

21 FOR '21

REVENUE IDEAS THAT WORK!

Presented by Ryan Dohrn
Founder, Brain Swell Media
360AdSales.com

The ideas today are provided as a service to you. The presentation of these ideas is not meant to imply an endorsement of the product or service.

Over \$1.2 million in ideas are coming up!



REVENUE IDEA #1: Self Service Sales

- 80% of potential customers desire to get 100% of their information about your product from your web site.
- 44% of buyers identify their own solutions. - SparxIQ
- 86% of buyers said they would rather visit the dentist than talk to a sales person.
 - SAP Consumer Buyer Study
- 60% of random attendee websites surveyed had limited or no information about advertising on their web site. Contact info only was the most common observation.

MISSION

EDIT

REACH



AUDIENCE

RATES

CONTACT



REVENUE IDEA #2: Logo Soup Tastes Great!

You Are In Good Company

With The Most Trusted Name in Franchising





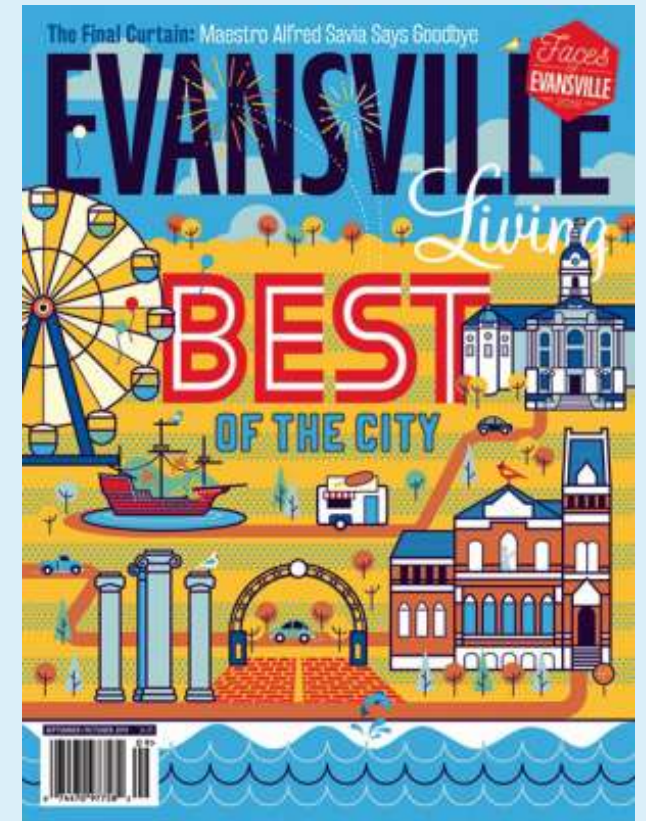
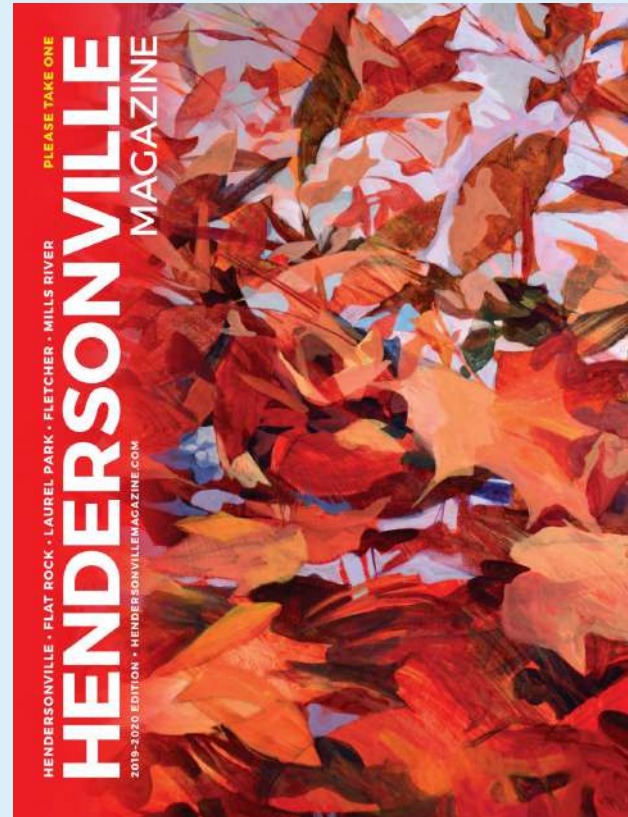
Virginia Living drives new business to these companies and more!



REVENUE IDEA #3:

Buy a Page, Give a Page

When an advertiser buys an ad, another ad of an equal size is provided to a charity or business chosen by the advertiser.



REVENUE IDEA #4: Make your Website Exclusive

WHAT'S NEW

News
Tiger Woods seriously injured in crash on steep LA-area road

Sports
Column: Tiger Woods survives but his career might not

Commercial
JLL announces close of Pier 1 Tower sale to Fort Worth for new City Hall

Culture
2021 MAIN ST. Fort Worth Arts Festival canceled

Health Care
Rainwater foundation announces prizes

Government
Gov. Greg Abbott sets May 1 special election to fill seat of late U.S. Rep. Ron Wright

Government
Four ERCOT board members who live outside of Texas resign in the aftermath of the power outage, winter storm

Health Care
Christie Eckler takes executive role for National MS Society's South Central region

Government
Dan Patrick announces 2021 priorities focused on pandemic, power grid and socially conservative issues

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TVS

United Way
United Way of Tarrant County

Texas Health Resources

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- Front page logo
- All banner ad sizes rotate
- Links in eNews
- Defined impressions per month
- 6 month minimum
- Partner:
- NearViewMedia.com

Only 10 advertisers on the website all year.

REVENUE IDEA #5:

Ask the Expert / Q&A Podcast

Ask the Gardner

Ask the Engineer

Ask the Mechanic

Ask the IT Pro

Ask the Insurance Pro

Ask the Realtor

Zencaster is easy and affordable way to record guests.



REVENUE IDEA #6: Expertorial (Expert-torial)



Health

The Biological Dentist: A Revolutionary Style of Dentistry

By Dr. Josephine Perez, DMD



A Biological Dentist seeks the safest, least toxic and most conservative way to accomplish modern dentistry that is safe, functional, durable and aesthetic. It is interesting how the term "alternative medicine" refers to a new holistic, integrative and functional approach to health...yet it has been in existence for thousands of years and "modern medicine" is about 100 years old.

Most people find the "alternative ways" because of a personal medical condition that has not resolved. Others, are well versed in holistic ways and understand and live by it. We have known for quite a long time that there is a mouth-body connection. Bacteria from the mouth travels through the blood stream to the organs. As a biological dentist, my mantra continues to be: A healthy mouth is a healthy body and a healthy life!

How Do You Find a Biological Dentist?

