

\$125k-\$1MM

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

New, Premium Rate Revenue

Your Advertisers Make Millions

*See How: Free Revenue Calculator, 08:57 Video,
Documented Media & Advertiser Results*

MEDIA SUMMARY

\$10+ Billion In Advertiser Receipts...

6,019 Campaigns, 1,027 Markets

Your 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/proofs of purchase – from Toronto to NYC, from Lindsay, ON to Gettysburg, PA.

Community Club Awards (CCA) is your **notarized sales results program** that organizes your market's not for profit service clubs/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 do is sell as 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 millions in notarized sales 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.

Why people shop and what influences their choices hasn't changed: **Cause-related** marketing plugs into people's passions. **Influencer** marketing drives action. Relationship-based, one-to-one, **word of mouth** fuels their fire – accelerating **pre-need, pre-search, pre-purchase** preference.

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 your results • Platitude-laden advertising rarely compels beyond price • Their loyalty programs are under-used, and don't capture enough new customers • Coupons buy less profitable, transactional customers • **CCA captures consumers' hearts and spending, 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 and other advertiser results on pp. 2 and 3...



What Drives These Purposed Purchasers To Your CCA Advertisers?

As a notarized, sales results program, CCA is for **advertisers and media with or without points/loyalty programs**. For those that have them, CCA also grows their registration/usage/results.

Two ways that CCA club members earn cash for their clubs:

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. • receipts for **purchases at slow days/times** • buying more items • **taking a test drive** • registering for your company's and your advertisers' loyalty programs/texts/Facebook/Twitter, etc. • **opting in for the CCA app, weekly CCA club email Newsletters, CCA Alerts (text) to club members** re advertiser promotions.

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

How Much Can Bonus Points Increase YOUR Tuning/Readership?

Radio grows cumes and TSL when club members i.d. a specific song, or news story, or online feature. The **Gettysburg Times** grew subscriptions and pages read for 23 yrs. (print/online). Philadelphia's **PAX TV's marginal** programs documented millions of hours in tuning.

\$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 your CCA advertisers, distributed to all club members.

Emmett did \$150,000 in 2010, without CCA Buyers Guides. This one-time, digital-only experiment shows how **printed Buyers Guides** are critical in generating **7-8-9 figure, local advertiser results**.




FILE MESSAGE ADOBE PDF

\$307,682 in one campaign

Emmett Patterson <emmettpatterson@jdcsc.com>

\$150,000 in another



To andymc...
Hi Andy,
Our experience with the CCA program here in Gettysburg Pa. has been very positive. We had 7 McDonald's that were involved with the program. The last year of the program, the clubs turned in over \$150,000 in receipts. The clubs here were small as this is a small community. If the number serves me right the CCA here had about 2,000 club members.
Good luck with your program!
Emmett Patterson
Owner/Operator.

Connect With More

Consumers with your own advertising, plus your CCA

- ▶ customized app (opt-in) for updates, advertiser info
- ▶ texts (opt-in)
- ▶ emails (opt-in)
- ▶ printed + online Buyers Guide (on, or linked from, your site)

The Bottom Line

Your competitors talk ratings and readership. Only CCA delivers your advertisers a notarized sales result.

Your Next Steps: Success Stories (p. 3) + 08:57 CCA Video + Free CCA Advertising Revenue Calculator

See the dollars that no one in your market can deliver, except you (p. 3), then **watch the 08:57 CCA video**, then get your free CCA Revenue Calculator. Once aboard, you can sell with the online sales presentation, customized to your local media company. 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?

FREE: How much can you make? Get your **CCA Advertising Revenue Calculator** from the two-time station owner who's walked the talk on Community Club Awards in four markets. Email Andy@AndyMcNabb.com or call (289) 929-9770.



Media & Advertiser Success Stories

\$470,603 in one campaign
Three Stores, Popn. 150,000

SHOP FOR THESE PRODUCT NAMES AND EARN POINTS FOR YOUR NON-PROFIT GROUP.



If Toronto, NYC, Columbus (popn. 2 MM) can go big with CCA (see left), if an AM station in Gettysburg (popn. 7,500) can drive \$2 MM in notarized sales for clients, plus sell \$150 k in additional, premium rate radio ad revenue in 13 weeks – and as your advertisers move money to media providing measureable results, **where is the wisdom if your competitor is the exclusive station/paper/website in your market delivering your advertisers millions in notarized sales results?**

One Question

What unique, competitive advantage does **your local station/newspaper/website** have in any of your markets, if you're the one exclusively equipped and licensed to deliver your market's local and national advertisers **millions of dollars in notarized sales results in 13 weeks, plus millions more in the next 39 weeks?**

\$307,682 in one campaign
\$150,000 in another

Emmett Patterson <emmettpatterson@jdcscnt.com>

To: andymc...@...
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Owner/Operator.



Years in CCA: 23 (popn. 7,500). **Paper and website increased audience, page views, engagement.** Subscriptions continued to grow – only paper in tri-counties not to decline. Increased ad readership: clubs earned CCA Bonus Points with their members' clipping 9,220 CCA newsletters, 165,786 logos from the Times (one campaign). **Clubs can earn Bonus Points as members search online/in print for news stories and share content online.** Cindy Ford, Publisher Emeritus; Rita Tuchalski, CCA Director WGET1320

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