

## About

MediaNews Group (MNG), which was recently absorbed by Digital First Media, was one of the largest newspaper companies in the United States. At the time, MNG consisted of 54 daily newspapers in 11 states with a combined daily and Sunday circulation of approximately 2.4 million and 2.7 million, respectively.

## Challenge

Ad revenue challenges throughout the newspaper industry were well-published, and the MNG markets were no exception. While the company saw co-op advertising as an opportunity to offset the financial challenges, they didn't have the sales and support structures in place at most properties to capitalize on this untapped revenue resource.

## Offerings

MNG chose MultiAd<sup>®</sup> Recas to help them increase ad sales with local businesses using co-op funds. Combining training, targeting and material support, Recas assisted MNG in developing co-op sales from scratch and brought immediate returns in advertising revenue.

—————The top percentage gainer **increased co-op** driven revenue by **346%** over last year.—————

## Solution

Combining the manufacturer ad materials with the co-op plan information from Recas, MNG publications were able to target local businesses with specific plans and materials for turnkey advertising solutions.

## Process

MNG designated a co-op champion within each property or cluster to encourage and assist their sales reps with co-op and understanding the potential of manufacturer brands.

—————The top **revenue gainer** sold **\$642,000** more than the year prior during the four-month contest.—————

## Results

The MNG publications using Recas had tremendous success increasing ad sales with many of their clients from large volume auto dealers to small locally owned retailers. A corporate-sponsored contest in the last four months of the year led to revenue gains across the board and former Senior VP of Marketing Mike Petrak calling co-op "the fastest-growing category of business in MediaNews."

During the co-op contest, MNG's goal for the 20 participating markets, representing 37 newspapers, was to generate \$2 million more in co-op revenue than the previous year and they beat this goal by \$540,000. Their top revenue gainer sold \$642,000 more than the year prior. The top percentage gainer increased co-op sales by 346%.

While newspapers across the country are struggling to find revenue solutions, 15 of the participating MediaNews markets were able to increase co-op revenue year over year and exceed their sales goal for the contest.