Ask questions! Most dentists today use mercury free, however, very few are mercury SAFE. Being mercury safe means you protect the patient from harmful mercury vapors while removing them. Specialized equipment is necessary as well as a strict protocol. A practice needs to be S.M.A.R.T. certified. This entails rigorous training and examination to minimize harm to patients and staff. Over the past few months, many have spoken about "the new normal". Fortunately, our protocols in the office have always had universal precautions, but our S.M.A.R.T. certification sees us into even greater and extra precautionary measures than a traditional dental office. Our office is already biological, so we have been doing these protocols for a long time and do not need to "play catch up" to the new normal. Here are a few of the state of the art offerings we have in our practice.

Compatibility Testing

Every person is different and every person's toxic level is different. This is why the most important variable is finding the root cause. We encourage compatibility testing with everyone. It is extremely important to make sure what each person is compatible with and only then, choose the appropriate materials. We all want to enjoy quality of life. I strive for finding root cause so that patients can know their own bodies and can live, play, travel, dance to their heart's content. It all begins with good food and food is medicine.

Air & Water Purification Systems

We have state of the art air purification and water purification systems. Our AC has always had MERV14 or better filters. Our air is surgical grade that not only traps bacteria, VOCs, mold spores, off gassing, parasites and other toxins, it kills them. We have specialized evacuation systems for aerosols, which we are using on every patient even if it's just a cleaning. This aerosol EVAC system has silver impregnated activated carbon and an electrostatic filter. We have invested in specialized UV-C filters (222 nm-254nm) that are left overnight.

Our ozone machine is producing fresh ozonated water all day, in fact this ozonated water runs through our systems so that no biofilms are formed in any of the water lines. We have specialized PPE made to order and our masks are P100 respirators.

Homeopathy

We use homeopathic as much as possible and have them available pre- and post-treatments. We encourage healing with high grade sup-

plements and disinfect with laser and ozone/O2 treatments. We are also completely metal free. Our restorations are BPA and BisGMA free. We use fluoride alternatives and educate our patients on bimimetic toothpastes and adjuncts. We make our own sanitizers with 151 proof alcohol and high grade, nanoMO, expeller pressed and/or cold pressed organic essential oils that we also offer to our patients. Our patients are offered a choice in their pre-treatment rinses: essential oil mouthwash, colloidal silver mouthwash, ozonated water or a peroxide rinse for 60 seconds.

We work with Integrative Doctors, Naturopaths, Chiropractors, healers, anti-aging specialists and the medical community because it's all connected. What happens in your mouth does not stay in your mouth. Be proactive and not reactive.

We strive to do as a profession is not compartmentalized. Compatibility matters, technique matters, isolation matters, quality materials matter, overall health of a patient matters, ability to process toxins matters...and genetics matter! Our staff is regularly trained in this comprehensive protocol. Nothing is too excessive for the health and well-being of patients and staff. We go above and beyond the required standards recommended by the CDC, FDA, and ADA. This "choreography" is continuously changing in order to become better and healthier. We embrace change and welcome challenges. We are all just helping each other "thrive"!



Dr. Josephine Perez, DMD has been practicing dentistry for 29 years. She is a graduate of Tufts University School of Dentistry in Boston and interned at New Orleans Coast Guard/Navy Base. Her holistic approach to dentistry encompasses each person's unique and entire (or whole, therefore holistic) state of physical and emotional well-being. The ability to maintain health through preventive measures and treatments of oral disease is her priority. Dr. Perez focuses on the underlying condition, rather than only treating the symptoms. She tests for biocompatibility to find pathways to reduce inflammation and apply biocompatible and biomimetic materials, supplements, essential oils to restore and strengthen the oral cavity and ultimately, the whole body. After decades of restoring and transforming smiles, Dr. Perez has integrated total wellness into her oral health enhancement Practice - a revolutionary style of dentistry. www.thesmilefactory.com.

See ad on Back Cover >

Reverse My Diabetes

Do you struggle with high glucose levels from type 2 diabetes? Has your doctor ordered you to eat healthy and exercise to avoid medication from prediabetes?

Book a FREE consult at ReverseMyDiabetes.net

Start seeing results in weeks:

- Stabilize glucose levels
- Lower your A1c
- Lose weight

How?

- Identify high glucose reasons
- Learn hidden food ingredients that may sabotage your efforts
- Concentrate on tasty, healing foods
- No carb counting, no dieting!

Author: Denise A. Pancyrz

Denise A. Pancyrz
Diabetes Reversal Coach
Speaker + Author
(888) 848-1763
Denise@ReverseMyDiabetes.net

Keywords: "Can COVID symptoms be a sign of Type 2 Diabetes?" by DENISE A. PANCYRZ

Come Float For Your Health

Are you ready to experience a unique combination of services that will calm your mind, relax the body, soothe the spirit, and improve your overall function and well-being?

RELAX - REFLECT - REBALANCE

CLOUD 9 SPA & Wellness Center

Flotation Therapy Enhances The Immune System

Floating, also known as flotation therapy, has been used for years for its mental, spiritual, meditative, and physical benefits and has a vast amount of published research to support its claims.

C9floatspa.com (239) 887-4161

Keywords: "Did You Know Floating Can Ease Stress and Anxiety?" by C9floatspa.com



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Expert-torial



Relationship

The Toughest Lesson I Learned as a Single Woman

By Dana Lee, Certified Life Coach

At age 40, single and heartbroken, I wondered if the pieces of my life would ever be put back together again. Questions of what my future would look like bombarded my mind. Would I be alone forever? Would I be able to trust, love, and share my life with another person? Would my heart open to love ever again? I enjoyed being married and believed that I was with the person I would grow old with. Would I grow old alone now? As I began to experience the single life and the dating world, I quickly realized that there were many people who were unfulfilled, broken, and had the idea that their life would be AMAZING when they found that special someone. They were so incredibly lonely they jumped into any relationship just to fill the emptiness they were experiencing. I knew these ways of thinking were LIES and only created a cycle of relationship to relationship that always ended in heartbreak. I decided that I would take steps toward personal healing with the guidance of God and many amazing people He placed in my path to avoid making these destructive choices. I knew I needed to be whole in my body, soul, and spirit so I could experience the healthy and fulfilling relationship I desired. My single life journey of healing and desire for others to experience a healthy and fulfilling relationship is what birthed my Relationship Secrets for Singles.

Four Relationship Secrets

Secret 1 - Steps to heal past hurts so you are ready to love the love of your life.

Secret 2 - Discover destructive patterns you are in and learn steps to change them.

Secret 3 - Create healthy dating habits.

Secret 4 - Learn to self-love so you attract the person who deserves you and will love you.

Believe it or not, my years of being single may have been the best opportunity for me to become the person I needed to be to experience the most fulfilling relationship I desired. My journey of self-discovery and healing created a passion to help others. My desire is to guide you on YOUR journey of healing to become the individual who can wholeheartedly love, be loved, and experience the fulfilling relationship you are longing for. My loving ability to see your heart, your strength, and your weaknesses along with my personal experience allows me to help you move from dating the wrong people and heartbreak to the fulfilling relationship you desire and deserve. I believe the value and attractiveness of a person deserves to be recognized and cherished by another. You will experience this after intentionally taking steps to self-evaluation, self-love, healing, and personal growth that transform your thinking. You will break through self-sabotaging behaviors that prevent you from finding that amazing relationship.

