

CD Marketing Initiative



Julie Kaupert
CD Marketing & PR
Fall 2023



Purpose of Proposal

- The current CD advertising budget is \$250 per unit, and with nine units, this equates to \$2,250
- This new line item would be an additional opportunity to get some help from the District to advertise your unit's program locally, using a direct-to-consumer campaign
- Qualifying units would need to submit a receipt to prove purchase
- A reimbursement cap of \$500.00 per unit entity, per year
- At the last meeting, the CD Board accepted the proposal of \$3,000 to be budgeted annually to help our units recoup the expenses of a direct-to-consumer type program
- Two examples of how to advertise your programs are enclosed
- We are open to other ideas if proposed in advance of reimbursement



Clipper Magazine



Unit Program Marketing

Case Study: Sokol Naperville Tyrs

- Lynda Filipello tested this vehicle about a decade ago at Sokol Naperville Tyrs
- Spent approximately \$250 for a one-time distribution in south Naperville
- Gained five new students that season because of the direct marketing
- We've been in contact with a rep from *Clipper Magazine* and have shared details so that units could run their own campaign – see contact info below

[Clipper Magazine, America's most trusted local advertising](#)

Eric Birtch
Manager, Sales

Clipper | LocalFlavor.com
Mobile: 708-705-5885
Office: 717-569-5100



Clipper Magazine



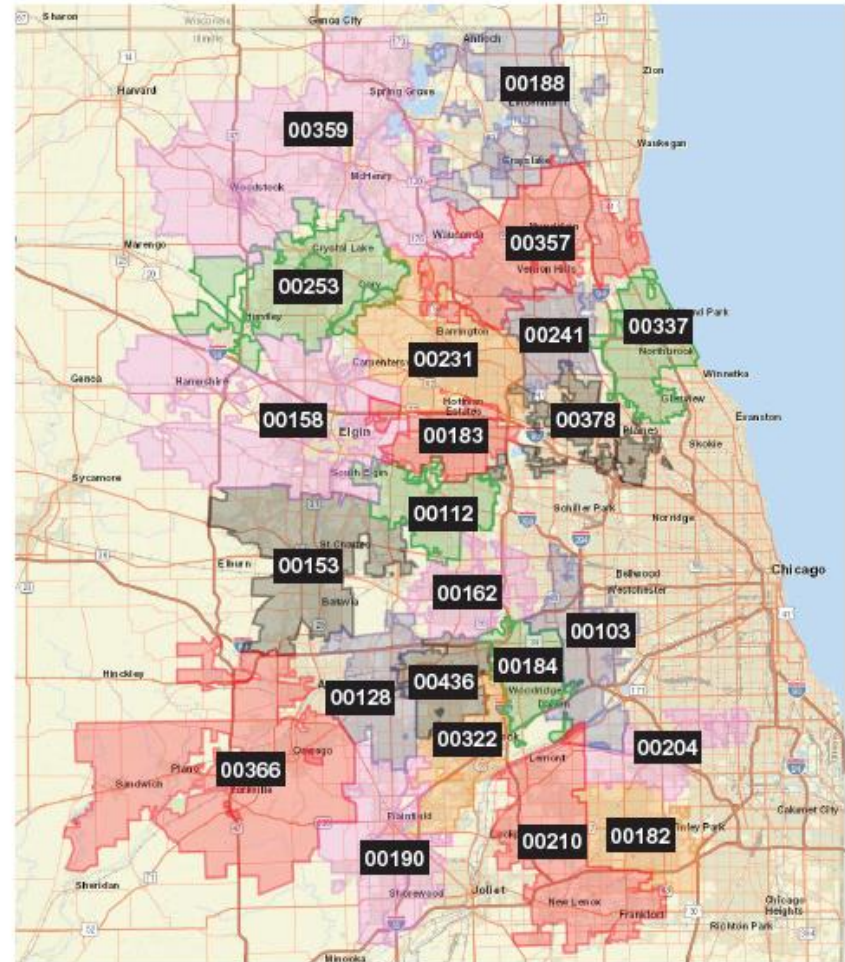
Illinois
01955 Chicago Region

There are many options from which to choose depending on budget and coverage area. See example map, dates, and pricing below. This is an example; similar packages are also available for the Milwaukee and St. Louis areas.

