



Our New Businesses



Our New Businesses

McLEANSBORO HARDWARE
QUALITY PRODUCTS, FRIENDLY SERVICE
Electrical, Plumbing, Tinting, Paint, Pressure, Drapes & Accessories
240 E. Randolph Street, McLeansboro, IL
618-643-0403
Hours: Mon-Sat 7:00AM-7:00PM • Sun 10:00AM-6:00PM

COUNTRY HOME Processing
807 IL 15 • Alblon, IL 62806
(618) 445-3322
Owners: Curtis Kolacz • Tyler Bodnar

CARE TAKERS
Mitchell Flowers & Gifts is now offering Care Takers services for cemetery plots. What is Care Takers, let me explain.
With so many families living in different areas from where a loved one is buried it gets impossible to keep the maintenance up on your loved one's plot. This is where we come in. Mitchell Flowers & Gifts offers you:
1ST YEAR CONTRACT:
Leveling of dirt one month after burial (weather permitting)
Seeding and reseeded as needed the burial ground.
Cleaning of monument 4 x's a year.
Pictures of your plot via cell phone after each cleaning.
All materials provided by Mitchell Flowers & Gifts
All of this for \$200 for 1st year contract. No mileage charge if in Hamilton County. Out of county, \$1.20 per mile to be paid quarterly.
Contract beginning signing day.
2nd and each year after, \$100 for 4 x a year cleaning with pictures, reseeded if necessary, a phone call from us if there is physical damage.
Mitchell Flowers & Gifts
Rhonda / Glendal Mitchell
100 W Randolph • McLeansboro, IL 62859
618-643-2921

Stop at Downs's Pizza and More
Eat and Laugh Enjoy!
Downtown Carville

McLeansboro Gazette shared that when a customer puts in their Assumed Name (legal - new business) for three weeks (required by law), they call them to be included in their special "Our New Businesses" page. It can be any size and they always put in color and share the color cost.

Submitted by: Brenda Tarlton
mclgazetteads@gmail.com

Corona Carry-Out Conquest




Page 28 **Wednesday, March 25, 2020**



Southside Hornet Pub & Grille
402 Fourth St. South Wood, IL 60275
858-1202

Coach's
Great used tools!
1111 S. Main St. Wood, IL 60275
858-1202

WOODBINE BEND
1111 S. Main St. Wood, IL 60275
858-1202

JJ&FREDDJE'S
1111 S. Main St. Wood, IL 60275
858-1202

Corona's Italian Cuisine
1111 S. Main St. Wood, IL 60275
858-1202

418-828-8194

Main Street
1111 S. Main St. Wood, IL 60275
858-1202

818-845-8140

We're Here To Help

Check out our new on Facebook 915/408-3135

CHIBZ
818-745-3333

Mulligans

Caporito's

How It Works

Stella's Cafe & Catering
818-667-2000

ROSATTI'S
818-636-2296

thriving whistle market & cafe
818-274-2000

The Nora Bar
815-745-2504

Village Voices was looking for something to not only bring in revenue, but also help the restaurants and bars in the area. They came up with the “Corona Carry Out Challenge”.

Patrons had a month to order carry out food a total of ten times from at least eight different participating restaurants/bars that were included on the page. They saved their receipts and once they had ten - they were able to turn them in for a free t-shirt with the logo on it. (We got a local t-shirt company to do the shirts at a reduced rate.) Advertisers were only charged a nominal fee to participate . They were give the option of dropping off if they did not get much of a response - no receipts were being asked for - which did not happen with any of them. So while there was a “free” option, everyone ended up paying. Overall it helped bring in revenue for Village Voices- while also setting us apart as the “good guys” newspaper that was looking to help.

Submitted by: Dan Stevens

villagevoices@aeroinc.net

The Fortune Phrase



THE FORTUNE PHRASE

The Winner Wins \$25 Gift Card to Sullivan's Foods

This Week's Phrase Has 11 Words.

