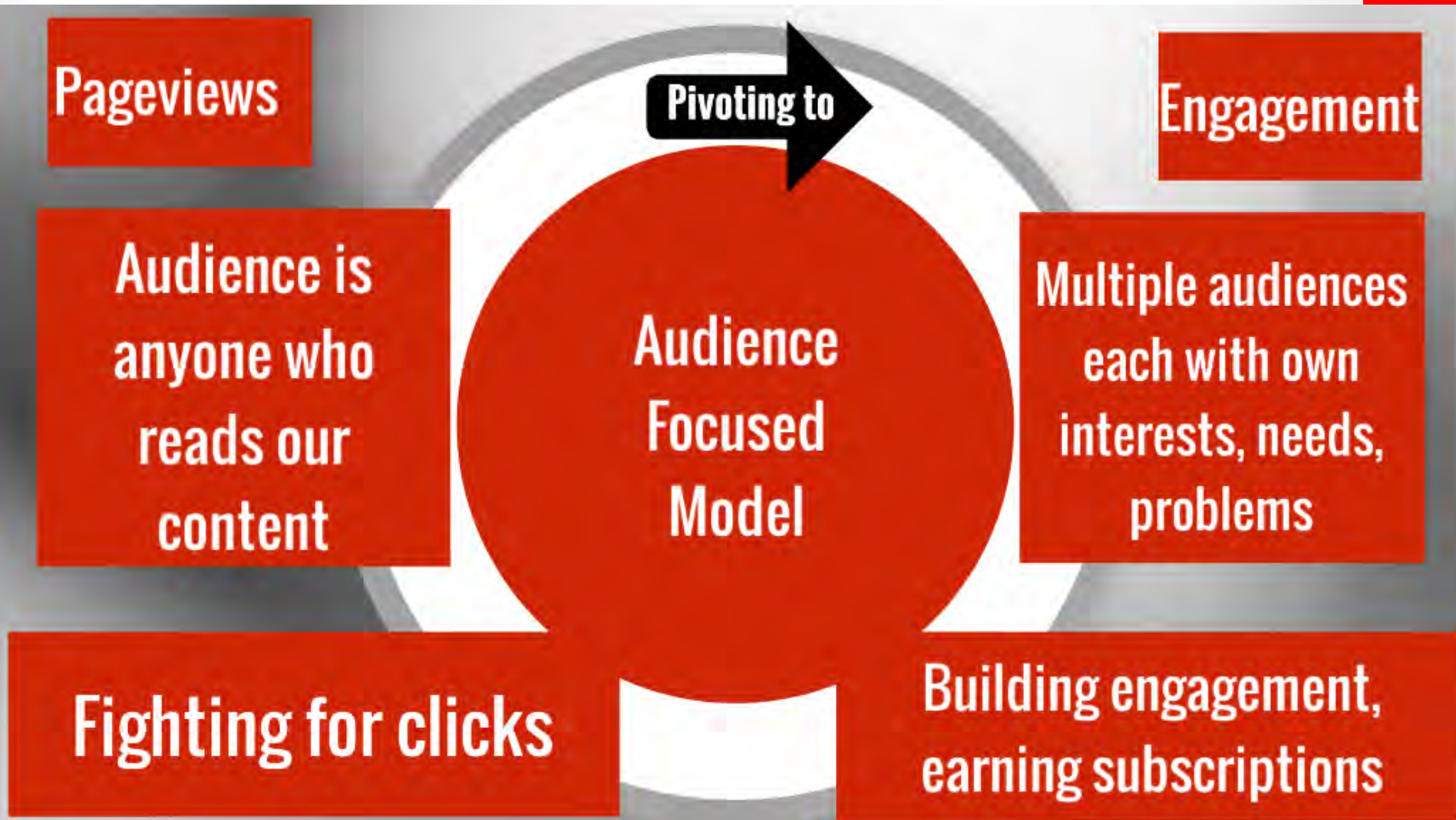
1. Consumer Revenue Team



<https://prezi.com/view/yrpZviFCfXRLnIRA4YzD/>



1. Consumer Revenue Team





1. Consumer Revenue Team

**Company
Wide**

1,867

What We Will Do

The Record-Journal will unite company-wide to become an indispensable part of our readers' daily lives through audience-focused, data-driven strategies with the goal of increasing digital subscriptions 200% before the end of 2020.

