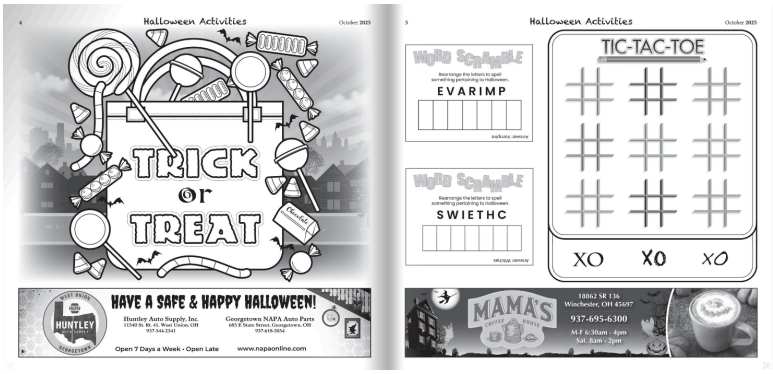
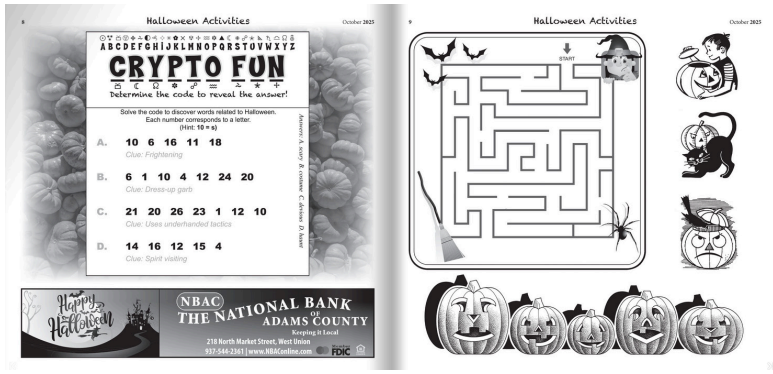
Puzzle Sections Consistently Bring in $3,500 to $4,500 Revenue

Metro game and puzzle content makes producing popular kids' activity sections and pages a breeze.



The Clermont Sun and The People's Defender
(Champion Media)
Southern Ohio





› Check Out Champion Media's Halloween Activity Book

CREATE:

Champion Media regularly sells and publishes popular puzzle and activity sections in their southern Ohio and northern Kentucky publications. The team produces the tabs in January, summer, Halloween and other times throughout the year, incorporating a variety of game and puzzle content from Metro. Their most recent Halloween edition included Metro coloring pages, kids' puzzles and advertising art. They run the publications in print and online for readers, and provide additional copies for advertisers to share with their customers. Publisher and Sales Director Karen Brown says, "The content and art provided by Metro makes layout a breeze!"

SELL:

The Champion Media sales team focuses on marketing their puzzle sections to advertisers who may have waiting areas, such as medical offices or automotive service shops. Providing print copies of the section to advertisers allows them to give waiting customers something to do, while also sharing their advertising message and community involvement.

PROFIT:

Brown reports that readers and advertisers alike both love the puzzle publications, and they generate anywhere from $3,500 to $4,500 per edition. She says, "If you are not doing one yet, I suggest adding it to your promotional calendar!"

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