

# SUBSCRIPTIONS

Expanding that revenue source may be easier than you think

BY BILL GARBER  
Interlink Founder and Chairman

**T**ime to risk something new?  
How about more of the same?  
It's a lot easier than changing!

And, in at least one substantial way, much more promising. Newspapers have been around for centuries, and their user interface was perfected before anyone came up with the words, user interface.

So what's different these days?

Remember when publishers had time to have that second cup of coffee with readers and advertisers at the coffee shop? Churches were full. Schools were a little too full. And, the classified pages were bulging to overflowing. Publishers weren't wealthy, though their passion for community lived through the pages of their paper, a business that promised steady income and, in time, a well-deserved retirement.

What a story!

**Times have changed.**

To be brief, classifieds are scattered, small businesses are fewer, and people are distracted by gadgets spewing infotainment on demand. Publishers know every advertiser and potential advertiser in town in part because there are fewer of them.

The bright glow remaining is the loyalty of subscribers returning the favor of publishers loyal to their communities. Take that as a compliment, one threatened in the main only by the moving van and the undertaker.

**So what now?**

Where do you find that new revenue base?

Subscriptions have always been a newspaper's most reliable revenue, and today, are the largest-scale opportunity for growing immediate and recurring revenue.

Smart Sampling™ is the easiest and most successful systematic method of increasing reliable subscription revenue, and this is why Smart Sampling™ may well be the most important tool in any community newspaper revenue growth plan.

"Smart Sampling" distinguishes between subscriber and non-subscriber copies so there is no disruption in service to current subscribers, and it also makes it easy to automatically insert special sample copy explanations and subscription offers in newspapers sent exclusively to non-subscriber addresses.

You tell your community's story better than anyone. Always have. Always will. And Smart Sampling™ has never made it so easy or inexpensive to help non-subscribers catch the habit subscribers love.

We can hardly wait to hear your Smart Sampling™ success stories! ■

## Sequoyah County Times increasing subscribers with Smart Sampling™!

**J**eff Mayo, Associate Publisher and General Manager of Sequoyah County Times (OK), knows increasing his subscriber base is an integral part of sustaining his multiple publications. With the help of Interlink Circulation's Smart Sampling™ tool, Jeff and Regina, his Circulation Manager, have created an on-going plan to successfully grow their paid subscription base.

"We are very pleased with Interlink's Smart Sampling™, and it definitely has resulted in increased subscribers for our paper, every time we sample," Regina said.

Interlink's Smart Sampling™ tool simplifies the sampling process for Sequoyah County Times by easily identifying non-subscribers. Several days prior to sampling a route, non-subscribers are mailed

an eye-catching postcard letting them know they've been chosen to receive the award-winning newspaper for the next four weeks. During the third week of sampling, non-subscribers receive a letter letting them know the following week will be their last week to receive the newspaper for free, and they are invited to become paid subscribers of the paper they've come to enjoy.

Smart Sampling™ is designed to make the sampling process easy by providing a systematic approach to targeting non-subscribers for growth opportunity, while not

disrupting service to current subscribers. Jeff and Regina have found integrating Smart Sampling™ into their everyday business process to be a successful plan for growing their paid subscriber base. ■



Above: A postcard mailed to non-subscribers