

METROFEATURE

MAKING MAJOR INROADS with Metro's MicroSites

**Herald Journal,
LOGAN, UTAH**

Like so many advertising managers at small and medium-sized newspapers, David Welsh, Retail Advertising Manager at the *Herald Journal* of Logan, Utah, faced a daunting challenge — how to produce high-quality online special sections without having a dedicated IT specialist on staff. But since the early part of this year, Welsh and his colleagues have met the challenge head-on with the help of Metro's Timely Features MicroSites™ — self-contained online themed section sites that are ready to upload and sell.

"We were always trying to get quality special sections on our site without resorting to posting a PDF, but that was difficult because we don't have a full-time IT person here at the paper," Welsh explains. "Since we already were using some of Metro's services, we decided to take a look at the MicroSites. Then, after finding how 'turnkey' the service is and being walked through the preliminary training, we decided to give it a go. And we're very glad we did."

Beginning in February 2011, the *Herald Journal* has successfully launched several of Metro's MicroSites — one each month — with great success. The newspaper's Valentine's Day site and section were followed by "Think Green" and "Lawn & Garden Time," both of which also had print components.

Advertisers welcomed the new promotions with open arms and open wallets. In fact, Welsh is quick to mention that the newspaper recouped its investment in the service after selling the first MicroSite.

Notes Welsh, "The promotions have been very popular with advertisers for a few different rea-

sons. First, since the sections are Web sites that are pre-built, advertisers are really able to see what they are going to look like and what the content will be. And being able to show them a finished product creates a real urgency for the sale. For the sales reps, this makes it easier and more enjoyable to sell, because they're not going out blindly and know exactly what it is they're selling."

Welsh points out that Metro's Timely Features MicroSites™ have also enabled the *Herald Journal* to expand both the number and scope of its special sections offerings.

"One of the great things about the service is the preview of topics for the coming year," he says. "We've been inspired by Metro's offerings to appeal to different niches — niches that aren't covered by the sections produced by our editorial staff — and expand both our special sections offerings as well as our online content."

According to Welsh, among the most appealing aspects of Metro's Timely Features MicroSites™ is that they are a snap to customize and post. He estimates that he spent about an hour launching the newspaper's first site, but now can complete the entire process in 30 minutes or less. For Welsh and his team, generating new advertising revenue has never been easier — or faster.

"On the revenue front, the MicroSites have really paid off for us," he reports. "In just three issues, we generated \$8,500 from the print and online products, and that's a huge amount for a small community newspaper like ours."

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While David Welsh, Retail Advertising Manager at the *Herald Journal* in Logan, Utah, was pleasantly surprised to discover how easy it is to work with Metro's Timely Features MicroSites™, he also knew that Metro "had his back" if anything had gone awry. "The customer service from Metro has been outstanding," he says, "especially in the early days when we had questions. We had very few issues with the MicroSites, but the Metro team has been quick to respond and has always had solutions to any issue that arose."

For more information, contact David Welsh, Retail Advertising Manager, Herald Journal, Logan, Utah, at davidw@hjnews.com.

2011 THEME SCHEDULE MICROSITES & TEMPLATED SPECIAL SECTIONS

JANUARY ISSUE:

Weddings*
Health, Mind & Body*
Money Matters

FEBRUARY ISSUE:

Spring Home*
Think Green*
Valentine's Day

MARCH ISSUE:

Spring...On The Road*
Living 50 Plus*
St. Patrick's Day

APRIL ISSUE:

Lawn & Garden Time*
All About Pets*
Prom & Graduation

MAY ISSUE:

Family & Parenting*
Women Today / Mother's Day*
Communions & Confirmations

JUNE ISSUE:

Tips for Easy Living/How-To*
Men Today / Father's Day*
Summer Fun

JULY ISSUE:

School Year*
Weddings*
Think Green

AUGUST ISSUE:

Dining, Entertaining & Celebrations*
Healthy Lifestyle*
Breast Cancer Awareness

SEPTEMBER ISSUE:

Fall Home*
Cancer Awareness*
Hispanic Heritage

OCTOBER ISSUE:

Fall...On The Road*
Careers & Business*
Halloween

NOVEMBER ISSUE:

Holiday Gift Guide*
Giving Back*
All About Pets

DECEMBER ISSUE:

Holiday Gifts & Lifestyle*
Money Matters*
Winter Time

*Corresponding Templated Special Section available for this MicroSite.