<p>DEMOLITION DERBY Saturday, July 11, 7 pm Sullivan's Foods 1000 Mendota Ave. Mendota, WI 53120 Call 815-530-5321 for entry information. www.mendotareporter.com</p>	<p>MENDOTA FARMERS MARKET EVERY SATURDAY 8 am - 12 pm 1000 Mendota Ave. Mendota, WI 53120 For more information call 815-232-7903 * Produce & Plants</p>	<p>Z S H C H S K R N C H R Y D A A A A</p> <p>Call 815-530-5321</p>
<p>Chi-Chi's Drinks \$7.99 1000 Mendota Ave. • Mendota, WI 53120 Call 815-530-5321</p>	<p>MENDOTA SWEET CORN FESTIVAL Aug. 8, 9, 10, 11, 2019 • Over 200 exhibitors and live music • Kids' zone • Free Entertainment • Fun for young & old 815-530-5321 MENDOTA CHAMBER OF COMMERCE 1000 Mendota Ave. • Mendota, WI 53120</p>	<p>GIST LAKE KENNEL Mendota's ONLY full service kennel • Dog training and obedience classes • Boarding and day care with full vet and training facilities and more. • All breed professional grooming • All breed professional training • Dog 7 days a week by appointment only PHONE: 815-530-5321 GIST LAKE KENNEL Care for Your Dog</p>
<p>EL ZARAPE Mexican & American Restaurants SUNDAY BRUNCH Start at 11:00 AM Call the 2nd floor 815-530-5321</p>	<p>PROTECT WHAT'S MOST IMPORTANT TO YOU. Safeguard your business and personal assets with the expertise of Mitchell Agency, Ltd. MITCHELL AGENCY, LTD.</p>	<p>WE'RE AT YOUR SERVICE • All Types of Loans • Savings Accounts • Internet Banking • ATM Machines Eureka Savings</p>
<p>Ever thought about back ENTERING in the fair? Call 815-530-5321</p>	<p>REAL ESTATE OFFERS Call 815-530-5321</p>	<p>Read every issue of the Reporter this year FREE - the \$15.00 subscription! Go to: www.mendotareporter.com For details on how to subscribe Fortune to our \$15.00 issue.</p>

Promotion is called 'The Fortune Phrase' and is done by The Mendota Reporter every July.

The idea was conceived by the advertising manager at the paper in the early 1980s and it has run in the paper every year since then.

The Fortune Phrase is a month-long promotion in which the advertising department sells the ads for the promotion and then we come up with a phrase. The words of the phrase are then hidden in the ads, one word per ad. Some ads might not have a hidden word depending on how many words are in the phrase. Participants then have to find the hidden words in the ads and make those words into the phrase.

This promotion is done every year because it gets very high participation and is a nice revenue source for the paper. Participants have a chance to win a prize and the advertisers love the promotion because it requires reading each ad closely in order to find the hidden words.

The result is reoccurring revenue each July from this promotion.

Submitted by: Kip Cheek
mendotareporter.com



When the local high school (Oak Park and River Forest High School) announced that they would not have an in-person graduation we connected with the high school staff and created an EXTRAVAGANZA to give businesses, parents and the community a way to honor the graduates. Here is what we produced:

<https://issuu.com/wednesdayjournal/docs/wjoprfg graduationextravaganza061020>

They mailed it to EVERY graduate (regardless of whether or not they subscribed) - the high school paid for the mailing and paid for most of the pages of the graduates.

Here is the letter that they sent out:

Thank you Oak Park and River Forest business people. The response has been strong since we announced Wednesday that the Journal is celebrating OPRF's very odd, very wonderful graduation with our 2020 OPRF Graduation Extravaganza on June 10.

If you're reopening, if you're declaring your future in these villages send that message with an ad in this section and its replica digital edition.

The prices are low because we know cash is tight.

1/4 page for \$200, 1/2 page for \$400, Full page for \$500

Every ad is in color. The paper is upgraded. And as a bonus, we're mailing a copy of the Extravaganza (with the complete Journal inside) to every graduate.

Reach out to [Marc Stopeck](#), [Lourdes Nicholls](#) or [Mary Ellen Nelligan](#). Time is short. These kids have to get graduated!

Dan Haley

Submitted by: Lourdes Nicholls
lourdes@oakpark.com

Scavenger Hunt & Trivia Contest



This was created as a socially distanced event. It was a Scavenger Hunt Trivia contest. Basically people had to preregister for the free event. Day of the event they went to all the checkpoints to find a sign with a trivia question. A list of locations was available in our newspapers. The list was actually a DT with paid advertising and a list of locations. The answers were submitted via Survey Monkey. Extra points were available for 'selfies' submitted for certain tasks. Winning team won a family pack of tickets to Holiday World in Santa Claus, Indiana. This was one of our first events as a group AND definitely the first 'virtual/distanced' event! One team answered all the questions correctly AND did a selfie challenge and made their own collage. I have included a sales flyer, our DT page and the winning team with their selfies.