- The *Clipper Magazine* is their flagship product and allows the lowest cost per home delivery. They've learned that repetition and consistency in the magazine are essential for successful redemptions, so a minimum of 4 mailings is required.
- The map to the right shows all of their local book coverage areas and mailing dates at the bottom for 2023.
- Magazine pricing: (may vary)
 - Half Page Local (25k homes) \$430 per mailing. 1.7 cents per home
 - Half Page Core (50k homes) \$670 per mailing 1.3 cents per home
 - Full Page Local (25k homes) \$730 per mailing 2.9 cents per home
 - Full Page Core (50k homes) \$1120 per mailing 2.2 cents per home



Mailing to 1,088,000 homes



*Distribution quantity may vary 1.5%

2023 Mailing Dates: In-Home week of:

Issue 1 - Jan 23	Issue 5 - Jun 19	Issue 9 - Nov 6
Issue 2 - Mar 6	Issue 6 - Jul 24	Issue 10 - Dec 4
Issue 3 - Apr 10	Issue 7 - Sep 4	
Issue 4 - May 15	Issue 8 - Oct 9	

Clipper Magazine

- Their postcard (see example to the right) is a 5x9 two-sided, full-color card. This is mailed to the same homes and on the same day as the magazine but with first-class mail. A minimum of 10k for each mailing at 26 cents per card.
- The 8-panel flyer (see example below) allows for multiple pages of content to help show your business' many programs. This is inserted into the magazine for delivery and then the consumer pulls it out for a great marketing message. A minimum of 15k for each mailing at 14.5 cents per piece.

Local Data Postcard (LDP-C)



CENTER-BOUND 8-PANEL INSERT SAMPLE

LOCAL DATA POSTCARD (LDP-C)

- Stand-alone postcard
- Size: 8.5" x 5"
- Full-service marketing: Every campaign includes design, printing and mailing.
- Target by ZIP Code based on publication.
- Exclusive: only one advertiser per household per mailing
- Minimum quantity: 10,000 per magazine

PRICE PER HOME

9x +	24.5¢
5x-8x	25¢
4x	26¢

Price varies based on market.

Material & handling fees apply. Prices effective July 10, 2023. Paper specs may vary slightly.

BACK



FRONT

5.11.23.07/2023 Clipper Magazine

Clipper MAGAZINE | LOCAL Flavor | Mint MAGAZINE | REACH | GREAT DEALS | market MAGAZINE

Clipper Magazine

More Advertising Examples

Stand Alone Postcard

LOCAL DATA POSTCARD SAMPLE



NOW REGISTERING

Gymnastics • Pre-School Gymnastics • Tumbling
Ninja Birthday Parties • Parent's Night Out • Summer Camps

GYMNASTICS WORLD OF GEORGIA
5055 Post Road • Cumming
678-208-1900
www.gymworldofga.com



GYMNASTICS WORLD OF GEORGIA
5055 Post Road • Cumming
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Gymnastics • Tumbling
Pre-School Gymnastics
Ninja Birthday Parties
Parent's Night Out • Summer Camps

Mention this ad for **50% OFF** yearly registration fee (one child, first year)

*Gymnastics World of Georgia is an Equal Opportunity Employer. No discrimination on the basis of race, sex, age, or disability. ©2013 Gymnastics World of Georgia. All rights reserved.

Magazine Advertising

HALF-PAGE SAMPLE




FALL CLASS REGISTRATION IS OPEN

Allstar Cheer


HALF YEAR TEAMS FORMING NOW!
LESS COMMITMENT AND COST OF ALLSTAR CHEER

CLASSES AVAILABLE:
PRESCHOOL
SCHOOL AGE
BOYS & GIRLS
PARENT/TOT
TUMBLING



10 CITATION LANE • LITITZ • 717-560-4978
FUSION-GYMNASTICS.COM

*Annual registration fee required with Local Flavor deals




Clipper Magazine

Advertising Testimonials



"Best local advertising option along with digital/social."

