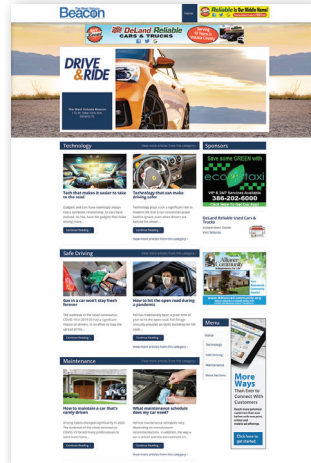


# Special Section Drives Sales In Print and Online



Two community newspapers – the **West Volusia Beacon** and **Wilson County News** – implemented Metro’s Drive & Ride title as a print section and a themed website to speed production and drive ad sales.

**CREATE:** Metro’s corresponding print sections and mobile-responsive themed websites are designed to help publications and their advertisers target strategic audiences. These products are fully templated and ready to run; in fact, websites and online directories can be made “live” and ready to sell on day one through Metro’s quick and easy content management system (CMS).



**SELL:** The Beacon created ad bundles with their digital and print Drive & Ride sections, offering advertisers a 25 percent discount on their web advertisement if they ran in print to bolster digital sales. They also offered a free fifth month for web advertisers.

**PROFIT:** West Volusia Beacon IT manager Michael Jaeckle says that, thanks to the low hosting cost, their Drive & Ride themed website was “profitable with very little setup.” Kristen Weaver, director of operations for Wilson County News, reports that the print section also worked out great for her publication.



To preview Metro’s Templated Special Sections (TSS) and demo Themed Websites, call 800.223.1600 or email [service@metro-email.com](mailto:service@metro-email.com) for links.

**Michael E. Jaeckle**  
West Volusia Beacon  
DeLand, Florida  
386.734.4622  
[michael@beacononlinenews.com](mailto:michael@beacononlinenews.com)  
[www.beacononlinenews.com](http://www.beacononlinenews.com)

**Kristen Weaver**  
Wilson County News  
Floresville, Texas  
830-216-4519  
[kristen@wcn-online.com](mailto:kristen@wcn-online.com)  
[www.wilsoncountynews.com](http://www.wilsoncountynews.com)