My story continues on with the extreme joy of experiencing a relationship better than I could imagine. People used to ask me, "Why are you still single?". I would reply, "Because He just hasn't found me yet!". Looking back, we can see how God was preparing us for each other; He had to work on us individually. Our heart's desire is that the lessons we learned would benefit many others. I keep asking him, "Why did it take you so long to find me?". We laugh together and know that it was perfect timing and part of the process. The toughest lesson I had to learn as a single is that it's NOT about finding the right person, it's about BECOMING the right person! •

Dana Lee is a Certified Life Coach and owner of Relationship Secrets for Singles. If you've almost given up and need someone to come alongside you, write me an email and we can set up a free online zoom "Meet N Greet" session to see if this program is a right fit for you. RelationshipSecretsForSingles@gmail.com www.RelationshipSecretsForSingles.com. See ad on page 19 >

ESSENTIAL Naples
40
FALL 2020

Health

Radio Frequency: A Non-Surgical Alternative to Skin Tightening

By Jacqueline Rochonchou

Losing elasticity and seeing some laxity in your skin? You aren't alone. In our lower to mid 30's the quantity and quality of collagen production in our cells begins to decrease, leaving us wishing for the days when our skin stayed firm on its own without our hands helping it in our bathroom mirror. We rely so much on collagen to give us our youthful appearance. Being as it is the most common and abundant protein in the body, it creates the framework and structure for our skin and gives us the firmness we seek.

How can we get it back naturally once we begin to lose it? Radio frequency is the key. As the technician rubs the modality of choice over the skin, it gently releases energy in the form of electromagnetic waves into the dermis and hypodermis (subcutaneous tissues), which then stimulates collagen.

How Does Radio Frequency Work?
A deeper level of the skin is heated to 122-167 degrees Fahrenheit (or 50-75 Celsius). Maintaining a temperature of over 115 degrees Fahrenheit for over three minutes causes your body to release heat shock proteins which leads to tissue remodeling resulting in a tighter, smoother, more lifted appearance. It can even break down fat (facial and jawline slimming) and adipose tissue (the turkey neck we all complain about).

Where Can It Be Used on the Body?
Anywhere! The eye area, neck, jawline, and crepey arm and knee areas are some of the most popular body parts we treat. It can also be used to tighten your thighs, abdomen, and back and can even tighten skin from weight loss and surgical procedures.

How Else Can Radio Frequency Be Used?
In tandem with multiple hand pieces, you can even use microneedling with radiofrequency to enhance your effects from a procedure you already know and love. It can also be used to reduce lumps from fat removing procedures and other surgeries.

What Does It Feel Like and is it Safe?
It is a very comfortable procedure! It feels no warmer than a hot shower and is usually described as feeling like a hot stone massage. It is a very low energy of radio frequency that gets released (1 billion times less energy than an x-ray for example) and is similar to texting on a cell phone or being in a home that has WiFi.

This is a great alternative for those who aren't willing or ready to go under the knife or for those looking for a more natural alternative to injectables. Just because the body slows down its collagen production doesn't mean it can't be kicked up a notch. •

Jacqueline Rochonchou, Medical Aesthetician of Skin Deep Naples, Naples #1 MedSpa. From the moment you walk in our door until the moment you leave you are treated to luxury and the latest technology. Each consultation and procedure is customized for each patient's need. We look forward to welcoming you into our family. 239.260.5060. www.SkinDeepNaples.com. jacqueline@skindeepnaples.com. See ad on page 21 >

ESSENTIAL Naples
41
FALL 2020

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COMMUNITY RESOURCES

Local Experts In and Around Naples

BIOLOGICAL DENTIST

Josephine Perez, DMD
Naples
239.254.4480
www.themilefortory.com



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BRAIN TRAINING CENTER

Saving Your Brain
Dr. Kelly Miller, NMD
Naples and Tampa
813.985.3190
www.savingyourbrain.com



Saving your brain is a unique brain training center specializing in non-invasive evaluation tools and non-drug therapies to treat the common symptoms of amnesia, depression, insomnia, short-term memory loss, balance problems, learning and reading comprehension, and cognitive loss associated with ADHD, Autism Spectrum, Traumatic Brain Injury, PTSD, and Alzheimer's and Parkinson's.

DIABETES REVERSAL COACHING

Reverse My Diabetes
Denise A. Panchy
Naples
888.648.1763
www.ReverseMyDiabetes.net
Denise@ReverseMyDiabetes.net



The conventional approach to managing type 2 diabetesing isn't as effective. Holistic lifestyle coaching helps to reverse the effects of diabetes putting you away from counting carbs and diets. Coaching leads you to recognize many factors that affect your glucose. Lower your A1c, stabilize glucose levels, increase your energy, and lose weight naturally.

FINANCIAL ADVISOR

Witrust Wealth Management
Mina Azwar, FRM Vice President
Naples
239.697.5204
www.nizwealth.com
nazwar@witrustwealth.com



Mina Azwar is a licensed Financial Advisor with over 17 years of industry experience. She is active in the realm of wealth management, financial planning, and retirement solutions. Mina has the accumulated knowledge and perspective to help keep her clients and their financial future on a steady course as they navigate through life and retirement. Her highest priority is her clients and their families. Reach out to her to get your complimentary financial plan.

FLOAT SPA

Cloud 9 Float Spa
Fort Myers
239.887.4161
www.cloud9floatspa.com

Floating, also known as Floatation Therapy, has been used for years for its mental, spiritual, meditative, and physical benefits and has a vast amount of published research to support its claims.

HOLISTIC FUNCTIONAL HEALTHCARE

Omni Balanced Life Center
720 Goodlette Rd. Ste 205
Naples
239.234.1608
Office@omnibalanced.com
www.omnibalanced.com



Omni Balanced Life Center brings a revolutionary style of healthcare to the marketplace. Our unique team style approach combines the expertise of multiple practitioners offering traditional and holistic treatments and services designed to bridge and transform the mind, body and soul creating lasting healing and harmony within. We work alongside western medical teams collaborating to offer the most advanced information available in research and science from all areas of medicine.

HYPNOTHERAPY

Holistic Hypnotherapist
Megan Moriarty
Online
860.808.4672
www.megan-moriarty.com
info@megan-moriarty.com



Megan's official title is Certified Hypnotherapist, but she considers herself a professional belief enhancer. Through hypnosis, she guides clients to break through limiting habits and beliefs. After working together, you will embody the belief that you are the powerful creator of your life and can manifest anything you desire.

MEDICAL SPA

Skin Deep Naples
Jacqueline Rochonchou and Ashley Anderson
Naples
239.260.5060
www.SkinDeepNaples.com
jacqueline@skindeepnaples.com



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NUTRITIONAL SUPPLEMENTS

Nature's Rite
Online
800.991.7068
www.mynaturesrite.com

ORGANIC SPA

Purely You Spa
Jennifer Alvarez Linguidi, Owner
Naples
239.331.8266
www.purelyyouspa.com
info@purelyyouspa.com

Purely You Spa is Naples Premier certified organic spa. We offer facial, anti-aging skincare & body treatments, waxing & temporary facial hair removal, massage therapy, couples' experiences, energy healing, health coaching. Better circulation, stress management, and memberships for ladies & gentlemen. Our customized services focus on YOU ensuring a personalized, quality experience every time you visit.

