

# Insider Loyalty Program

January 2016

**GANNETT**

# Insider Home Page

The screenshot shows the Insider Home Page with a dark navigation bar at the top containing 'azcentral' and various category links like LOCAL, SPORTS, THINGS TO DO, BUSINESS, TRAVEL, POLITICS, OPINION, ARCHIVES, USA TODAY, 61°, VIDEO, and MORE. Below the navigation is the Insider logo and three blue buttons for 'Events', 'Deals', and 'Extras'. A large 'Hi, Renee!' greeting is followed by a paragraph about member benefits. To the right, a 'Quick Links' box lists 'Manage my subscription', 'Newsletters', 'Frequently asked Questions', and 'Member ID Card'. The main content area features three columns: 'EVENTS' with a 'Food and Wine Experience' offer (presented by Cadillac), 'EXTRAS' with a 'Crossword answers: 11/02/15' offer, and 'DEALS' with a 'Watch the Cardinals compliments of Insider!' offer. Each offer includes a 'Get it' button.

# Insider Deals Page

news-press.com HOME NEWS SPORTS BUSINESS TRAVEL LIFE TASTE OPINION insider USA TODAY PHOTO-VIDEO

insider

Events Deals Extras

## Deals

As a News-Press Insider, you're entitled to special deals that take advantage of shops, restaurants, cultural venues, sports arenas and more. We work with local and national merchants to bring you exclusive deals you'll enjoy.

DEALS



**Artisan Gelato: BOGO Norman Love Artisan Gelato**  
Buy a cup of Norman Love Artisan Gelato and get the same size or smaller cup of gelato for free.

Get it

DEALS



**Buy One Get One-Up to \$10 Value**  
Buy One Get One-Up to \$10 Value

Get it

DEALS



**Elmquist Eye group: \$50 Off Purchase in Optical Boutique**  
Receive \$50 off your optical boutique purchase with coupon.

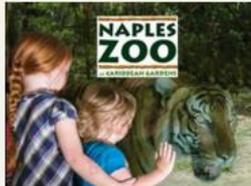
Get it

DEALS



**Save Up To 30% On Movie Tickets**  
Take the entire family to the movies.

DEALS



**Naples Zoo: \$3 off adults and \$2 off children admission!**

DEALS

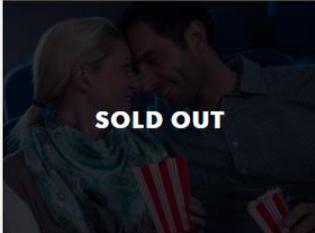


**Discounted Theme Park Tickets**  
Get discounted tickets to theme parks.

# Insider Events Page

The screenshot shows the 'insider' section of The Tennessean website. At the top is a navigation bar with links for HOME, NEWS, COUNTIES, SPORTS, BUSINESS, MUSIC, LIVIN NASH, OPINION, ARCHIVES, USA TODAY, and MORE. Below this is the 'insider' logo and three buttons: Events, Deals, and Extras. The main heading is 'Events', followed by a sub-headline: 'Where do you want to go today? You've got the hot ticket as a Tennessean Insider! We are continually looking for exciting sports, cultural and entertaining events, where you'll enjoy the "velvet rope" treatment you deserve.'

There are three event cards displayed:

- EVENTS**  
  
**Nashville Storytellers: For love of our city**  
Insiders receive \$5 off The Tennessean's Storytellers event on Feb. 8  
[Get it](#)
- EVENTS**  
  
**VIP at the Nashville Predators**  
Enter to win a VIP package to the Nashville vs. Washington hockey game on 2/9. Enter 12/23-1/27.  
[Get it](#)
- EVENTS**  
  
**Private Valentine's Movie Screening for Insiders**  
Grab a date and see "The Choice" for free on Feb. 13. RSVP today!

# Insider Extras Page

The screenshot shows the 'Insider Extras' page on the INDYSTAR website. At the top, there is a navigation bar with 'INDYSTAR' and various menu items like HOME, NEWS, SPORTS, LIFE, THINGS TO DO, TRAVEL, OPINION, OBITUARIES, WEATHER, ARCHIVES, USA TODAY, and MORE. Below this is the 'insider' logo and three buttons: 'Events', 'Deals', and 'Extras'. The main heading is 'Extras', followed by a sub-header: 'Get an Insider's perspective and deepen your connection to Indianapolis through special features, stories, games, and more. As an IndyStar Insider, you'll have access to great perks right at your fingertips.'

The page features six content cards, each with an image, a title, a short description, and a 'Get it' button:

- Card 1:** Image of two men, one in a police uniform. Title: 'The latest 'Making a Murderer' news'. Description: 'USA TODAY NETWORK-Wisconsin's in-depth reporting from now and then on the Steven Avery case'. Button: 'Get it'.
- Card 2:** Image of a smartphone with the 'USA TODAY BEST-SELLING BOOKS' logo. Title: 'Preview the weekly USA TODAY Best-Selling Book'. Description: 'Be the first to see the USA TODAY's Best Selling Books Top 150!'. Button: 'Get it'.
- Card 3:** Image of a bowl of soup with jalapeños. Title: '7 super snacks for super football parties'. Description: 'Need some snack ideas for your big game party?'. Button: 'Get it'.
- Card 4:** Image of lemons and glasses. Title: '13 best restaurant openings in 2016'. Description: 'See what the Indy food scene has in store in 2016.'. Button: 'Get it'.
- Card 5:** Image of a person in a green outfit in a dark setting. Title: 'Taming the Winter Beast'. Description: 'Outdoor winter workout tips'. Button: 'Get it'.
- Card 6:** Image of a 'GO ESCAPE' magazine cover. Title: 'USA TODAY Go Escape - Winter 2016'. Description: 'Anytime is a good time to travel, but winter has its own set of special perks.'. Button: 'Get it'.

# Insider Details Page (when you click on an offer)

## Not Logged In

The screenshot shows the Insider Deals page for 'Save Up To 30% On Movie Tickets'. The page features a main image of a family wearing 3D glasses, a 'pottery barn kids' advertisement with 'FREE SHIPPING On all orders!', and social media sharing icons. Below the main image, there is a text block describing the offer: 'Take the entire family to the movies without breaking the bank! Purchase discounted movie tickets from AMC, Regal, Cinemark and many more theatres, at a discount of up to 30%.' This is followed by three bullet points: '- Discounts and details vary by theatres', '- Tickets do not expire', and '- Valid anytime at all locations of each theatre brand'. A 'DETAILS' section is highlighted with a red box, containing the text 'Can't see the details? Log In below.' and instructions for returning members to log in or create an account. The 'LOG IN' and 'CREATE AN ACCOUNT' buttons are also highlighted with a red box.

## Logged In

The screenshot shows the Insider Deals page for 'Save Up To 30% On Movie Tickets' when the user is logged in. The page layout is similar to the 'Not Logged In' version, but the 'DETAILS' section is highlighted with a red box. This section contains the text 'Get your tickets!' and a 'Save Now' button. Below this, there is a note: 'Note: On the redemption page, simply choose the theatre in your area. Do not use "Choose a City" menu.' The 'amazon.com' advertisement on the right side of the page is also visible.

