



10 Revenue Ideas You Can Implement Tomorrow

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Revenue Idea #1

Product Pavillions

- Articles on your web site around one category or theme
- Any CMS will work – Shown as a blog style listing
- It is a type of sponsored content
- Helps advertiser SEO
- Competitive chaos drives the sale

Tea Forté Lotus Collection

This unique and gourmet collection of high-grade, small-lot, certified organic teas have been difficult to source as they're rarely exported. Relax the mind, body and spirit with Darjeeling Quince, Mountain Oolong, Orange Jasmine, Vanilla Pear, and Lemon Lavender. \$30 (presentation box; contains 20 teas), teafortelotus.com



The Republic of Tea 100% Organic Double Green Matcha Tea

The Republic of Tea has married the exquisite organic green tea powder known as matcha with fine, organic green leaf tea. The result is a fresh, springtime-grassy flavor that's smooth and a perfect partner to both sweet and savory foods. \$13 (50 tea bags).



Aveda Comforting Tea

Calm your senses and promote a sense of well-being with Aveda's Comforting Tea. The herbal infusion of licorice root and peppermint is 100-percent organic, with no caffeine, sugar or added flavors. \$17 (20 tea bags).



Harney & Sons Green Tea with Coconut, Ginger and Vanilla

The rich flavors of Thailand are the inspiration for this tasty blend (a combination of green tea, lemongrass, vanilla, coconut and ginger). Slightly savory, a



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Revenue Idea #2

Topical eBlasts

- One product category or theme
- Up to ten advertisers
- Price based on list size and your niche
- Top 5 spots are more expensive
- No editorial involvement

BOATING World Magazine MONTHLY NEW BOAT SHOWCASE



Bayliner Introduces New 24 foot Series

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

[READ MORE...](#)



Yamaha Debuts New Engine at Rex Expo

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

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Chaparell Offers Financing On 340's!

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

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Gibson Houseboats Showcases 84 Series

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Bayliner Introduces New 24 foot Series

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Revenue Idea #3

Digital Supplements

- Collection of topic articles from archives
- Or, new content creation
- Sponsored
- Sold at a premium
- Include eNewsletter promotion and social promotion to boost the sale

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HIGHLIGHTS AND
INSIGHTS FROM
THE YEAR'S
BIGGEST K-12
ED-TECH
TRADE SHOW

SMART REPORT

ON ISTE2015

SmartBrief

SPONSORS

BLACK BOX

GreyED Solutions

Optical Prism

THE MAGAZINE FOR EYECARE PROFESSIONALS

May 2014

Digital
SUPPLEMENT

Vision Behind Transitions® Lenses

Transitions®
Signature™ VII

See
Food

Sponsored by
Transitions®

Plus

Eyecare Professional of
the Year & Transitions
Technology





The sales secret is the promotion around the supplement !



- Wedding guides
- Camp guides
- 40 Under 40
- Vegan For Kids
- Parenting For Single Dads/Moms
- Travel, Fun, Leisure
- Top Woman in Business
- Tour of Homes/Business Profiles
- Guide to New Homes
- IT Guide for Small Biz

Revenue Idea #4

eBooks From Archives

- Use to drive up email collection
- Create a sponsorship opportunity
- Readers love books on their passion or subjects related to their passion
- Get rights from authors from the start

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Revenue Idea #5

Press Releases To Cash

- Create a revenue opportunity
- Nothing is free. STOP!
- Great for junior sales path
- Create eBlast for this purpose

Revenue Idea #6

Topic Driven Podcasts

- Podcasts are fun, easy and readers love them
- Podcasts rank as high as video in nearly all readership studies
- Advertisers love this ego driven opportunity
- Soundcloud.com, FREE
- Record on your iPhone or computer

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Revenue Idea #7

Media Kit = Sales Lead

- 80% of potential customers desire to get 100% of their information about your product from your web site.
- 93% of millennials said they would rather visit the dentist than talk to a sales person.
- – SAP 2016 Consumer Buyer Study



Our Advertising Rates and Specifications

Get **IMMEDIATE access** to our complete media kit including our rate card. We promise to respect your privacy and will not sell or abuse your information for any reason. Please complete this simple form and you can immediately download the complete media kit.

*What type of advertising interests you?

- Texas Bar Journal (magazine)
- TexasBar.com (website)
- Both

*Name:


*Company Name

*Email address:

*Phone number: () ext:

*Are you an agency?

- Yes
- No



Our Advertising Rates and Specifications

Get **IMMEDIATE access** to our complete media kit including our rate card. We provide a request form and you can immediately download the complete media kit.



Revenue Idea #8

Outsource Sales Tasks

- o Directory updates
- Classified sales
- Ad collection
- Database clean up
- eNewsletter Production
- Open Look Business Solutions

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Revenue Idea #9

Sell Precise Data

- Big Data is the future
- The smaller the list the larger the price
- One universal database
- Increase sale price if your data is unified and precise
- Use behavioral targeting to increase sales

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Revenue Idea #10

Ask The Experts YouTube Channel

- ◊ Creates quality interaction between readers and advertisers
- ◊ Use on Podcast channel too
- ◊ Readers ask, Experts reply

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Laminated Glass Window Replacement with RV Glass Solutions



Views : 99 Added on : 6-Aug-2015

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189 Views



Road to Madison, Wisconsin, and the FMCA 2015...

32 Views



RV DataSat Satellite Antenna from Mobil...

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Custom Glass Solutions by Guardian RV Glass

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FMCA Madison 2015 Family Reunion and Motorhome...

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TireMinder A1A Tire Pressure Monitoring System...

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Wash Wax All Waterless RV Wash Products

73 Views



Bradd and Hall RV Furniture - Flexsteel and More

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Cal-Am Motorhome Resort at Superstition Views

236 Views



Jupiter-Palm Motorcoach Resort for Class A...

67 Views



FMCAssist Emergency Medical...

1531 Views



Laminated Glass Window Replacement with RV Glass...

99 Views

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two ideas and build
an action plan.



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