HYPNOTHERAPY

Holistic Hypnotherapist
Megan Moriarty
Online
860.808.4672
www.megan-moriarty.com
info@megan-moriarty.com



Megan's official title is Certified Hypnotherapist, but she considers herself a professional belief enhancer. Through hypnosis, she guides clients to break through limiting habits and beliefs. After working together, you will embody the belief that you are the powerful creator of your life and can manifest anything you desire.

INTEGRATIVE & FUNCTIONAL REGISTERED DIETITIAN

Healthy Concepts Consulting
Betsy O'ry, RD, LD/N, CDE
Naples
239.297.8644
www.healthyconceptconsulting.com
betsy@healthyconceptconsulting.com



Betsy is a Licensed and Registered Dietitian as well as a Certified Diabetes Educator, Integrative & Functional Medicine Nutrition Therapist, and SYTD200 yoga teacher. She specializes in neuroendocrine, gut health, food sensitivities, detoxing, inflammatory diseases, and longevity living. Betsy is a professional speaker and advocate for healthy living and is available for individual consultations, group programs, and speaking engagements.

MEDICAL SPA

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Jacqueline Rochonchou and Ashley Anderson
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ORGANIC SPA

Purely You Spa
Jennifer Alvarez Linguidi, Owner
Naples
239.331.8266
www.purelyyouspa.com
info@purelyyouspa.com

Purely You Spa is Naples Premier certified organic spa. We offer facial, anti-aging skincare & body treatments, waxing & temporary facial hair removal, massage therapy, couples' experiences, energy healing, health coaching. Better circulation, stress management, and memberships for ladies & gentlemen. Our customized services focus on YOU ensuring a personalized, quality experience every time you visit.

PERSONAL TRAINING/ FITNESS

Corefit by Design
Bonda Springs
239.206.2955
www.corefitbydesign.com
petercovarrubias@aol.com

REGENERATIVE MEDICINE

Spine, Joint, and Neuropathy Care
Richard A. Hiller, DABCN
Naples
239.330.1000
www.FeelAmazing.com
DRHiller@aol.com



Often times, to simply inject a joint or nerve with stem cells for pain, inflammation, and degeneration is not enough. Delete to fit on same page. Boost regenerative capability and capacity with the addition of ozone, PRP, growth factors, peptides, regenerative therapies, and physical reconditioning.

RELATIONSHIP COACH

Relationship Secrets for Singles
Dana Lee, LLC
Naples
239.776.4350
www.relationshipsecretforsingles.com
relationshipsecretforsingles@gmail.com



Dana Lee is a Certified Life Coach and owner of Relationship Secrets for Singles. If you've almost given up and need someone to come alongside you, send me an email and we can set up a free online zoom "Meet N Greet" session to see if this program is a right fit for you.

SALT CAVE

Salt Cave Naples
Naples
239.403.9170
www.saltcavenaples.com
saltcavena@gmail.com

We offer spa services: Client can pick and choose what they feel they need from our menu of many amazing spa services like massage, sauna, detox foot bath, or spiritual healing. Wellness clinic: Clients can start with a non-invasive bioenergetic body scan with our EFTX/DCI Biofeedback System.

YOGA

Our Yoga Place
Nancy Gerold & Tom Palmer
Estero
239.360.2730
www.OurYogaPlace.com
nancy@ouryogaplace.com



Our Yoga Place is an exceptional yoga school. It's a sanctuary where people can relax, find peace, and escape everyday pressures. OYP has a state-of-the-art ventilation system, UV lighting, and antimicrobial flooring to keep the facility clean and safe. OYP offers traditional yoga, health and life coaching, Thai massage, and yoga apparel.

Want more?
www.essentialnaples.com



Expert-torial

www.nichemediahq.com



REVENUE IDEA #7:

Address Level Mobile Programmatic Targeting

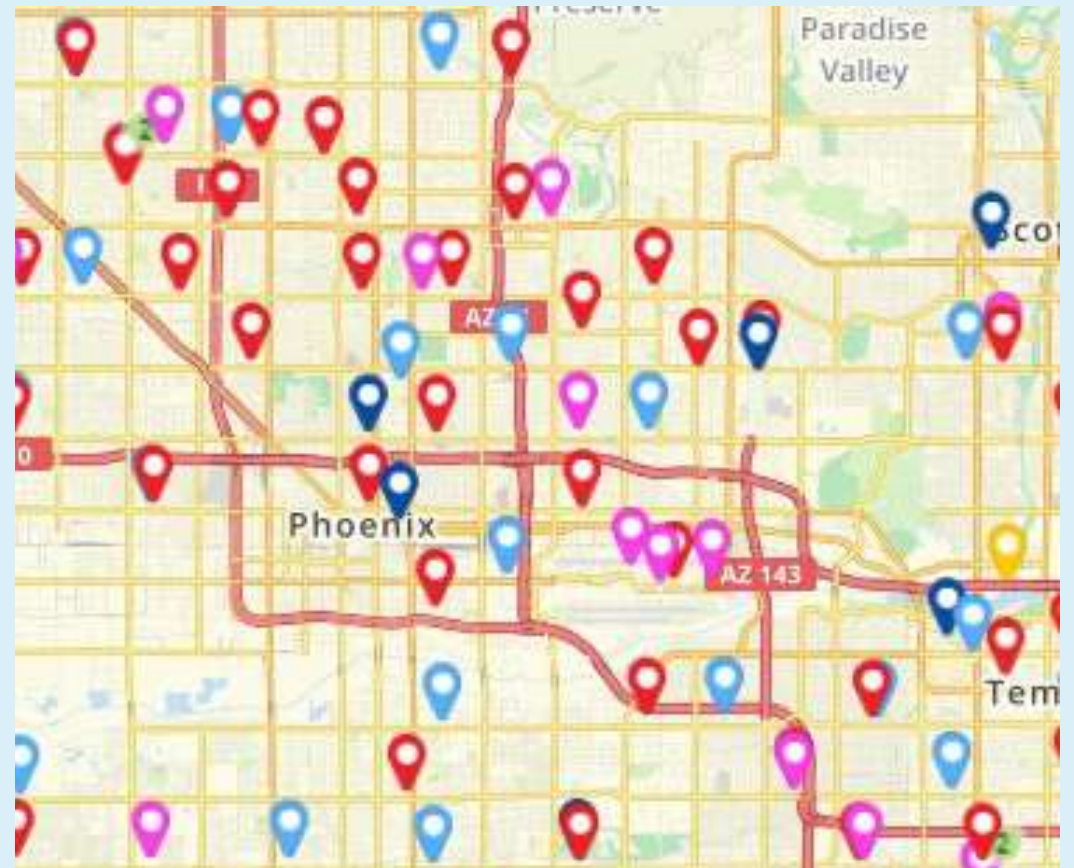
Load subscriber data

Exact match to address

Mobile ID is recorded

Mobile ad served

AdCellerant.com or JanuarySpring.com



REVENUE IDEA #8: Comparative Selling Strategy

Dominant

Monthly full-page ads
Weekly inserts
Monthly contest program
2X Monthly eNewsletter ads
Geo-Targeting
Online display
Competitive programmatic
Site retargeting
Events

Competitive

Monthly full-page ads
Monthly contest program
Monthly eNewsletter ad
Minimum online display
Geo-Targeting
Site retargeting
Events

Present/Basic

Monthly 2/3-page ads
Online display
Bi-monthly eNewsletter ads
Events

70% better close rate when
recommending products.
- Trust Pulse

Magazine example of the category of Real Estate

REVENUE IDEA #9: Website Takeover



Phillymag.com One-Day Takeover

Vizzy will be front of mind for Phillymag.com online readers through a high-impact, full site one-day takeover.