Devan Vaughn
dvaughn@localsouthernnews.com

Spring Sports

An unforgettable season

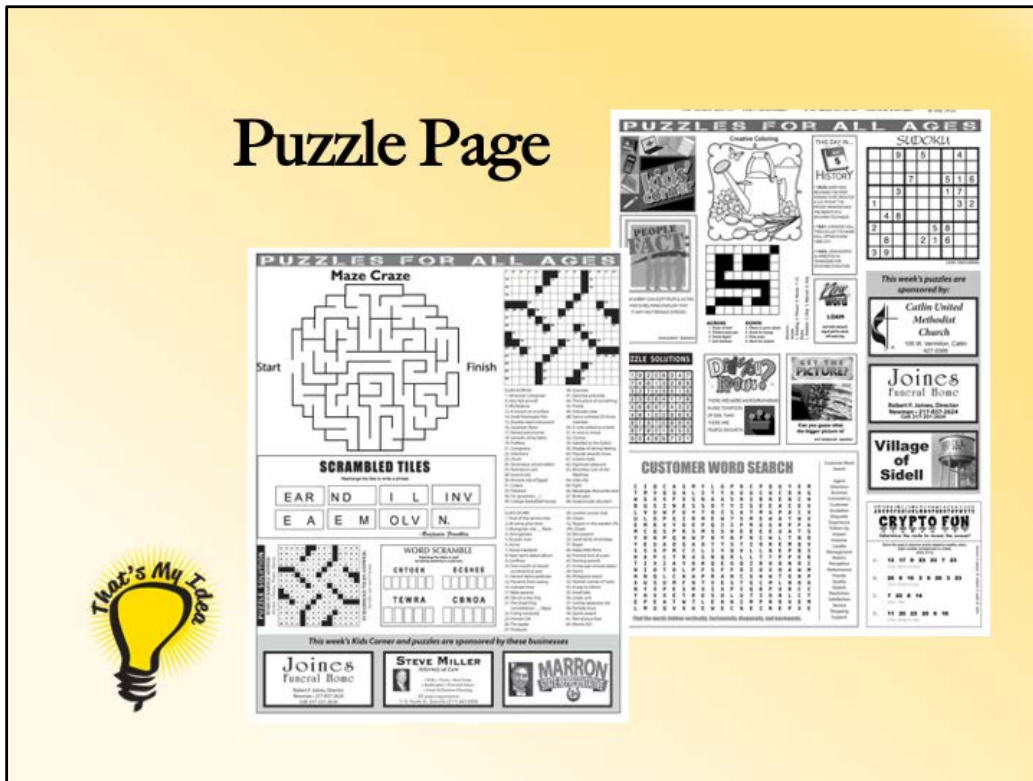


The Sidell Reporter covers only one school district. Preceding each sports season we do a preview with team photos, coaches' comments, rosters, schedules and an outlook on what is expected to come. We had our spring sports preview about ready to go to press when the governor shut down the schools. We waited until mid April when it was evident the schools weren't going to open and sports would not be played. To keep from losing that revenue from our eight sponsors, we changed our spring sports "preview" to a sports recap. We had had several years of awesome spring sports, had gone to state in all three of them in previous years and were a contender for the state title in track again this year. Such a cheat for our students to have it taken away. So, thanks to my great sports writer who is just a stringer but oh-so-talented (he used to be a newspaper editor!) he put together stories on the teams, highlighting the talent that this year's seniors had and what "might have been" by looking at what they had done their 3 years in high school.

With fall sports mostly done away with, we are doing a similar thing for fall, looking at the two lesser sports that are playing - golf and cross country - and spotlighting what might have been in football, volleyball and soccer.

