

SMART ENERGY LIVING MAGAZINE ADVERTISING SALES PROGRAM

Objectives

The advertising program was targeted to the advertisers of the former print edition. The challenge was to get these advertisers to transfer their commitments to not only the print “keeper edition of the publication but also move into the bi-weekly e-newsletter and website. The sales support materials and lead tracking system as well as social tools and collateral. In addition, a web-based tool was developed for advertisers to allow them to change their ads weekly and measure, click through rates and more.

Tactics

The advertising offering was organized into packages to suit different budgets and include each of the media offerings; the website, e-newsletter and print “keeper” edition. The sales plan, support materials, and lead tracking system was developed to accommodate commission only sales people who work from home. A web-based tool was developed for advertisers to allow them to change their ads weekly and measure, click through rates and more. Advertisers were sent weekly and monthly reports on the performance of the new media.

Goals/Metrics/Results

Based on the previous advertiser profile and anticipated presentation and close rate, package sales goals were established with the following successful results!

SEL Previous Advertisers by Revenue	Total past advertisers	Projected sales presentation opportunities (50%)	Projected close rate (10%)	Projected Sales by package		Actual Sales	% Objective
\$2,000 - 7,499	320	160	16	Green A - 10	20,000	\$20,000	100%
\$7,500 - \$9,999	40	20	2	Green B - 5	20,000	\$20,000	100%
				Greener - 2	15,000	\$15,000	100%
\$10,000 +	20	10	1	Greenest - 1	10,000	Agreement under negotiation	
total	380	190	19	total	65,000	\$55,000	

PACKAGES

The best way to maximize the impact of Smart Energy Living is by being a part of all three of our publications! We want you to get the most from your media, so we have designed packages to fit every budget. We can also design a custom package to meet your needs.*

Green

option 1:
1. ONLINE MAGAZINE
 Choose your online magazine secondary placement.

2. Print KEEPER Issue
 Choose your Smart Energy Living “Keeper” Issue ad
 1/2 page
 Package price - \$2,000

option 2:
1. ONLINE MAGAZINE
 Choose your online magazine secondary placement.

2. Print KEEPER Issue
 Choose your Smart Energy Living “Keeper” Issue ad location - 1/2 page

3. E-NEWSLETTER
 Choose your bi-weekly e-newsletter ad secondary placement for 25 issues.
 Package price: \$4,000

Greener

1. ONLINE MAGAZINE
 Choose your online magazine home page placement.

2. Print KEEPER Issue
 Choose your Smart Energy Living “Keeper” Issue full page ad location

3. E-NEWSLETTER
 Choose your bi-weekly e-newsletter premium ad in 10 issues
 Package price: \$7,500

*Does not include creative

Greenest

1. ONLINE MAGAZINE
 Choose your online magazine homepage location.

2. Print KEEPER Issue
 Choose your Smart Energy Living “Keeper” Issue ad location - two-page spread.
 Add more pages for \$1000 each

3. E-NEWSLETTER
 Choose your bi-weekly e-newsletter ad primary placement - full banner or wide skyscraper in 25 issues

4. YOUR OWN CUSTOM NEWSLETTER
 We will build you a custom newsletter template and create unique content: two stories about your business, plus one article on the sustainability topic of your choice. You may continue this service every month for an additional fee.
 Package price: \$10,000

Want to take your message further? Smart Energy Living can create and deliver your coupons, content, and promotions on social media. STARTING AT JUST \$200