This is an ideal opportunity for Vizzy to “own” a specific day or time period and make a splash during key campaign timing.

Sponsorship Benefits:

- Ownership of all available inventory across Phillymag.com
- Includes desktop and mobile platforms

Timing: One-day takeover (Weekday)

Suggested Date: Leading into Memorial Day or July 4th

Investment: \$10,000 net

Guaranteed Impressions: 450,000



Mockup for presentational purposes only

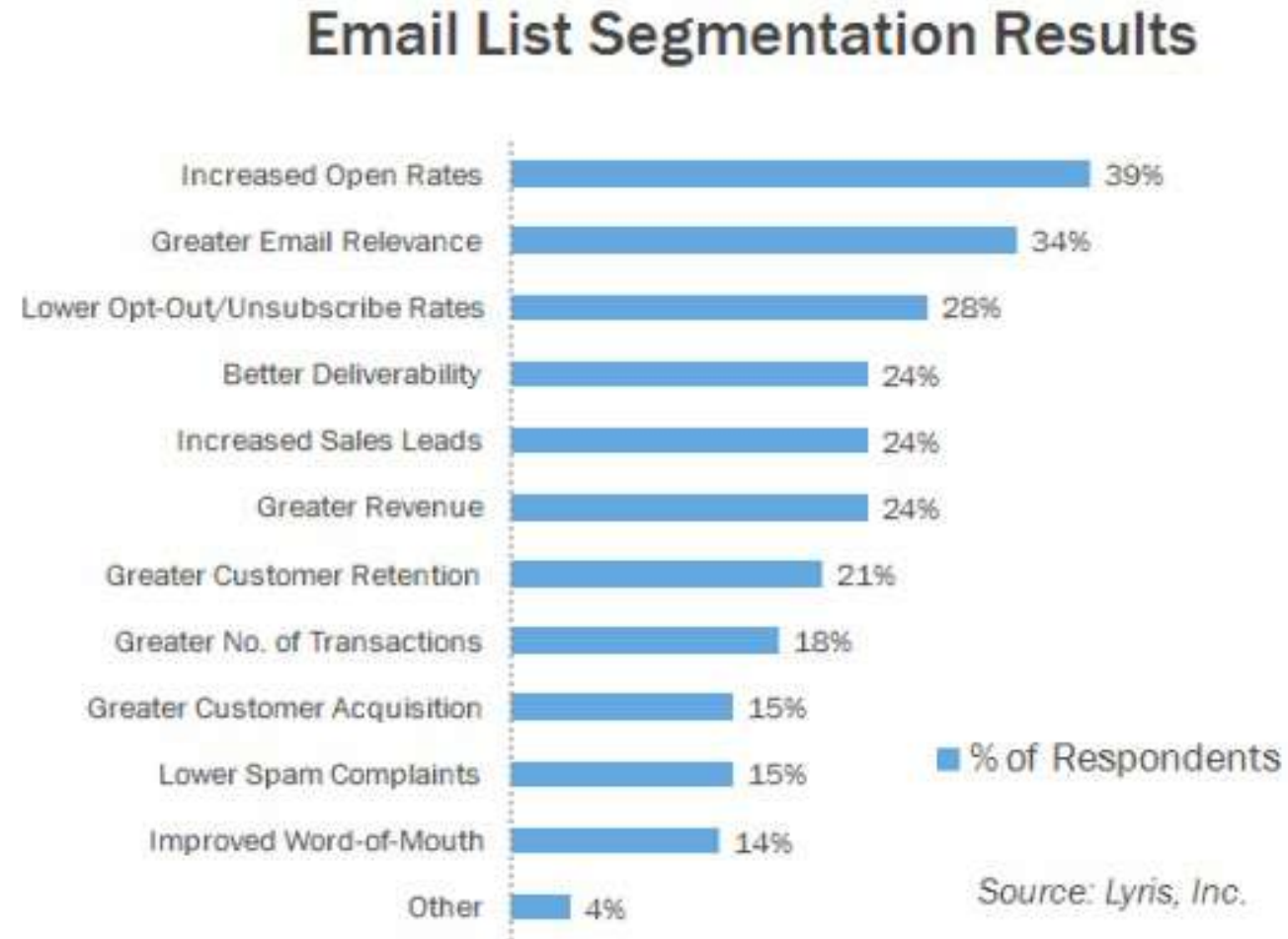
VIZZY
HARD SELTZER

REVENUE IDEA #10: Third Party Email Lists

Third party sends the email

Over 900 segments to pick and match

Amex/Visa Data
Auto group data
Leasing data



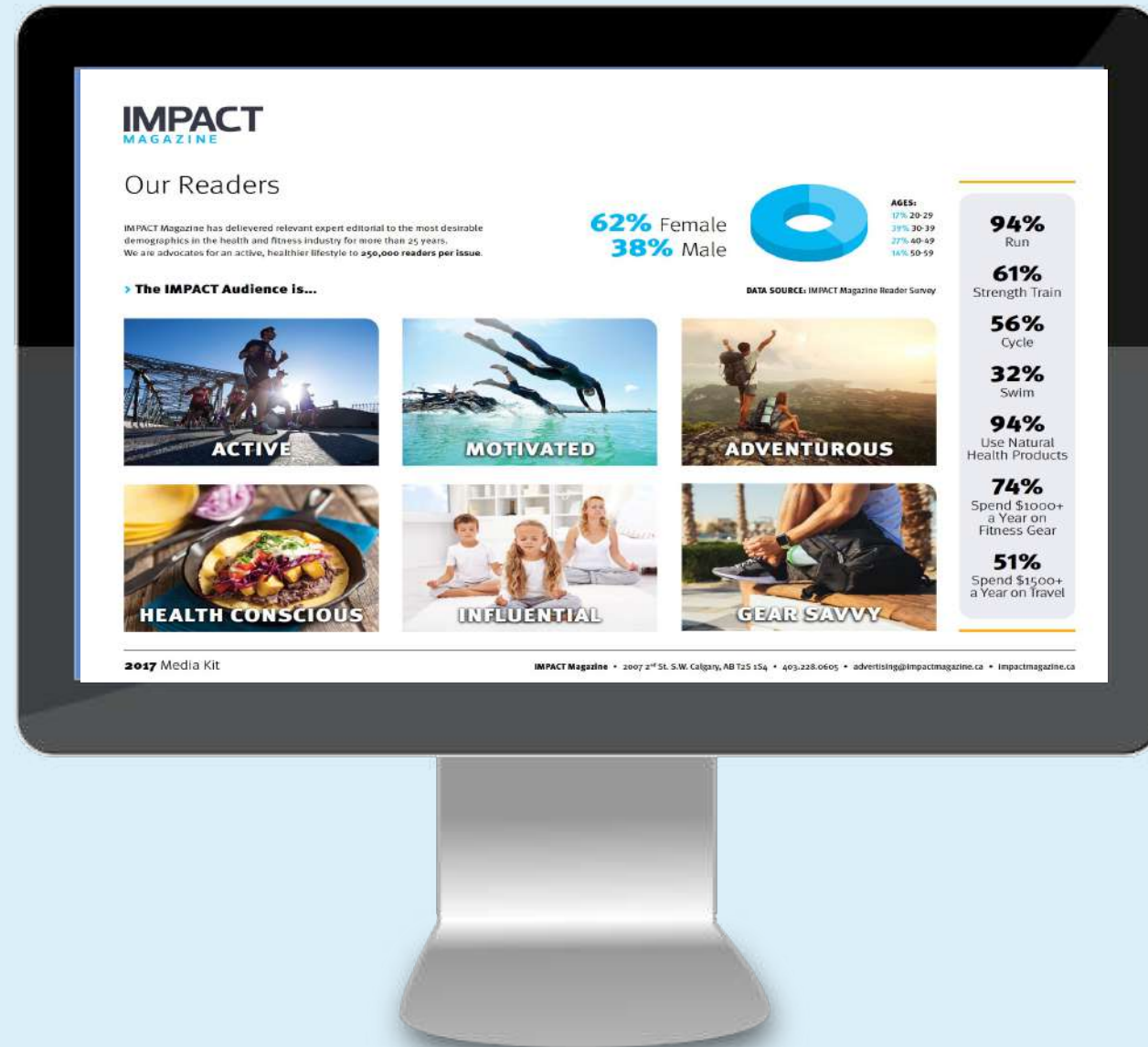
REVENUE IDEA #11: Three Pricing Options

65% of closed business was generated with the three-option price grid.

<u>Dominant Plan</u>	<u>Competitive Plan</u>	<u>Basic Presence Plan</u>
Weekly <u>Full page</u> ad	½ page <u>wewekly</u> ad	¼ page ad weekly ad
Monthly <u>eNewsletter</u> promotion 5,000 opt-in subscribers	Monthly <u>eNewsletter</u> promotion 5,000 opt-in subscribers	Monthly <u>eNewsletter</u> promotion 5,000 opt-in subscribers
<u>DailyHearld.com</u> online display – 100,000 imps/month	<u>DailyHearld.com</u> online display – 75,000 imps/month	