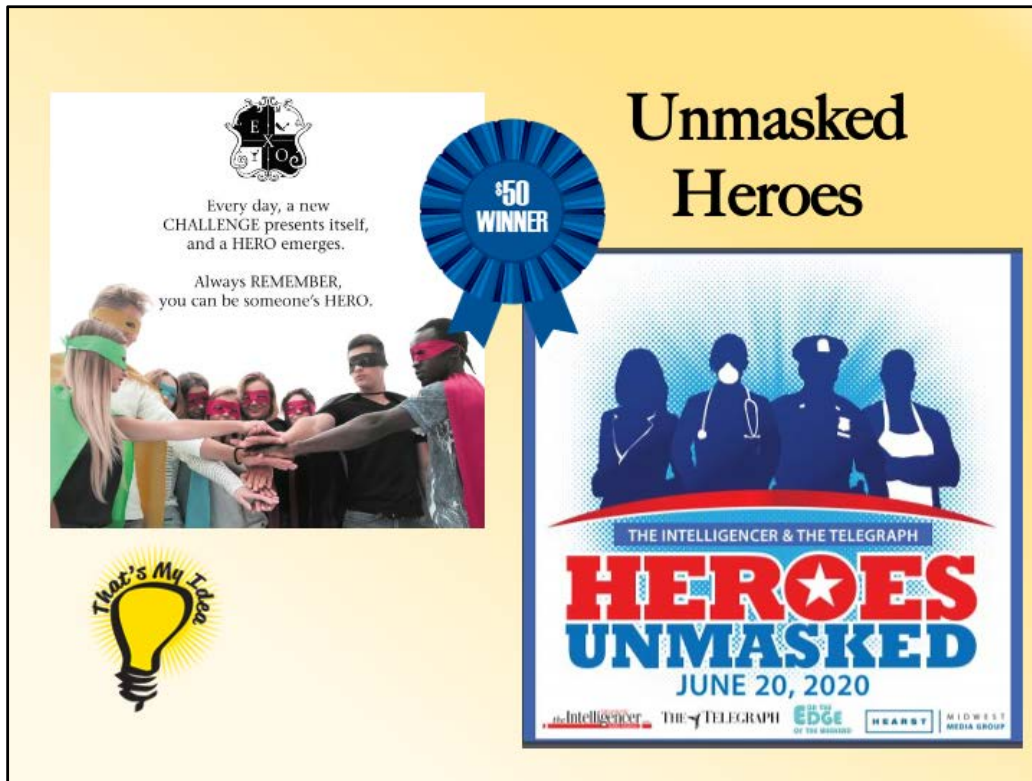
Submitted by Rinda Maddox
editor@thesidellreporter.com

Puzzle Page



With the world struck by COVID and schools closing and sports being halted, I couldn't imagine what we would find to fill our paper. We make our one school a huge part of our news coverage. Our first thoughts by April 1 is that we would not be able to generate enough news to fill our pages. And, at the same time, the advertisers were dropping off. So, we thought we'd try a puzzle section, which we had not ever done. We called businesses to see if they'd be a sponsor, stating the puzzle page would help people keep entertained as they were locked up at home. We thought we'd run 8 weeks with one \$60 sponsor each week. My ad rep, who only does phone/email contacts one day a week, sold 10 ads immediately. Since she didn't stop at the 8 I had in mind, I told her we'd need 6 more and would do two ads a week. Before we were done she sold enough to run three ads a week under the puzzles for nine weeks. Our advertising rates are \$5.50 a column inch. To add \$180 a week for the puzzles was quite a boost for us.

Submitted by Rinda Maddox
editor@thesidellreporter.com



Hearst Media – Telegraph/Intelligencer

Heroes Unmasked Campaign Recognizing Local Heroes!

There are many local heroes within our communities that deserved recognition throughout the COVID Pandemic. These heroes are teachers, business owners, nurses, delivery drivers, grocery store clerks, etc. that put aside their personal agendas to reach out to others during this crisis.

We are the newspaper of the community and we wanted to recognize those who were our Local Heroes. Our goal was to create Community Partnership. We allowed our advertisers to share in this partnership to honor the heroes. With that, they had the opportunity to place an ad in our print publications and on our websites to let the community know they care.

We joined together Editorial and Advertising to create a team to get the job done. A Roles and Responsibilities spreadsheet was created to keep commitments organized. Packages for our advertisers were created and priced. We created a PowerPoint presentation and presented it to our advertising team for thoughts and ideas. We formed teams amongst the Sales Department to create enthusiasm around this project. We then shared this idea with fellow Hearst Midwest Communities.

This was a three-part campaign that created revenue in three periods. The three parts were:

1. Advertising Period
2. Tab including all submitted stories
3. Event online

For the Advertising Period, the packages included print ads, digital ads, and signs spread throughout the community recognizing the businesses as supporters of our Local Heroes.

On the websites, people had the opportunity to nominate a Local Hero that had gone above & beyond by helping others during this trying time. The Editorial Department interviewed many heroes during this time and their stories were in our newspapers, as well as on our websites. MANY stories were published about the Local Heroes within our community!

The end goal of this project, was to remind the community that we support them as their local source for news, their local businesses support them, to recognize those who had gone above & beyond, and to generate revenue at the same time.

It was a successful revenue campaign, recognized the local heroes, and gave our local businesses a chance to show their recognition!