**Audience
Focused**

**Data
Driven**

Indispensable

<https://prezi.com/view/yrpZviFCfXRLnIRA4YzD/>



1. Consumer Revenue Team

#FACTSARENTFREE

 DAVID WINES President & Publisher	 LISA WINES President & Publisher	 RALPH TOMASKILL Sr. Vice President & Editor	 ERIC CLIFTON Managing Editor	 MICHAEL CAMPBELL Sports Editor	 MICHAEL WHELAN Managing Editor	 EMMA JONES Trust Staff Writer	 RICKI RASMUSSEN Assistant Managing Editor, Digital Content & Analytics	 ASHLEY KIB Assistant Engagement Editor	 BRIAN CARPENTER Sports
 DON RONEY Trust Staff Writer	 NICK CAMACHO Trust Editor, Sports, Lifestyle	 JEFFREY KUGEL Editorial Page Editor	 GARVIN RICHTER Editorial Assistant	 ANTHONY ZAMBONI Editorial Assistant & Editor	 LAUREN SANDERS Editorial Assistant & Editor	 JULIE BUCHANAN Editorial Assistant & Editor	 LAUREN GALLOWAY Editorial Assistant	 BAILEY HOGUE Editorial Assistant	 ABBY RUTH GOFFIN Editorial Assistant
 AMBERLE ROBERTS Editorial Assistant	 MICHAEL GARGAS Editorial Assistant	 DEVIN LEAH TIEDMAN Editorial Assistant	 EVERETT BISHOP Editorial Assistant	 DAVID ZANIC Editorial Assistant	 AARON FLAMM Editorial Assistant	 JOHN KOON Editorial Assistant	 KARYN AMBUSH Editorial Assistant	 MADISON HENDERSON Editorial Assistant	 GREG GOFFIN Editorial Assistant

Facts aren't free, but rumor, opinion and false information are.

Join a fact based source you can trust. One that is independently owned and produced by people that live and raise families in the same community that you do.

**When you support The Record-Journal,
you support YOUR COMMUNITY, you SUPPORT FACTS.**

<https://prezi.com/view/yrpZviFCfXRLnIRA4YzD/>



1. Consumer Revenue: #FactsArentFree Team

4 Task Forces Formed in December 2019

1. Content Engagement Strategies
2. #FactsArentFree Marketing
3. Retention & Onboarding
4. New Pricing Offers

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Get local, award-winning reporting from a fact-based source you can trust.

#FactsArentFree
Local. Community. News. By real journalists.



1. Consumer Revenue:

#FactsArentFree Team

- Experiment

The screenshot displays the RJ Food & Drink website. At the top, the title "RJ Food & Drink" is centered, with a navigation bar below it containing links for "DINING", "BEER", "WINE", "RESTAURANTS", and "RECIPES".

The main content area features a large article on the left titled "CT Chocolate Trail includes stops in Meriden, Wallingford", accompanied by a photo of a woman in a black shirt working with colorful chocolate. To the right of this is a "Latest Food and Drink" section with several short articles:

- "Alan's Cup n' Saucer owner looking to retire, north end diner for sale"
- "There is an art to toasting nuts, and here's how to do it"
- "Behind the scenes with the brew team at Kinsmen Brewing Co. in Southington"
- "Wings, nachos and beer on tap for Super Bowl Sunday at Double Play Cafe in Wallingford"
- "Meriden couple behind Grandpa's Best barbecue sauces and rubs"
- "Huge, tropical jackfruit catches on as a meat substitute"

Below the main article is a smaller photo of toasted pecans with the caption "There is an art to toasting nuts, and here's how to do it". To its right is a photo of a man in a red apron working in a kitchen, with the caption "Meriden couple behind Grandpa's Best barbecue sauces and rubs".

At the bottom right, there is a promotional banner for the "Meriden YMCA Mountain Mist Day Camp" with the text "REGISTER EARLY AND SAVE!" and a "LEARN MORE" button. The banner also features the YMCA logo and the text "the Y" and "FOR YOUR INFORMATION: THE HEALTHY LIVING FOR LOCAL SUSTAINABILITY".

At the bottom left, there is a photo of a man in a black shirt sitting at a table, and at the bottom center, a photo of a person in a blue cap working with a large metal bowl.