Weekly social media 10 posts/month	Bi-Weekly social media 6 posts/month	Monthly social media 4 posts/month
Monthly promotional lead gen program		
Total value per month = \$1,100	Total value per month = \$800	Total value per month = \$500
Multi-media discount -\$300	Multi-media discount -\$200	Multi-media discount -\$100
Actual Investment = \$800/month	Actual Investment = \$600/month	Actual Investment = \$400/month

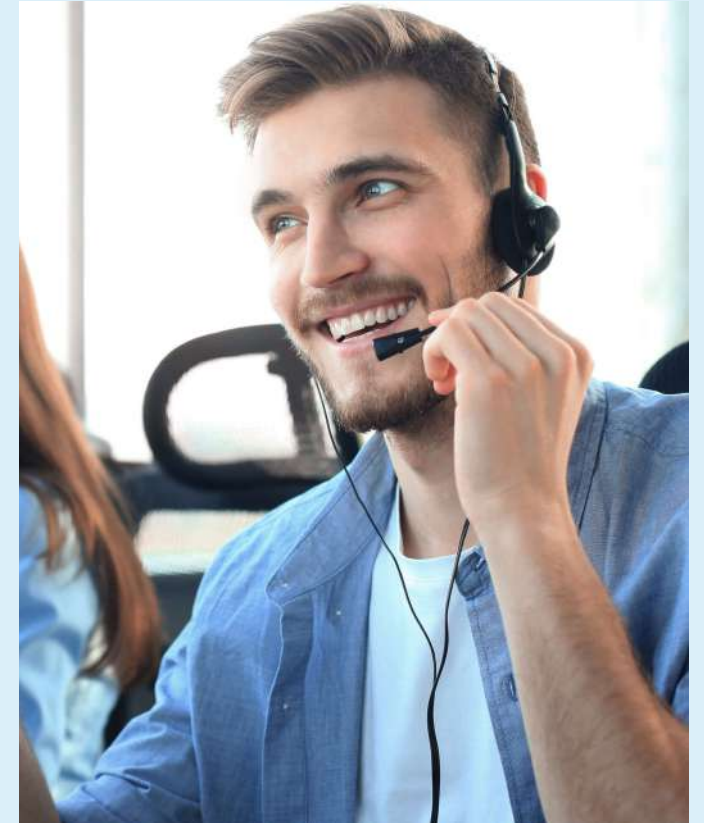
	<u>Dominant Plan</u>	<u>Competitive Plan</u>	<u>Basic Plan</u>
BRB Magazine	Full page ad	½ page ad	¼ page ad
eNewsletter promotion	35,000 opt-in subscribers	25,000 opt-in subscribers	15,000 opt-in subscribers
BRB.com online display	100,000 imps/month	75,000 imps/month	
Social media Posts	Daily - 30 posts/month	Weekly - 15 posts/month	Monthly - 4 posts/month
Lead gen program	300 leads/mo		
Mobile Advertising	95,000 imps/mo	65,000 imps/mo	
Site Re-targeting	55,000 imps/mo	35,000 imps/mo	
	Total value per/mo \$5,900	Total value per/mo \$4,400	Total value per/mo \$2,400
	Multi-media discount \$2500	Multi-media discount \$2000	Multi-media discount \$1000
	<u>\$3,400/mo</u>	<u>\$2,400/mo</u>	<u>\$1,400/mo</u>