Submitted by : Kim Manoogian Kristine Ressler Kristine.Ressler@hearst.com

40th
Anniversary
Special



W E D N E S D A Y

40th YEARS 1980-2020 JOURNAL

OAK PARK & RIVER FOREST VOL. 40, NO. 52 JULY 29, 2020

Oak Park parents weigh in on school reopening plans
D97 changes course, opts for remote only
By MICHAEL DOMAN
Staff Writer

As Oak Park students grapple with how to proceed this upcoming school year, there's been intense debate on social media, causing parents and residents to wonder about whether or not schools should reopen, in-person or allow students to continue coursework, at least the part of the year.

The most common, the leader notes in that review and private systems and local educators' reviews have been those of parents concerned that their students return to class. Earlier this month, administrators with both District 97 and 98 announced plans to offer the fall on a fully remote learning model.

Speaking at Oak Park Village Trustees this
See DISTRICTS on page 23

AS JOURNAL TURNS 40, OUR READERS SPEAK UP
Send email feedback.
Page 24-41

WJ40

Oak Park renews health emergency declaration
The declaration will be in effect until Sept. 14
By STACY BERGMAN
Staff Writer

Illinois, the Oak Park Village board voted 5-3 to renew the July 27 emergency health declaration affecting public health. The declaration extends until Sept. 14. It does not require businesses to shut down or people to stay in place.

"Following a unanimous panel of doctors' last time public cases in Oak Park of COVID-19, the village has seen a record day and 11-day rolling average of new positive cases trend in an increasing direction due to the rise in July 2020," the resolution reads.

"There's no shelter-in-place order mandated with it," Oak Park Health Director Mike Charney told *Wednesday Journal*.

"We've started to see an increase in the number of cases again and it's just a way to ensure the safety of our residents."

See DECLARATION on page 2

WEDNESDAY JOURNAL
of Oak Park and River Forest

SUBSCRIBE!
ONLY \$38 A YEAR!

© Oak Park & River Forest • Website: www.oakparkjournal.com • 630.584.1100 • An independent, non-profit, non-commercial, 501(c)(3) organization.

For Wednesday, Journal's 40th anniversary they offered clients a sale with the \$40 theme.... They ended up with a 68 page newspaper (normally about 28 pages) - and got advertising from clients who had never placed an ad!

Here is the issue online and the letter I sent to clients below:

https://issuu.com/wednesdayjournal/docs/wednesdayjournal_072920

Hi,

July 29th is Wednesday Journal's 40th Anniversary and we are having a huge sale on advertising!

Print ads in our Anniversary issue are as low as \$40!

Promote your business

Offer up a coupon

Send a message to the community

Blowout Advertising rates:

1/8th page - \$40, 1/4 page -- \$80, Half page -- \$160, Full page -- \$320

(All ads are black & white. Add \$50 if you want color.)

Want an online ad? Get 50,000 impressions for just \$100 (reg. \$500)

Let me know if you want to reserve a spot!

Submitted by: Lourdes Nicholls

lourdes@oakpark.com

Community Marketing Grant



Shaw Media created a grant program of up to \$1,000,000 in matching advertising credits to assist locally owned businesses. The credit could be used toward print or digital advertising. It was open to locally owned and operated businesses impacted by the Coronavirus. Grants were available for a minimum of \$200 and a maximum of \$10,000 of matching credits each month. Grants were awarded on a monthly basis. The matching grant must be used within the month.

Submitted by: Jason Hegna

jhegna@shawmedia.com



Shaw Media created digital school calendars. They partner with local high school to develop a digital school calendar that they can keep readers up to date with the latest events which they promote through print and email blasts. The calendar is used by students, parents, grandparents and anyone interested in high school. It is sponsored by local businesses. Link: <https://www.newstrib.com/hallhighschool/>
 Submitted by: Jeanette Smith jsmith@shawmedia.com

Women's VIRTUAL Expo Week



Women's VIRTUAL Expo Week
Join the NewsTribune for a new spin on its Women's Expo! For five days, from August 31-September 4, 2020, the NewsTribune invites its audience to attend this virtual event featuring vendors, videos, photos, goody bags and more! *Don't miss this branding opportunity to engage and interact with the NewsTribune audience!*



CORPORATE SPONSORSHIP

- Logo displayed on first slide of all presentations on Women's Expo website page
 - Demo video or content/post on Women's Expo website page
 - Listed as a corporate sponsor on registration page
 - Listed on all promotional materials
 - Ad linked to your website on email blast of daily newsletter for that week
 - Listed as a sponsor on all social media posts
 - Coupon, offer or digital pamphlet in virtual goody bag
 - Logo on print and digital ads promoting the event
 - 20,000 impressions on NewsTrib.com to be used in September
 - Full page, full color ad to be used in September
- Your Investment: \$775**

FEATURED VENDOR

- Listed as a featured vendor on registration page
 - Photo with a short description about your business linked to your website or Facebook page on the landing page
 - Logo on daily email blast of daily newsletter for that week
 - Coupon, offer or digital pamphlet in virtual goody bag
 - Listed on ads promoting the event
 - 5,000 impressions on NewsTrib.com to be used in September
 - Quarter page, full color ad to be used in September
- Your Investment: \$195** Ad on a Vendor Demo Video for \$100!

