

We're heading into the highest revenue generating season of the year for many folks in the newspaper industry. Are you a resource your advertisers can't do without? Helping them understand the importance of incorporating mobile in their holiday season advertising campaign is key in making the sale, and contributing to the success of your advertiser. Here are some helpful statistics to share:

- Nearly 323 Million Americans are mobile users
- 90% are sending/receiving SMS & MMS
- Apps have been downloaded 10.9 billion times in the last 3 years. Demand for downloading mobile apps is expected to peak in 2013.
- 65% of mobile users said they used their mobile device to find a business to make an in-store purchase (Source: Google, 2011)
- 67% of consumers will use their smartphones to find store locations, 45% to read reviews, 45% to shop/browse, 41% to find and use coupons. 35% will access social media (Source: Deloitte's 2011 Annual Holiday Survey)
- 24% of U.S. adult iPhone users and 21% of Android users have used a shopping mobile application in the past three months (Source: Forrester)
- Approximately 52 percent of smartphone users will use their device to research products, redeem coupons and use apps to assist in their holiday gift purchase (Source: Acquity Group, 2011)
- 1.2 billion apps were downloaded during the holiday week between December 25-31 (Source: Flurry, 2011)
- "In the last twelve months, customers around the world have ordered more than US \$1 billion of products from Amazon using a mobile device," – Jeff Bezos, founder and CEO of Amazon.com.

MOBILE



TEXT



ONLINE



PRINT





Shopping App Advertising Package Ideas

Shopping App – Just in time for the Holidays!

We recommend that part of the Sponsor package include a giveaway. Even a \$15 gift card can be incentive enough for people to participate. And be sure to advertise in your paper promos that a certain number of lucky winners who download the app will receive the Sponsor's giveaway.

Plus, encourage local advertisers to offer in-store specials specifically through the app. With a phone in hand, Black Friday, Cyber Monday and other Holiday shoppers can easily take advantage of these offers, increasing foot traffic to your local advertisers' storefronts throughout the season.

Proposed running time:

Thanksgiving Day through December 31, 2012 (5 weeks).

Package price for medium size market:

- \$500 package for General participation.
- \$750 for Premier Sponsor.
- Both inclusive of print display, online and mobile.

Package breakdown:

• Kickoff: 2x2 ad on Thanksgiving Day in the paper.	\$1500
• 5 line ad in paper's seasonal section on weekends only. Include exposure on classified or retail site. (5 lines x 10 days) x \$3/ea line.	\$840
• Listing online and on mobile application. \$20/weekend each platform x 5 weekends	\$840
General Package Total:	\$2340
• Premier advertisers/sponsors receive banner ads online, and on the mobile app.	\$600
Premier Sponsor Package Total:	\$2940

Need more ideas:

Contact Classified Concepts at info@classifiedconcepts.com