Subscriber must be logged in to see how to take advantage of the offer

# Insider Emails

## Offer Email



THE DAILY ADVERTISER

insider

A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS

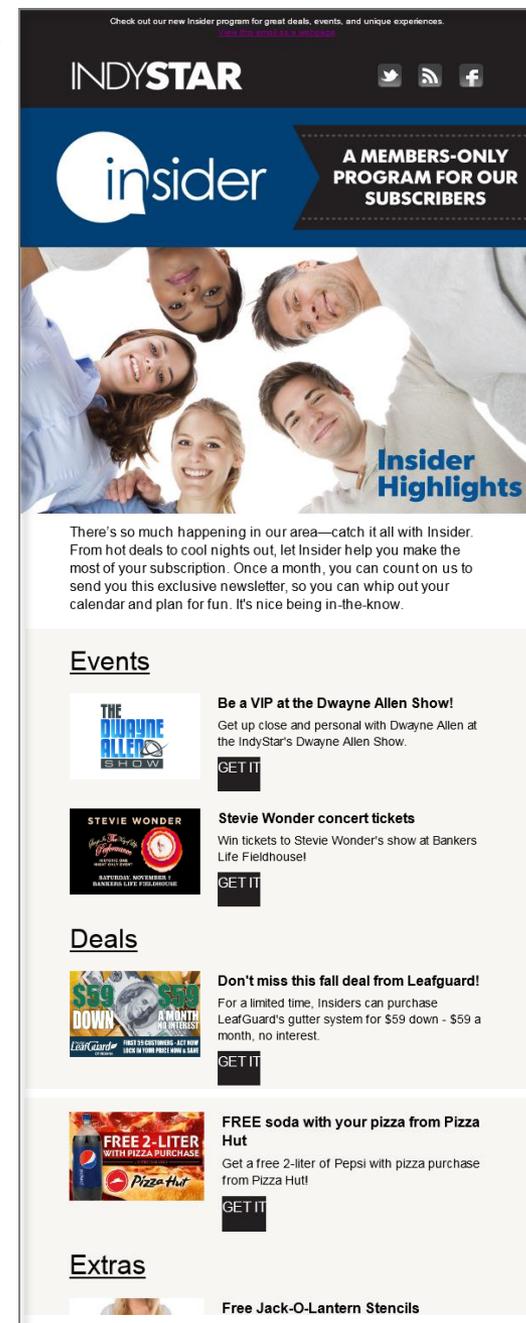


Save big on your stay with Omni Hotels & Resorts®

Planning your next escape? We've got you covered. Save 20% when you book a new Omni Hotels & Resorts® reservation. Don't miss out, this is a limited time offer!

GET IT

## Newsletter



Check out our new Insider program for great deals, events, and unique experiences.

INDYSTAR

insider

A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS



Insider Highlights

There's so much happening in our area—catch it all with Insider. From hot deals to cool nights out, let Insider help you make the most of your subscription. Once a month, you can count on us to send you this exclusive newsletter, so you can whip out your calendar and plan for fun. It's nice being in-the-know.

### Events

**THE DWAYNE ALLEN SHOW**

**Be a VIP at the Dwayne Allen Show!**

Get up close and personal with Dwayne Allen at the IndyStar's Dwayne Allen Show.

GET IT

**STEVIE WONDER**

**Stevie Wonder concert tickets**

Win tickets to Stevie Wonder's show at Bankers Life Fieldhouse!

GET IT

### Deals

**LeafGuard**

**Don't miss this fall deal from LeafGuard!**

For a limited time, insiders can purchase LeafGuard's gutter system for \$59 down - \$59 a month, no interest.

GET IT

**Pizza Hut**

**FREE 2-LITER WITH PIZZA PURCHASE**

Get a free 2-liter of Pepsi with pizza purchase from Pizza Hut!

GET IT

### Extras

Free Jack-O-Lantern Stencils

# Home Page Promotion of Insider



Discover the benefits of being a subscriber with special deals, access and more!