Advertising Deadline: August 14, 2020
Materials Deadline: August 19, 2020



Business Approval

NewsTribune Approval

To reserve your sponsorship, or for more information, please contact your Account Executive directly or call 815.223.3200.



NewsTribune Women's Virtual Expo brought attendees aspects of an in-person expo online. Vendors, videos and topics such as Health, Fashion, Beauty, Shopping, Crafting, Investing, Cooking and Parenting were featured each day for women of all ages. Plus all guests received a digital goody bag with great offers from sponsors!! We had 5 Corporate Sponsors and 24 Featured Vendors participate. We were very excited with the success of the EXPO. We have over 500 registrations. Our first every virtual goody bag had over 730 page views. Our daily email blasts had a 10% open rate and 1% click through rate. And overall the EXPO had a 46.5% Visit Rate. Link: <https://www.newstrib.com/wvexpo2020/>

Submitted by: Jason Hegna jhegna@shawmedia.com

Jeanette Smith jmsmith@shawmedia.com

Buy True Local Movement

Shop Local in Ed-Glen in 2020!

Join the Buy True Local Movement!

We are investing in Edwardsville and Glen Carbon by launching a Buy True Local initiative. We are so excited to be educating the public on the positive impact that shopping local can have on the local economy and the overall quality of Ed-Glen.

You will begin seeing window decals around town in local businesses with the Buy True Local logo, as well as a Business Directory and Business Profiles on our website. We also have several new advertising packages available to local businesses only.

If you are a local business and would like to join the Buy True Local Movement, call us at (618) 463-2500



Buy True Local

Supporting our Local Businesses!

We saw a need to support our local businesses. Buy True Local is a movement, an initiative, to help the community realize the importance of shopping local.

This campaign entailed a print ad, twice a week in the Intelligencer in the Buy True Local section, as well as a print ad in our bi-weekly publication, the Edge of the Weekend. Customers can choose from impressions on our websites, or Facebook Sponsored ads to be packaged with the consistent print ads.

Participants also received an online listing in our Open for Business Directory, on our websites. Window decals were distributed to participating businesses signifying their support for the campaign.

In the first 6 months, an increase in NEW Business was generated due to this campaign! Feedback from BTL participants has been wonderful and it is exciting to see the window decals around town.

This campaign was about helping to educate on the importance of shopping local. With that ... came print and digital advertising!

This campaign is a win win all the way around!

Submitted by: Kristine Ressler

Kristine.Ressler@Hearst.com

kimberly.manoogian@hearst.com

BINGO



7 DAYS A WEEK
8AM-5PM
www.111salvage.com

USED AUTO & TRUCK PARTS

YOU PULL IT!
2188 Hwy 111 • Granite City, IL
618-931-2644

Bring this coupon in for 10% OFF your purchase
Expires 9/30/20





THE TELEGRAPH & THE INTELLIGENCER BINGO 2020 - Official Game Rules

1. To Play: Bring your card to each small business that appears on this card to have your card stamped.
2. Bingo is to be played either horizontally or diagonally, four corners will not designate a Bingo.
3. Eligibility: Must be 18 years or older to play. Employees of Hearst Media Company, service providers, independent contractors and any coordinating business involved in the development, implementation and distribution of the Bingo card are ineligible to win.
4. Winners: Winners must provide the winning card via scanned copy and emailed to RHarrison@TheTelegraph.com.
5. The first 40 cards received with a verified B-I-N-G-O will receive notification that they are a WINNER and where to redeem their prize.
6. It is the Winner's responsibility to obtain prize from the small local business location.
7. Prizes will be distributed randomly among the first 40 verified winning cards.

Getting People Back in the Doors of our Local Businesses!

Everyone loves Bingo!

During the COVID-19 pandemic many small businesses and restaurants were forced to close their doors, fearful they wouldn't have the resources to reopen. Once the restrictions were lifted and they were able to reopen, we wanted to provide a way to get people back in their doors. That's why BINGO was created.