2. Owned & Operated Digital Revenue Content Sponsorships



PRINT

Featured with Things To Do (Daily) and Out & About (Monday)



Your ad will be printed with our Things To Do content published every day in the RJ and with our Out & About feature on page 2 of Monday's paper.

Estimated total weekly reach is 200,000 readers!

OPT-IN EMAIL BLAST

Featured with Things To Do and Out & About



Your email ad will be featured in Things To Do and Out & About emails.

1,500 monthly views with an average open rate of 33% (vs. 18% national avg!)

Ad size 550x200 pixels

ONLINE

Featured with Things To Do and Out & About



Your Drive ad will be featured on the Features section, Photo Galleries and Latest News on mynj.com.

Those are sortable by town.

Average reach is 35,000 viewers per month!

Ad size 782x90 or 300x250 pixels

SOCIAL

Featured on Out & About page with Out & About



A co-branded social post is made for your business on our Facebook page for Out & About

18,000 monthly views with an average 50 reactions and 10 shares per post!

RJ media group

RJ media group

2. Owned & Operated Digital Revenue - Content Sponsorships



Market Consulting and Property Transactions Division

Account with On The Mark and Property Transfer

Interaction with De The Market and Property Transfe

Featured on 60 Harvard page with *On The Market and Property Transfers*

The screenshot shows the Facebook profile of 'Recent Journal is'. The profile picture is a red square with the letters 'RJ' in white. The cover photo is a blue sky with white clouds. The page has a post from 'Recent Journal is' dated 'Today · 12:00 PM'. The post text reads: 'The death toll from the 2017 Huntington shooting is now 11. The shooting took place in Huntington, West Virginia. The shooting was the deadliest in the state's history. The shooting was the deadliest in the state's history. The shooting was the deadliest in the state's history.' The post has 1 like and 0 comments. An orange box highlights the post, and an orange arrow points from the box to the 'Like' button.

18,000 monthly views with an average 50 reactions and 10 shares per post!

Deadline to participate
January 25, 2019

2. Owned & Operated Digital Revenue Content Sponsorships



PRINT

Featured every Wednesday with Healthy Living content



Reach paid subscribers in Brandon, Wallingford, Southington and Cheshire.

EXCLUSIVE STRIP AD
Specifications: measuring 10.5" x 2" in the Record Journal.

Over 48,300 weekly local readers.

ONLINE

Featured with Healthy Living content



Content is included in the Lifestyle section of myrecordjournal.com. Content flows through Latest News & town sections and appears in Featured Content on the homepage.

DIGITAL LEADERBOARD
Specifications: 970 x 90 at the top of / Healthy-Living and a 300 x 250 digital ad throughout the content.
5,053 total average page views per month on myrecordjournal.com.

SOCIAL

Featured with Healthy Living post



Healthy Living content is posted and shared on our social media outlets:

Facebook
Twitter
Instagram

CO-SPONSOR
Tagged as a co-sponsor of content on Facebook each week.

30,127 total average local Facebook users monthly.

VIDEO

Featured with Healthy Living post



VIDEO IS POSTED IN FOUR SEPARATE WAYS:

- 1) within the article on myrecordjournal.com
- 2) standalone video post on Facebook
- 3) video appears on video player on myrecordjournal.com
- 4) video posted on Youtube.

Logo will be embedded into video and you will be verbally mentioned as our premier sponsor in each video.

15-second pre-roll advertisement on video content (video provided by sponsor).
8,870 total average video views per month with 198 total average Facebook reactions and 50 total average shares.

3. Homebase Digital Revenue

Why Launch a Separate Digital Brand?

- Businesses said they don't want to buy digital from a newspaper
- But many businesses also like that a digital brand has a stability behind it and is established in the local community



Some of Our Clients



Bongiovanni Insurance & Financial
"The Homebase team is fast to our goals and creates customized solutions to help us grow our business. We are very pleased to have them as our partner."



Meriden-New Britain-Berlin YMCA Child Care
"Homebase Digital's expertise drove amazing results for us. We are on our feet and growing in children's educational."



Heritage Commons
"We're thrilled with the success that we have received from our digital campaign in only a few short months! We're definitely seeing increased traffic, conversions, leads!"



Leslie K. Solon
"I am very pleased by the work that Homebase has done. They have been great coaches leading me in the right direction to grow my business. I would highly recommend working with them to market your business."

Your Homebase Digital Toolkit

Branding & Creative Services

Our world-class creative team will work with you to develop a highly visible and effective brand as well as innovative marketing solutions.