**Deals:** \$500 Holiday Shopping Sweepstakes!



**Deals:** 20% off Twyla Tharp Dance Tickets.



**Deals:** Hurry Limited Time Enter to Win

[See more Insider benefits](#)

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# Sample Print Ad & Editorial



## Be an Insider

Insider is a free members-only program that provides more value and fun for subscribers. As a subscriber to The Arizona Republic and azcentral, you'll enjoy special events, deals and extras through Insider. Claim your perks at [azcentral.com/insider](http://azcentral.com/insider)



**Save up to 30% at the movies!**

Take the entire family to the movies without breaking the bank! Purchase discounted movie tickets from AMC, Regal, Cinemark and many more theatres, at a discount of up to 30%. Details at [app.com/insider](http://app.com/insider)



**First Draft Book Club**

Join us at First Draft Book Bar for drinks and a discussion of this month's pick: Lousia Hall's "Speak," which spans geography and time and considers what it means to be human, and what it means to be less than fully alive.



A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS



## You're In!

With Insider, you'll enjoy exciting deals and discounts.

The Insider program provides members with special Deals, exclusive Events, and unique Extras. It's one more way The Arizona Republic and azcentral.com take you inside what's happening in the Valley.

If you have a subscription, then you're an Insider! Visit [www.azcentral.com/insider](http://www.azcentral.com/insider) to log-in and start taking advantage of your Insider perks today.

THE ARIZONA REPUBLIC 

## Insider



**TAYLOR SWIFT VIP CONCERT TICKET GIVEAWAY**

One winner will claim two VIP concert passes to see Taylor Swift at Bankers Life Fieldhouse on Sept. 16.



**COLTS VS. PATRIOTS TICKET GIVEAWAY**

One winner will score two club level seats, parking, \$50 food voucher and two Colts jerseys for the Oct. 18 game.



**YOU'VE GOT WHAT IT TAKES TO BE AN INSIDER**

IndyStar Insider is your access to more value and fun. As a subscriber to The Indianapolis Star, you'll enjoy special events, deals and extras through Insider. Claim your special perks by logging on to [indystar.com/insider](http://indystar.com/insider).

# Sample Online and Social Promotion

**INDYSTAR**  
A GANNETT COMPANY

Search

SUBSCRIBE NOW AS LOW AS \$29 / YEAR

HOME NEWS SPORTS LIFE THINGS TO DO TRAVEL OPINION OBITUARIES WEATHER USA TODAY

**insider** A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS

**WIN**  
2 club level tickets to Colts vs. Patriots  
Oct. 18

INDYSTAR

QUICK LINKS NEWS Photo not shown in cooperation with authorities LOCAL WEATHER

**The Asbury Park Press**

July 27 at 4:30pm ·

Your all-access pass to more value and more fun. Enjoy special events, deals, and extras!

**Become an Insider**  
Every Asbury Park Press subscriber is an Insider! Click Learn More and access all of the events deals and extras. If you aren't a subscriber, click Learn More & subscribe today!

WWW.APP.COM

Like Comment Share

79 people like this. Most Relevant +

1 share

**insider**  
The Daily Advertiser

**A MEMBERS-ONLY PROGRAM FOR OUR SUBSCRIBERS**

**You're in!**  
With Insider, you've got the hot-ticket to special events.

SUBSCRIBER? LOG IN TODAY TO **WIN A WEEKEND GETAWAY!**  
(a \$1000 value)

ENTER ONLINE AT:  
**theadvertiser.com/insider**

**THE DAILY ADVERTISER**  
theadvertiser.com

**THE ENQUIRER**

We all deserve some extras!  
A members-only program for our subscribers.  
The Enquirer and Kiosk Present

**28 DAYS**  
of GIVEAWAYS

One New Giveaway Each Day Including a  
CHANCE TO WIN \$2,800

**SEE TODAY'S DEAL**

NO THANK YOU, I'VE ALREADY SEEN TODAY'S DEAL  
(limited quantities while supplies last)

28 Days of Giveaways

# Insider Attracting Most Valuable Subscribers



**Higher % of 45-54 year olds**



**More affluent & educated**



**More subscribed online and use EZPay**



**Spend more time on site**



**Return more frequently to site**



**Stay a subscriber**

THANK YOU

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