Here is how it works:

We will publish a Bingo card for your local market

We will Insert those cards into the Telegraph and the Intelligencer

We will Insert cards into The EDGE of the Weekend

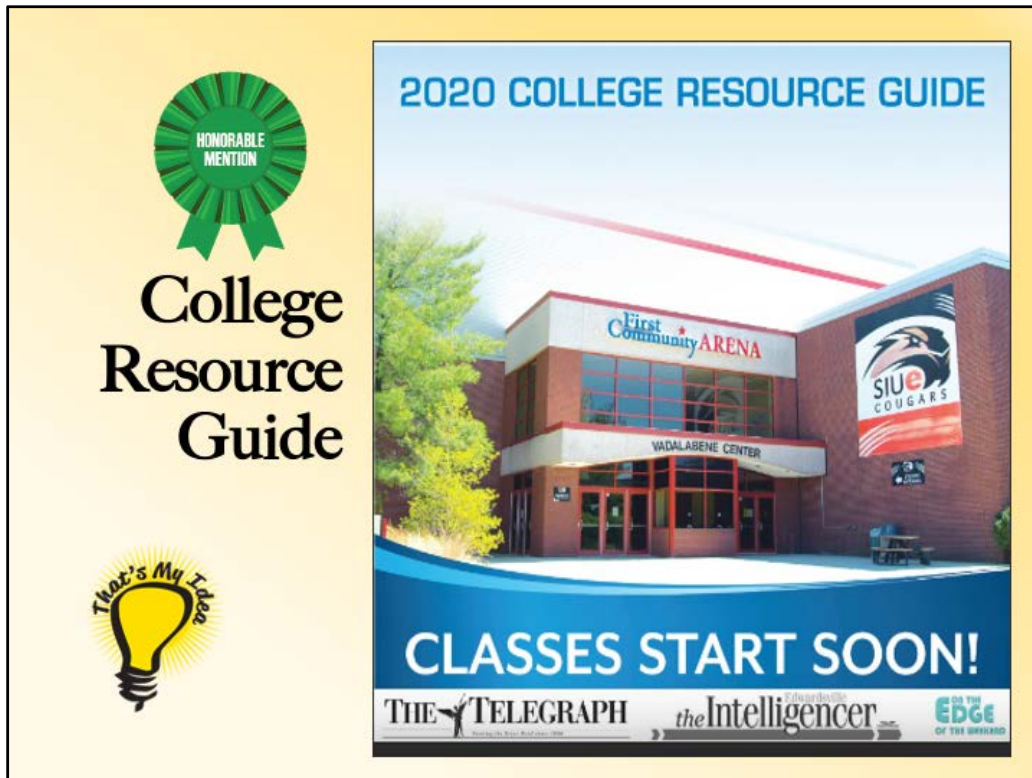
Printable Bingo cards were featured on thetelegraph.com and theintelligencer.com for for six weeks

The end goal of this project, was to remind the community that we support them as their local source for news by helping them get customers back in their doors.

It generated good revenue and a .HUGE WIN FOR OUR SMALL BUSINESSES!

Submitted by Kim Manoogian

kimberly.manoogian@hearst.com



During this COVID pandemic, I have found that our customers are not readily spending on just any Special Section. Now more than ever, they are holding onto their advertising budget for something that is narrowly focused to a specific target they are trying to reach at this particular time. We targeted college students and their parents.

There were two main reasons our advertisers wanted to be in the section: They knew the parents of college students would be reading this section and that's who they are trying to reach. Demographics age, college aged children, financial resources. Some of our advertisers wanted to target the college students directly. For instance, one of our Credit Unions target college students, they want to start building a banking relationship early. Women's Health Practice, wanted to target college age women to also begin a relationship early as well.

Submitted by Kim Manoogian

kimberly.manoogian@hearst.com

March Madness Food Fight Challenge

LIBERTY'S PIZZA
77-5800

EL MEZCAL MEXICAN RESTAURANT

HONORABLE MENTION

That's My Idea

Bristow & Sons Automotive
3415 Colosseum Business
Alton, IL 62002
(618) 465-8957

COUNTRYSIDE UTILITIES
618-466-6337
www.burkhardtincountryville.com

Mark Birmingham
402 State St.
Alton
462-8752

CLAYWELL | **RAMSEY JAMES**

7 DAYS A WEEK 618-618-6748

USED AUTO & TRUCK PARTS
YOU PULL IT!
2188 Hwy 111 - Granite City, IL
618-931-2644

State Farm
Your One Stop Health Insurance Shop
618-462-5221
888-741-8110

ACE TECH
COMPUTER SERVICES, INC.
www.ace-tech.com
618-477-2866
418 W. Searles St., Searles, IL 62118

In March when the pandemic first started we were scheduled to do our March Madness Bracket in which Kurt had revenue he was against for the previous year. Not only did Kurt come up with a brilliant idea to substitute our normal NCAA Teams with local carry-out Restaurants that were struggling and needed the business that this generated for them, he also surpassed his last year number by increasing 10%% over prior year revenue.

