

Interactive News

January 2019

Retaining and Regaining Print Advertisers

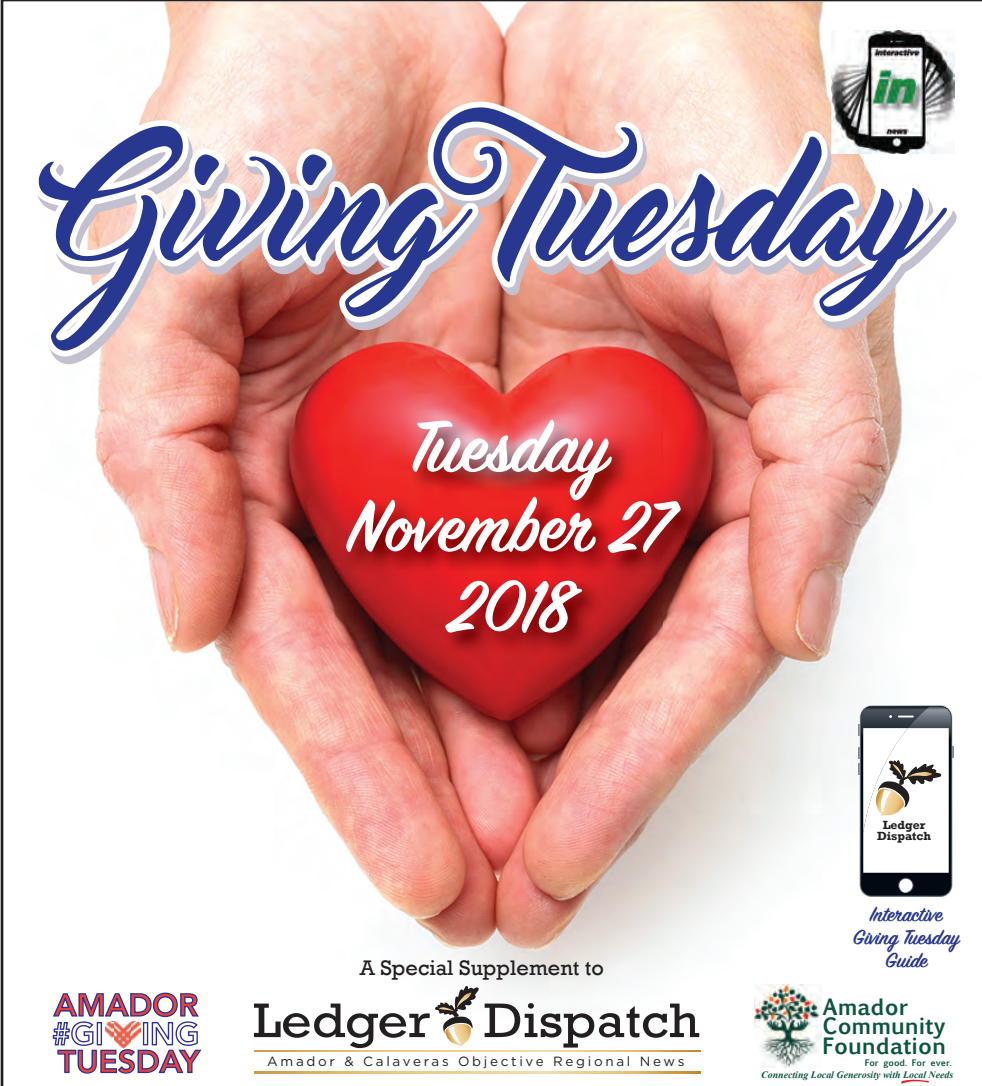
For some, it is all about new business. For others, it is retaining and regaining print advertisers with the use of our AR platform. For most, it is all of the above.

As the first newspaper utilizing Interactive News, the Ledger Dispatch saw massive increases by regaining automotive and real estate verticals. When they began their adventure with Interactive News, they saw possibilities for advertising that had been long gone and possibilities for advertising that were never closed or made its way to print. Even better, advertisers that brought little or no ad revenue to the table, were now signing on.