Website Design

Our talented team of designers will create a dynamic website that represents your brand and expands your visibility. Our all-inclusive web solutions are fully customizable and allow you to take control of your content.

Search Engine Optimization (SEO)

Put simply, SEO is the work that goes into your website to have it appear on the first page of a Google search. Reach your audience online where they are seeking your products or services. Our search engine optimization team will evaluate your existing web presence, research your competitors, and implement a personalized strategy to improve your brand's organic search engine ranking.

Reputation Management

The majority of consumers trust online reviews and business listings. Grow your business with better reviews and accurate listings. Provide a five-star customer experience throughout the relationship.

Social Media Management & Advertising

Social Media is today's word-of-mouth. With more than 2 billion users on Facebook alone, it's no coincidence that businesses who engage their customers via social media grow faster than those who don't. We will build and boost your social presence, create and post content, and engage new and existing customers on your behalf.

Social media ads allow you to reach your ideal customers locally or globally. Our ad writing experts will customize, launch, and optimize effective campaigns based on your specific goals, whether that means growing your brand, selling more products, or finding new leads.

Search Engine Marketing (SEM)

Also known as pay-per-click (PPC), SEM allows businesses to bid for premium ad placement on search engine results pages. You only pay when your ad gets clicked.

Targeted Audience Extension (Display - Video - Audio - OOH - Native)

Targeted advertising served across hundreds of high-level, high-traffic and trusted websites and other platforms. Ads are targeted using the following criteria:

- Geography: city, zip code, DMA or state
- Demographics: age, gender, income, etc.
- Behavior: interests/content, browser history, search queries, content consumed online

Email Marketing

Today's consumers are always on the go using their mobile devices. Email is a targeted and personal tool to connect with them directly. We'll help you deliver relevant messages to the audience you want to reach.

OTT (Over The Top Streaming Video)

The majority of people in the US use Internet Streaming TV. Reach your audience at their convenience with your message on Amazon Fire, Roku, Apple TV and more.

Contests

Contests are an effective and fun way to build your brand and fan base, engage your audience and gather rich data from potential your customers to meet their needs. From sweepstakes to photo contests, we will create a fully customized contest to attract new customers and generate warm leads.

Videography

Visually showcasing your business allows your audience to better understand your brand and why your business is unique. Let us help you create videos that can help you build relationships, educate your potential customers and drive new sales.

Content Marketing

Educating your audience is the first step to establishing your business as an expert that they can trust. We will write customized content designed to build trust between your business and your potential customers so they will turn to your business when they have the need.

4. Event Revenue



SAVE THE DATE!
Sunday, June 24, 2018

Reserve Tickets Now!
myrecordjournal.com/best2018

3RD ANNUAL
**Record-Journal
BEST OF THE
BUNCH
BRUNCH**

**A Red Carpet High School
Athletes Awards Event**

Aqua Turf Club
10:30 AM to 1:00 PM
556 Mulberry Street, Southington, CT

Record-Journal Scholar Athletes
& Brunch Sponsor

MxCC
Middlebury College
The College of Our Community

Jim Calhoun
KEYNOTE SPEAKER



4. Event Revenue



Revenue:
\$25,000 in 2016
to

\$235,000 in 2019



4 Pillars of Transformation

1

**Consumer
Revenue**

2

**Owned &
Operated
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3

**Homebase
Digital
Revenue**

4

**Event
Revenue**

80/20 by 2020

Foundation:

**~ Unique Local Content ~ Strong Local Brands ~
~ Community Relationships ~**

Owned & Operated Digital Revenue

& Homebase Digital

& Events...

12-Month Media Plans

12-Month Media Plans

1. CNAs with prospects
2. Weekly Brainstorm Sessions – Sales Team, Creative Team, Fulfillment Team, Managers
3. Build Customized List of Product/Service Solutions for Each Prospect – Input from media consultant, manager & 3 fulfillment partners
4. Build 12-Month Planning Calendars
5. Build Multimedia Proposal with Spec Ads & Visuals