Submitted by Regina Harbison for Kurt Ferguson
rharbison@thetelegraph.com



Cardinal Greats

August 23, 2020

theIntelligence.com theTELEGRAPH.com

Cardinal Baseball Greats

2 Cardinal Greats | Supplement to the Telegraph & Intelligence | August 2020

1920s

1920
The St. Louis Cardinals were the first team to win the National League pennant in the 1920s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1926 and 1927.

1930s

1930
The Cardinals were the first team to win the National League pennant in the 1930s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1934 and 1935.

1940s

1940
The Cardinals were the first team to win the National League pennant in the 1940s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1944 and 1945.

1950s

1950
The Cardinals were the first team to win the National League pennant in the 1950s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1954 and 1955.

1960s

1960
The Cardinals were the first team to win the National League pennant in the 1960s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1961 and 1962.

1970s

1970
The Cardinals were the first team to win the National League pennant in the 1970s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1971 and 1972.

1980s

1980
The Cardinals were the first team to win the National League pennant in the 1980s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1981 and 1982.

1990s

1990
The Cardinals were the first team to win the National League pennant in the 1990s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 1991 and 1992.

2000s

2000
The Cardinals were the first team to win the National League pennant in the 2000s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 2001 and 2002.

2010s

2010
The Cardinals were the first team to win the National League pennant in the 2010s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 2011 and 2012.

2020s

2020
The Cardinals were the first team to win the National League pennant in the 2020s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 2021 and 2022.

2020
The Cardinals were the first team to win the National League pennant in the 2020s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 2021 and 2022.

2021
The Cardinals were the first team to win the National League pennant in the 2020s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 2021 and 2022.

2022
The Cardinals were the first team to win the National League pennant in the 2020s. They were led by manager Branch Rickey and star player Rogers Hornsby. The team won the pennant in 2021 and 2022.



That's My Idea



TRIDENT INSPECTIONS LLC
818-334-5785



OSBORNE "OZZIE" EARL SMITH
Nicknamed "The Wizard"

Once again in August Kurt had a great save. We always print our High School Preview Football tab at the end of P -8. With high school football on hold in Illinois, we had to save the revenue we have traditionally always had. The idea of creating a tab of Cardinals Baseball Greats was born. Kurt took the idea and made up over 50% of lost revenue from the Football tab. This was a special section which featured Baseball cards with all the important stats for our retired Cardinals greats and then what they had done since retirement. Kurt sold half page ads to match up with half page baseball cards of the advertiser's choosing. The advertiser's loved it as well as the readers. Submitted by Regina Harbison for Kurt Ferguson rharbison@thetelegraph.com

21

High School MVP





High School MVP

Prior to the pandemic we were planning a High School Super Starz event to honor the high achieving high school athlete in the area. Of course, the pandemic put a stop to the event. However, to still garner revenue we did a High School MVP series and teamed with the Editorial Sports Department to pull it off. Each day a different area athlete was featured and Kurt sold strip ads under the article. This series proved to be with new revenue.

Submitted by Regina Harbison for Kurt Ferguson
 rharbison@thetelegraph.com



Many of you are Metro Creative Graphics Subscribers. The Holiday Advertising Service this year includes a Giving Thanks that is about greetings and thanks from the area's merchants. that can be purchased a la carte. It also includes 4 Holiday sections this year besides the Giving Thanks, Home for the Holidays, Holiday Fun & Games, Holiday Songbooks, and Christmas Coloring Book. These can easily be done in paper as a series. Metro is a **creative**, editorial & ad development resource specifically designed to make publishers money with their print, web, social & mobile efforts. Jennifer Steiner Metro Creative Graphics Sales Director, jsteiner@metro-email.com

Our Hometown

Matt Larson

Mcl@our-hometown.com



Matt Larson is going to talk with us about using FB live as a new platform for sharing the news and sponsorship programs.

**Thank you
to all our idea submissions and
congratulations to our four \$50
winners.**



Please submit your ideas year round to Sandy Pistole at spistole@illinoispress.org
Thank You!