

\$125k-\$1MM

Per Market, For Your Station/Website/Paper, In 13 Wks.

New, Premium Rate Revenue

Your Advertisers Make Millions.

Free Video & Two Page Summary Show How

MEDIA SUMMARY

\$10+ Billion In

Advertiser Receipts...

6,019 Campaigns, 1,027 Markets

Local & National Advertisers Want
Results They Can Measure.

Here's How To Do It &
Sell More, At Higher Rates,
Driving Tuning & Readership

- **DON'T discount** • DON'T change how you sell • **Regardless as to ratings/readership/demos**

Community Club Awards (CCA) • Sponsored & Sold By Your Local Media Company(ies)

\$10+ billion in merchant receipts and proofs of purchase – from Toronto and NYC, to Lindsay, ON and Gettysburg, PA. Community Club Awards (CCA) organizes your market's not for profit, service clubs and community organizations ("clubs") to earn their share of advertiser-funded cash awards; directing their club members/families/friends to shop with your exclusive CCA advertisers.

The CCA Director does all the work – all you have to do is sell like you normally sell.

Club members turn in their CCA advertiser receipts at their club meetings. Your market's CCA Director collects and tallies the receipts from the clubs. Clubs earn weekly cash awards based on their level of activity with your exclusive, CCA advertisers. There's **no cost/obligation to the clubs**.

Your advertisers get **bi-weekly Proof of Purchase Reports** (measured to the penny). **Notarized campaign results.**

You'll sell with a more compelling proposition: Who else delivers your advertisers notarized results?

Your 13 Wk. Notarized, Documented Sales Results Program Turns Into 52 Wks. Of Premium Rates

At the end of every 13 week CCA campaign, clubs are told to save future receipts until the first turn-in of next year's campaign. You renew advertisers on 39 week, premium rate contracts until then = 52 weeks at higher rates.

Why Does CCA Work From The 1950s To The 2010s? It Plugs Into People's Passions

Club members are passionate about their club's purpose. Clubs need more cash for their causes without tying up more resources. Clubs make money by having their members' family and friends do what they normally do every day – shop.

Cause-related marketing produces results by plugging into people's passions. **Word of mouth** fuels their fire.

Why people shop and what influences their choices hasn't changed since 2010/2000/1990/1980/1970/1960, etc..

CCA steers consumer purchasing power **away from** your advertisers' competitors; **to** your exclusive CCA advertisers.

This 6,019 times proven **competitive loyalty changer** and **purchase pattern shifter** is your **purpose-driven purchasing, and notarized sales results program**.

Your Advertisers Need Help • They can't truly measure results • Platitude-laden advertising rarely compels beyond price • Numerous loyalty programs don't differentiate, are under-used and don't capture new customers • Coupons buy less loyal, price-sensitive customers • **CCA captures consumers' hearts**, and keeps them coming back



How Well Does CCA Work For Advertisers?

\$307,682 for Emmett Patterson's 7 McDonald's stores in the Gettysburg PA area (2,000 members in CCA clubs; Gettysburg popn. 7,500). See Emmett's email, next page...





What Drives Purchasers To Your CCA Advertisers?

CCA club members earn cash for their clubs two ways: CCA Points for **buying** things, and Bonus Points for **doing** things.

CCA Points are awarded based on a point per penny spent, e.g. a \$25 restaurant tab earns 2,500 points. A \$25,000 car purchase earns 2.5 million points.

Bonus Points shape consumer buying behaviours that your clients want: **what/when/how** much to buy. CCA awards Bonus Points to clubs – at no cost – e.g. • for receipts showing **purchases on slow days/times** • buying more items • **taking a test drive** • registering for advertisers' Loyalty programs/texts, etc. • **receiving/clicking consumer-direct CCA Alerts to CCA club members** re advertiser promotions • your app/text/Facebook/Twitter activity, etc..

This is tracked by your local CCA Director – **you stay focused on selling.**

How Much Can Bonus Points **Increase YOUR Tuning/Readership?**

PAX TV Philadelphia's **marginal** programs documented millions of hours in tuning. **Radio** grows cume and TSL when club members i.d. a specific song/news story/web feature. The **Gettysburg Times** increased subscriptions and pages read, for 23 years.

\$307,682 for Emmett Patterson's 7 McDonald's

(2009 CCA campaign – 2,000 club members – Gettysburg): \$307,682

would have been directed to rivals if McDonald's wasn't the exclusive QSR.

That's **with** the pocket-sized, "goes where you go" **CCA Buyers Guide**: the tangible, "always on your person" quick reference reminder, identifying CCA advertisers in your market, distributed to all club members.

Emmett did \$150,000 in 2010, **without CCA Buyers Guides**. This one-time experiment shows how **printed Buyers Guides** are critical in generating **7-8-9 figure local advertiser results** – in addition to each campaign's online guide and text messaging applications.



The Bottom Line

Other media talk ratings and readership. Only CCA delivers a notarized sales result.

Your Next Step

Watch the **08:57 CCA video** now and it's off your plate. Once you're aboard, you can sell with the 15:32 Advertiser video. Have your sellers click on a link or press Play on the iPad, wait 15:32, then ask for the order. Life's tough, isn't it?

How would this unfold in your markets? Talk to the two time former broadcast owner who's walked the talk on Community Club Awards in four markets. Call Andy McNabb, 289-929-9770 • andy@andymcnabb.com