12-Month Media Plans

Culture Shift

Transactional  Long-Term

12-Month Media Plans

Holiday Hill 12 Month Media Plan Proposal

1/30/20

Client Objectives

Brand Awareness	Holiday Hill Day Camp is a "hidden gem" in Prospect. Objective is to make Holiday Hill Day Camp a household name
Education	Staffing is accredited with little turnover. Tons of great activities to do, all food is included, family owned, bus stops all over ct.
Lead Generation	Have your prospective parents of campers sign up for camp
Target Audience(s)	Parents of children 3-13 within the state of Connecticut (maybe narrow focus to 30 mile radius of Prospect). Income of \$100k+.
What are your expectations? Metrics, phone calls, walk ins, clicks, website growth, etc.	Increase camp registrations
What's your capacity?	Unlimited
Other	Main objectives are to increase conversions & awareness

Client Locations

Number of locations	1
List of locations	43 Candee Rd. Prospect, CT 06712

	January	February	March	April	May	June	July	August	September	October	November	December
Client Seasonality						X	X X X X X X	X X X X X				
Solutions												

Print	FULL PAGE FULL COLOR PRINT AD Premium positions: Back page of CC, SC, NHC, PC, BC, TT, TP Page 3 / 5: Record-Journal, Cheshire Herald Covering 100% of 9 towns - Meriden, Wallingford, Southington, Cheshire, Berlin, North Haven, Plainville, Durham, Middlefield											
Record-Journal		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
The Cheshire Herald		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
Cheshire Citizen		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
Southington Citizen		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
North Haven Citizen		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
Plainville Citizen		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
Berlin Citizen		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
Town Times		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					
The Post		X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X					

Print Special Sections	January	February	March	April	May	June	July	August	September	October	November	December
Business & Industry - Full page ad, article & photo					X							
Back To School - Full page ad							X					
Camp & Activities Pages - 2x4 ad			X X	X X								

12-Month Media Plans

Print Special Sections	January	February	March	April	May	June	July	August	September	October	November	December
Business & Industry - Full page ad, article & photo					X							
Back To School - Full page ad							X					
Camp & Activities Pages - 2x4 ad			X X	X X								
Ad Notes	January	February	March	April	May	June	July	August	September	October	November	December
Covering 100% of 9 towns - Meriden, Wallingford, Southington, Cheshire, Berlin, North Haven, Plainville, Durham, Middlefield												
Reach: 125,245 households				X		X						
Promotions	January	February	March	April	May	June	July	August	September	October	November	December
Win a Free Week of Summer Camp! Lead Generation Contest		X X X X										
Events / Sponsorships	January	February	March	April	May	June	July	August	September	October	November	December
Design An Ad - Event Sponsorship Hosting the R-J event at Nelson Hall				X X								
Wallingford 350 Jubilee Countdown Champion Sponsorship		X X X X	X X X X	X X X X X	X X X X X	X X						
Digital Marketing Services	January	February	March	April	May	June	July	August	September	October	November	December
Youtube Non-Skipable Pre-Roll Ad Campaign		X X X X	X X X X	X X X X X	X X X X							
Facebook & Instagram Ad Campaign		X X X X	X X X X	X X X X X	X X X X							
SEM (Google Ad Words)		X X X X	X X X X	X X X X X	X X X X							
Targeted Display Ads - 100,000 impressions/month		X X X X	X X X X	X X X X X	X X X X	X X X X						
Targeted Email Campaign - Parents with Children 3-13, Household income \$100,000+, 20 mile radius of Prospect												
Reach: 83,226		X	X	X	X							

12-Month Media Plans

Weekly Brainstorm Sessions – Sales Team, Creative Team, Fulfillment Team, Managers



BEST REAL ESTATE AGENT + BEST REAL ESTATE TEAM
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TEAM POWER
LEARN MORE

DAVID LEMEL

READER'S CHOICE



we had at
campers play,
challenges,



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Do you see this?

WALLINGFORD
EYE CARE CENTER

LEARN MORE



A woman with dark hair, wearing a white t-shirt and a light-colored apron, is smiling and holding a large white spatula. The background is a solid red color.

Archery • Woodworking • Project Adventure • The Courts • Swimming • Dance • Tennis Lunch Provided • Sports • Paintball • Arts & Crafts • Cereal Events • Foam Pit • Mini Golf • Free Swim • Lego • Fitness Yoga • Cooking Course • Drama • High Ropes • Martial Arts • Riflery • Paddle Board • Flag Football

Transportation is included – Bus service available



FUN

SECOND TO NONE

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Or Visit Us Online: holidayhilldaycamp.com

CT 06451
/DAY 7AM - 9PM
supermarkets.com



Questions

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