REVENUE IDEA #12: Landscape Sales Materials



REVENUE IDEA #13: Appointment Setting

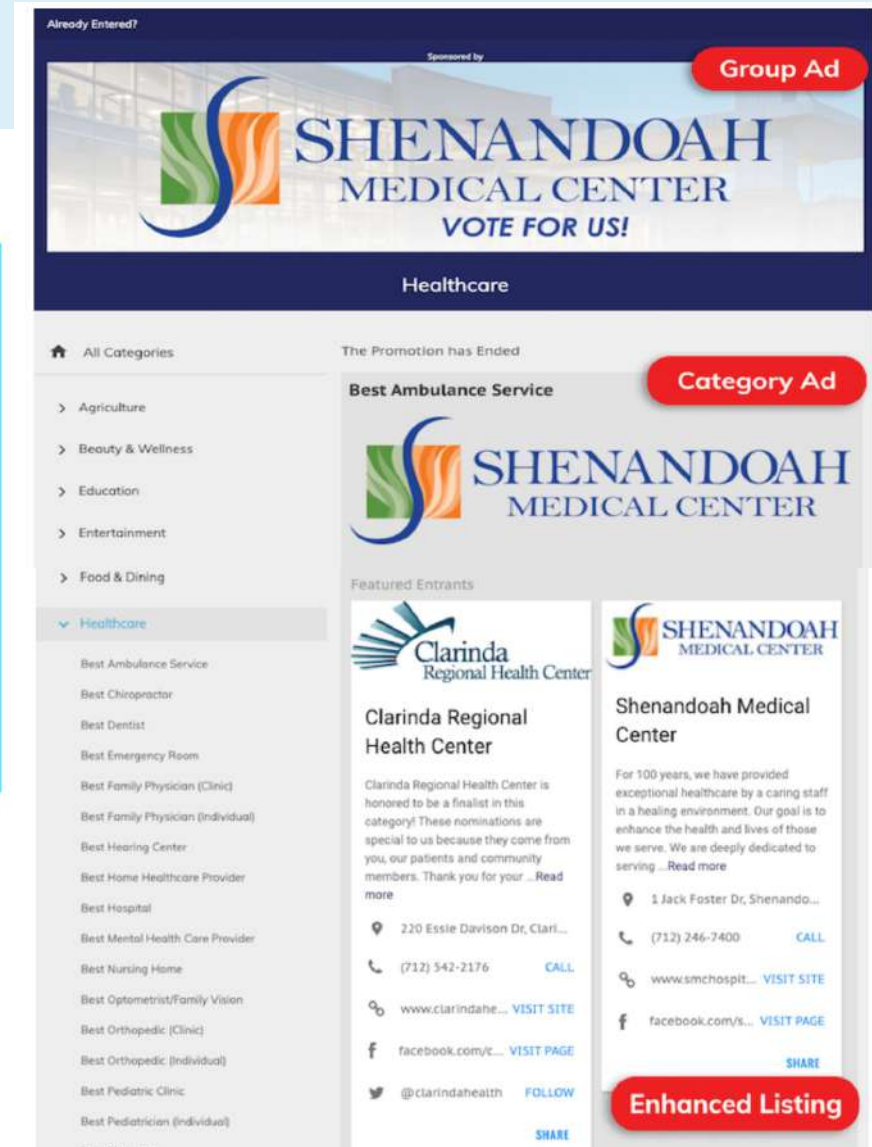
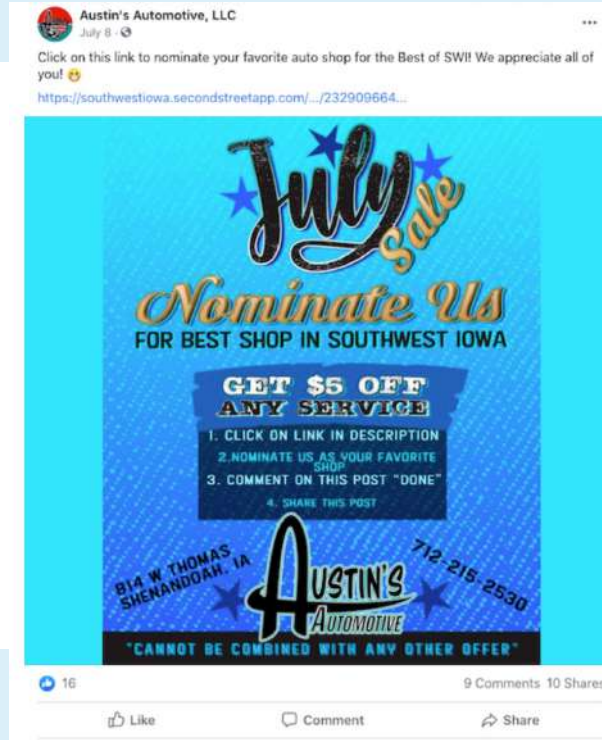
- Using a Sales Development Rep (SDR) to set calls and warm up sales leads.
- SDR is paid per appointment booked and per hour.
- SDR could be paid more when the deal closes.
- Great Junior Sales path role.



Open-Look.com

REVENUE IDEA #14: Readers Choice Awards

The Shenandoah Valley News out of Shenandoah, IA
DMA Population: 7500



25,000 nominations
104,000 votes
\$33,200 in digital revenue
\$18,840 in print ads
\$52,041 in revenue
Partner: Second Street



REVENUE IDEA #15: Using CVC Data to Sell

25% OF ADVANTAGE READERS **DON'T SEE A DENTIST**

for **HUMBERT ROAD DENTISTRY**

HOUSEHOLDS REACH
39,011

97% RECEIVERSHIP
37,841

437 MOUTHS
x \$1800 AVERAGE ANNUAL SPEND
\$786,600 GROSS REVENUE

30% GROSS PROFIT MARGIN
= \$235,980

77% READERSHIP  
29,138 READING HOUSEHOLDS

MARKETING BUDGET  **8%**

SEASONAL DENTAL MARKET 

NO DENTIST
7,285

YOUR MKT SHARE
6%

- Chapel & Keller
- TLC
- Schulmeister & Newquist
- Riverbend Dental

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
3 Best Months			65%			~ 3900/mo					
5 Average Months			30%			~ 1100/mo					
4 Lean Months			5%			~ 250/mo					

437 LOCAL MOUTHS 

BREAK EVEN
.9 MOUTHS

PER MONTH

4:1 ROI
3.5 MOUTHS

References: 2018 CVC Audit; www.nadp.org/dental_benefits_basics/dental_bb_1.aspx

Erin Spain
tel. 618-433-5327 fxt. 618-444-9343
erinspain@advantagenews.com



1. Approve this campaign
2. Sign an advertising agreement
3. Artists at AdVantage will begin to build your advertisements. You always get to final approval before any creative content is published.

<http://cvcaudit.com/>

REVENUE IDEA #16: Faces of



DERMATOLOGY
DR. MARY FINNEGAN
BRADDOCK FINNEGAN
DERMATOLOGY

“WE VIEW SKIN as the window to the body, so we identify and address the causes of medical skin problems,” explains Dr. Mary Finnegan of Braddock Finnegan Dermatology.

Founded in 1990 by Dr. Suzanne Braddock and under the leadership of Dr. Mary Finnegan since 2005, the practice works closely with referring physicians and other specialists to provide comprehensive medical dermatologic care. Braddock Finnegan offers advanced phototherapy treatments for conditions such as skin lymphomas, psoriasis, and vitiligo. It also provides expansive patch testing for skin allergens.

Braddock Finnegan additionally administers cosmetic services such as lasers, Ultherapy, PRP microneedling, and AquaGold.