“Advertising from non-profits can be hard to obtain and is often just trickles of revenue,” said Beth Barnard, Advertising Director of the Ledger Dispatch (Northern California). “Our interactive AR app has changed that dramatically by affording organizations of any size the platform to interact with communities in ways not possible before. Advertisers get their message out in print, then by adding a video, they make a personal connection with our readers and their donors. A one on one connection from the printed pages.”

The Ledger Dispatch created a special section, “Giving Tuesday,” that focused on 48 local nonprofits. Readers and app users could watch videos from various nonprofit organizations and make donations directly from the printed page using their cell phone and the app.

“The local Humane Society and

A promotional graphic for Giving Tuesday. It features a pair of hands holding a red heart. The heart has the text "Tuesday November 27 2018" written on it. Above the heart, the words "Giving Tuesday" are written in a large, blue, cursive font. In the top right corner, there is a small icon of a smartphone displaying the "Interactive News" app. In the bottom right corner, there is a small icon of a smartphone displaying the "Ledger Dispatch" app. At the bottom, there are logos for "AMADOR #GIVING TUESDAY", "Ledger Dispatch" (with a tagline "A Special Supplement to Amador & Calaveras Objective Regional News"), and "Amador Community Foundation" (with a tagline "Connecting Local Generosity with Local Needs").

COURTESY PHOTO/Ledger Dispatch

The Ledger Dispatch augmented a “Giving Tuesday” special edition where users could scan and make donations directly from the section. The result, a 49% increase in donations to their nonprofit advertisers compared to last year’s total.

Wildlife Rescue were the first organizations to take advantage of our app. They added videos to their ads that made a personal connection with donors showcasing

adoptable pets or rescued wildlife being rehabilitated and released,” said Barnard. “We added a “Do

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**Giving Tuesday**
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nate” button to the video, allowing our readers to make a monetary donation through the app.”

“The only thing different about this year’s Giving Tuesday event was our interactive special section,” said Barnard. “Our app and platform generated over an \$80,000 increase in donations to our local nonprofits. Total donations were up 49 percent. When users can scan, watch and make their donation from the newspaper — it pays off. It pays off big.”

With the app and the click of a button, readers can instantly connect with advertisers. No need to remember phone numbers, emails, or websites. The donate button in this section allowed readers to make an instant donation and because of that the Ledger gained nonprofits as regular advertisers.

“We gained regular advertisers who, in the past, had only placed their ads in the newspaper when they were holding an annual fundraiser,” said Barnard. “Now the Humane Society targets one of their programs with an interactive advertisement in every issue.”

Other nonprofits are consistent advertisers as well.

“The nonprofits have seen the success and financial windfall that our app and platform can produce,” said Barnard. “We now have our local Food Bank, Hospice,



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 **A-PAL HUMANE SOCIETY**

A-PAL Humane Society is a non-profit organization dedicated to the humane treatment of Amador County animals.
Tax ID 94-2462789



COURTESY PHOTO/Ledger Dispatch

A-PAL Humane Society ties in video, as well as Donate and Adopt buttons on a regular basis through the Ledger Dispatch. You can watch this one, just like the other photos in this newsletter, using the Interactive News app.

the Pregnancy Help Center and a number of other nonprofits as consistent advertisers. It’s a defi-

nite win, win, win.”

For more information, contact Beth Barnard at (209) 223-8761.

Interactive TV Guide

“I’ve loved linking the movie times in print to play video movie trailers, getting the movie rating, Rotten Tomato score, online reviews, and at the click of a button, purchase that movie ticket,” said Jack Mitchell, Publisher of the Ledger Dispatch. “And while many newspapers have ditched their TV books, our readers wanted one, so we



brought it back a few years ago, and now it plays TV trailers and interviews.”

With the assistance of FYI, the

vendor that provides the weekly

TV guide for the Ledger Dispatch, the Ledger turned the TV Gold into a fully interactive piece.

“Every photo in our book plays teasers of that show and links you to the official websites for airing times and more information,” said Mitchell. “It’s pretty cool and really easy to do. Only downside is, now I want to watch more TV.”

Editorial — Deeper Content with AR

Sports Highlights:

One of the most obvious, and also impressive features to add to your newspaper are videos of the game winning touchdown or the buzzer beater at the basketball game. In today's world, there are many sources to get that video without adding time to your staff. Parents, students, official sports team sites, even booster clubs typically have video. While you are at it, link to their full schedule, or even to the High School store to assist in selling their merchandise.

Special Sections:

This month's big story in our newsletter was an AR Special Section on nonprofits, as well as the first-ever interactive TV guide. Make your special sections truly special, make them fully interactive.

Tourism Videos:

Every market has their unique and special attractions. Showcase those tourist spots, play video, tie to a website and allows readers to purchase tickets to events.

Government:

Even in small markets many government meetings capture video and audio. When you've completed your stories, make sure to add that audio or video to your story. When the politician or government agency says, "We didn't say that." You'll have it on video, or an audio file that proves they did, and in their own voice or as the star in the video.

Audio:

Do you struggle to find room to fit all your news into print? The Ledger Dispatch has a weekly fishing report that readers can now listen to in its entirety. No more worrying about space in newsprint, readers can "play" and listen to their newspaper and get the full report which allows the Ledger Dispatch space for more

printed content and entries into the newspaper. Who was a featured guest on the radio? You can partner and lift those interviews and play them behind your own coverage. The Ledger Dispatch has a relationship with the local radio station that sends MP3's free of charge.

Exclusive Content:

The fastest way to get readers to download your app, is to have exclusive content that is only available if the user has downloaded and is using your app. Don't post it on your website. Don't post it on Facebook. Literally have pieces that can only be seen or heard if the user has your printed paper and is using your app.

Kids Page:

One of the fastest growing user groups for augmented reality newspapers is the younger market. They may not love newspapers, but they love their cell phone, so augment your kids page. The Ledger Dispatch publishes the "Kids Scoop" and it is always augmented with deeper content and the kids love it.

Other Publications:

Many High School and Junior High School's have cut journalism out of their curriculum. If they haven't, find that teacher, have them use your app to augment their publications. The Ledger Dispatch has a Junior High School that turned their newspaper interactive. As a result, they download and watch the newspaper, as well as their own. So does Dad, Mom, Grandma, Grandpa and all their relatives, which equates to more readers and viewers of your newspaper.

Interviews:

Your staff is already there to interview for the story. Simply have them ask if they can take a video or record the interview. It's built in AR content that adds no time to their busy schedules.

SnagIt:

Programs like SnagIt (about \$60.00 annually) allows newspapers to lift video, audio, and images. While the program is totally unrelated to Interactive News, it is one of many programs out there that can be used. All it requires is approval from the source, for permission to use the video — use a simple release form.

Keep it Simple:

Links to websites, or jumps from one picture to another JPG can often be viewed as so easy that they aren't used as much. As a user, if I read about a business and you can take me to their website from your printed newspaper, it is a big deal and it saves your reader time. Some of the best AR are the simplest, and the fastest.

More AR:

You are not paying by the piece. You are on a flat rate and can augment as much as you want. The more stories you augment, the more the users will download your app, use your app and start reading and using your newspaper. It makes you more relevant than ever. So, go ahead, augment it!

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Interactive News app in
Apple or Google Play**



Scan photos and text to play and listen to the newsletter for deeper content.

www.interactivenews.live

Best Practices:

We are putting a call out to our sister publications who are using our AR platform. Send us your ideas and your experiences so we can start sharing ideas with each other. What is working in your market with your new augmented reality app? Share with us how you're engaging your readers and gaining advertisers.

We've been busy with up-

grades and additions. We hope to have an FTP site up soon, to share AR experiences, ideas, advertising, and editorial pieces that can be easily lifted for your publication.

As always, if you have any questions or want more information, please give the sales and marketing team a call. Email us what's working in your newspaper, so we can

share and showcase your newspaper in future newsletters.

We want all your Best Practices, all the insights and all the fun you are achieving with your platform. Together, we can build a stronger industry.



Interactive News
106 Water Street • P.O. Box 1240
Jackson, CA 95642



Contact Us:

Sales & Marketing Team

Teresa Mitchell:

teresa.mitchell.in@gmail.com

(209) 223-8772

Jack Mitchell: jmitchell@ledger.news

(209) 223-8771 • (209) 273-7411 Cell

Digital & Technical Team

John Wright: john.wright@strata.com

(801) 221-1800

Ammon Jones: ammon.jones@strata.com

(801) 318-6426