

"Central Oregon Holiday Guide" Generates \$10K in Revenue

The Bulletin
Bend, Oregon

An upscale holiday-themed section incorporating
a local gift guide hits the spot with readers and advertisers.



CREATE: The Bulletin's "Central Oregon Holiday Guide" was inspired by Metro's "Holiday Gifts & Lifestyle" Themed Special Section. The publication adapted the section to their local market, combining the section's design and editorial features with a gift guide showcasing offerings from local businesses.

SELL: The Bulletin used ad package incentives to sell the section, providing two free gift guide spots with the purchase of an ad. They also offered social media and digital buy-ons. They ran the section as a tab insert in the paper's Black Friday edition, as well online throughout the holiday season with promotional links on social media. They also distributed copies of the section on local racks.

PROFIT: This section generated a \$10,000 return on investment for the newspaper. Advertising Sales Manager Debbie Coffman reports that advertisers loved the special section and the results they saw from it, noting that the gift guide is a reference readers can "keep around" beyond the holiday season. Coffman also received positive feedback from readers on the stories and the gift guide ideas. The Bulletin plans to run the successful section again this year.

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