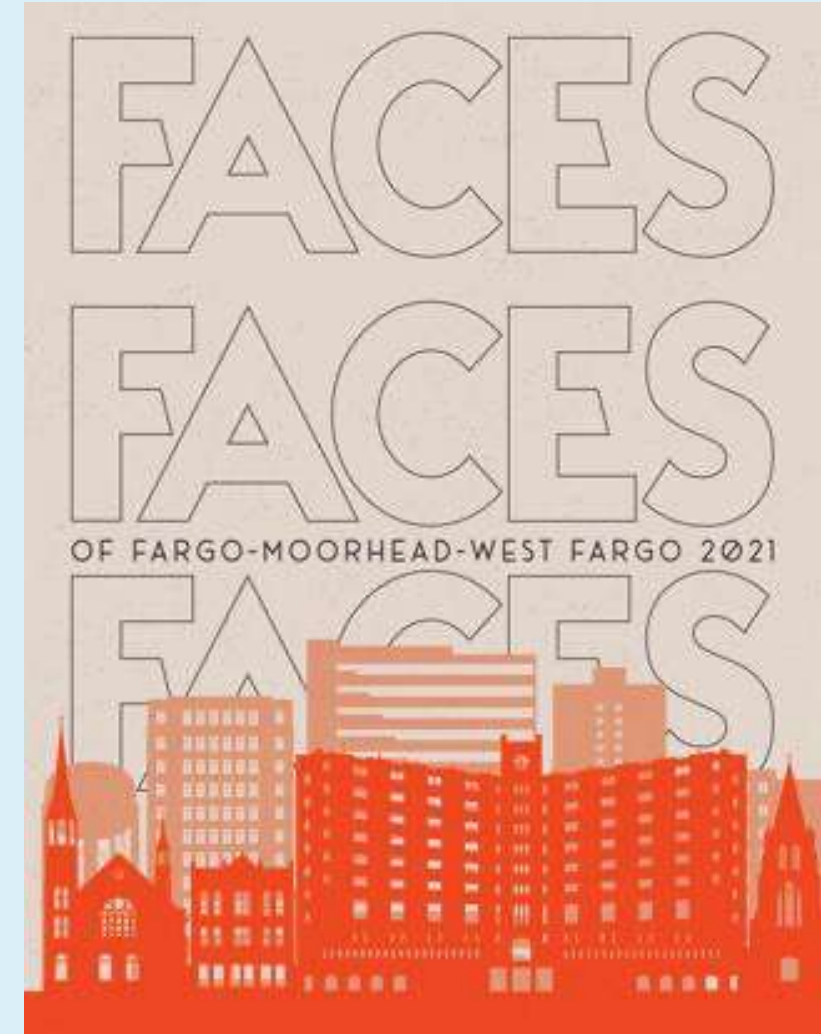
In response to statistics indicating that rates of melanoma and other skin cancers have increased in recent decades, Braddock Finnegan has provided sunscreen in 23 dispensers at 13 locations at Henry Doorly Zoo in 2016.

“To be effective, sunscreen must be reapplied at 90-minute intervals during extended periods of sun exposure,” Dr. Finnegan notes. Another recent project involved installing a sunshade over

the playground at a local school through a grant from the American Academy of Dermatology.

BRADDOCK FINNEGAN DERMATOLOGY
2311 W. CENTER ROAD
OMAHA, NE 68124
402.390.0333
BRADDOCKFINNEGAN.COM

14 || Faces of Omaha 2019



REVENUE IDEA #17: Ask the Expert Youtube Channel

ask the gardener

Up next

AUTOPLAY

Large Veggies in Containers
CaliKim29 Garden & Home DIY
937K views
16:46

How To Grow Pot Plants in a Container Garden
Silverline Tools
1.1M views
16:13

Filling Wick Tub with soil and fertilizer Ep 20A
Gardening With Leon
244K views
9:50

How to Make Compost Faster (and Know When It's Ready!)
Gardens That Matter
472K views
17:27

Casting cement pots from plastic pots Ver 2
I Craft
349K views
15:21

Rehabilitating Dehydrated

Ask Ian: Container Gardening
3,626,944 views • Aug 1, 2011

48K 1.5K SHARE SAVE

REVENUE IDEA #18:

Product Spotlight eNewsletters

- Only landscapers
- Only homes with pools
- Only homes at the lake
- Only insurance providers
- Only dentists
- Only restaurants
- Only home improvement
- Only marinas
- Only bars and pubs



Homes with Pools Showcase



Stunning custom home built by Jimmy Garren. Lush landscaping & front entry with impeccable curb appeal featuring 4 bedrooms, 3.5 bathrooms & optional 5th bedroom in basement. Elegant foyer welcomes guests. Cozy great room accented by coffered ceiling & fireplace. Study, sunroom, half bathroom, laundry room w/sink & cabinetry on main level. Located off formal dining room this chef's kitchen features: breakfast area [Click here to learn more.](#)



Fabulous three acre estate, custom built by Marc Simons, features hardwood floors, soaring ceilings, formal living & dining rooms, family room with fireplace, and updated gourmet eat-in kitchen that includes granite counter tops, stainless appliances, subzero refrigerator, two ovens, ice maker, warming drawer, loads of cabinet and counter space, center island, bar, & sitting area. [Click here to learn more.](#)



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This is a mock-up example for educational purposes.

REVENUE IDEA #19: Sell Research Abilities

- Info collected via online survey – Google form or Survey Monkey
- Promoted via your eNewsletter
- 5 questions or less to drive response (2 minutes to take the survey)
- Advertiser provides the incentive. \$500 or more
- Be careful on promising big results
- Educate on the law of averages.

A good maximum sample size is usually around 10% of the population, as long as this does not exceed 1000. For example, in a population of 5000, 10% would be 500. In a population of 200,000, 10% would be 20,000.

REVENUE IDEA #20: Meet the Maker Videos

The screenshot shows the homepage of 'Our State' magazine's website. The header includes the logo 'Our State CELEBRATING NORTH CAROLINA' and navigation links for 'MAGAZINE', 'STORE', 'EVENTS', 'NEWSLETTERS', and 'EXTRAS'. A 'SUBSCRIBE' button is prominently displayed. Below the header, there are five content tiles, each with a video player overlay:

- SPONSORED:** 'Locations to Visit in North Carolina, This Fall' (Image: A white plantation house in Gettysburg, South Carolina).
- FEATURES:** 'Through the Looking Glass' (Image: A rural landscape with a barn and trees).
- COLUMNS:** 'From Elizabeth Hudson: There's No Place Like Home' (Image: A woman with glasses, Elizabeth Hudson).
- Print Subscription:** 'Print Subscription' (Image: The cover of the 'Our State' magazine featuring a barn and the headline 'BUILT TO LAST').
- FEATURES:** 'Humble Heroes' (Image: A red barn in a rural setting).

REVENUE IDEA #21: Promotions



Source: <https://lab.secondstreet.com>

Partner: **Second Street**

- Hot Product Voting
- New Product Voting
- Paint Technician of the Month
- Best of the Best
- EMS Product of the Year
- Hometown Hero
- Online Teacher of the Year

Source: <https://lab.secondstreet.com>

Partner: Second Street

21 FOR '21

REVENUE IDEAS THAT WORK!

Presented by Ryan Dohrn
Founder, Brain Swell Media
RyanDohrn.com