Q. What return or response did you receive when you used our products/services?

A. **"The CCO program has been great for bringing in people who have never been here before. Many of those people have become multiple time users. Great way to pay for our advertising."**

Q. Do you plan to continue advertising with us?

A. **"Yes!"**

Shai Shahista, Marietta, GA



"We have increased traffic volume and reached new customers with Clipper Magazine."

Q. How would you rate your satisfaction with the return on your investment?

A. **"We are satisfied."**

Q. Do you plan to continue advertising with us?

A. **"Yes, because the trade deal works for our business."**

Jordan Turner, Clifton Park, NY



Other Similar Products



[Direct Mail & Digital Advertising from Valpak®](#)



[Best Deals, Coupons and Promo Codes Online USA - Money Mailer](#)



Park District Partnership

Case Study: Sokol United

Create a program that includes your local park district. Contact the park district's publication director/advertising manager for details. District qualifications vary, check their website.

1. See if can outright advertise in their pub/guide/program and what are costs
2. Register the Sokol class or program with the park district
3. Contact your immediate local and surrounding areas for opportunities

[Pleasant Dale Park District - Advertise \(pd parks.org\)](https://pd parks.org)



HOME EVENTS TEAMS PARKS/FACILITIES PROGRAMS REGISTRATION PDPD FOUNDATION LINKS CONTACT f i

Advertise

Your ad will be part of our Program Guide that is delivered to 11,000 households within the Park District, which includes Countryside, Burr Ridge, Indian Head Park, Willow Springs, and some unincorporated areas of LaGrange and Hinsdale. We also have a large number of participants from Western Springs, LaGrange and Willowbrook. Our Program Guide is also posted on this website, which is visited daily by residents and interested parties.

2023 Program Guide Advertising Rates

Size	Price
Full Page	\$175 per ad
Half page	\$125 per ad
Quarter Page	\$100 per ad
Business Card	\$88 per ad
Inside Cover	\$200 per ad
Inside cover half	\$100 per ad
Back cover half	\$150 per ad

Program Guide Advertising Deadlines for 2023

Guide	Deadline
Winter 2023	October 1, 2023

Payments in full and ad copy must be received by the due date indicated above. Pleasant Dale Park District will provide a 10 percent discount with a commitment for ads in three Program Guides. For information, please contact us at 630-662-6220.





SOCCER SHOTS BS

Soccer Shots is an engaging children's soccer program with a focus on skill building and character development. Our caring team positively impacts children's lives on and off the field through best-in-class coaching, communication and curriculum. Each program level features age-appropriate lessons that align with childhood education standards.

Day	Tuesday
Fee	\$1250/\$163NR \$1600/\$208NR (5-8)
Instructor	Soccer Shots
Location	Walker Park Soccer Field
Min/Max	Age 2 - 4/8 Age 3-8 - 5/10
No Class	7/4

DATES	TIME	AGE
6/13-8/8	4:30-5:05P	3-5
6/13-8/8	5:15-5:45P	2
6/13-8/8	5:55-6:30P	3-5
6/13-8/8	6:45-7:30P	5-8



GIRLS FAST PITCH SOFTBALL BS

Fun, Team-Friendly Competition

The BRW REC league is for girls 6 to 12 years of age. All skill levels are welcome, from never playing the game to more advanced players. Games will be played at Burr Ridge fields as well as Darien, Westmont, Woodridge, fields.

For more information and to register please visit:
www.brwnsoftball.com

Day	Monday, Wednesday, and Sunday
Fee	\$210
Location	Various

DATES	TIME	AGE
8/27-10/15	Various	6-12



INFANT THROUGH ADULT SWIM LESSONS

We start teaching children as young as 3 months old, all the way through adults. Our gentle and progressive methods focus on making learning fun for students. The program focuses heavily on water safety and survival skills, before moving on to stroke development. Parents participate in classes for swimmers under 3 years old. British swim school also has programs specially designed for young adults and adults. