

## New Four-Part Series of 'New Revenue' Webinars to Begin in Two Weeks

SNPA has partnered with [Borrell Associates](#) and other state and regional press associations to present a new series of webinars designed to help participants learn about new revenue opportunities.

The upcoming series begins May 6. Newspapers can register for one webinar for \$75 or for all four webinars for \$250. Topics are:

### THE NEW REVENUE SERIES

Perfect for ad managers, Interactive managers and classified account executives.

- **MAY 6 – New Net Business: The Online Model**  
What do the most successful media Web sites know that you don't? Most traditional media outlets are not even targeting the highest local online ad spenders in their markets. Are you uncovering all the new ad revenue opportunities in your community? Are you targeting the right businesses? Are you offering the right ad products? Shoot for the big dollars with the right strategy and the right Web site.
- **MAY 20 – Top Online Business Categories: Where's the Money?**  
If you are chasing after the same business categories that advertise in your paper, you are missing half the new ad dollars available on the Internet for your Web site. We look at the \$13+ billion dollar local advertising pie and slice up the most lucrative business categories for you. We'll cover how to capture these categories with new products and services on your site.
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- **JUNE 3 – Online Promotions: Untapped Sales Revenue**  
Online promotions (non-ad) were a \$10 billion marketing category in 2008. We expect it will nearly triple over the next five years, surpassing every online advertising category. The big windfall is just beginning online, where the utility nature of the Internet is prompting local businesses to shift more dollars from traditional media to interactive, direct-to-consumer marketing campaigns. Some local media companies have already identified this trend and are capitalizing on it.
- **JUNE 17 – Directories Online: Ad Revenue Success**  
If you haven't implemented business directories online you are losing out on big ad spending growth. Directories are the perfect match for the consumer and the utilitarian nature of the Web. More people now search for local business information than they do local news. Learn how to capture the fast growing small- and medium-size business ad spending in your community.

NEWSPAPER  
Webinars



In addition to offering registration for this new series of classified Webinars, [NewspaperWebinars.com](#) includes links to additional Webinars offered by other press associations. Check it out!

**WHAT EQUIPMENT DO I NEED?** The only equipment needed to participate in a webinar is an Internet-connected computer and a telephone. Many employees can participate in the webinar simultaneously by connecting to the webinar in a conference room with a speakerphone, computer and video projector.

**HOW DO I REGISTER OR GET MORE INFORMATION ABOUT UPCOMING PROGRAMS?** Register online at [www.newspaperwebinars.com](#). This site also includes links to webinars offered by other press associations and a list of the future webinars in this online revenue series.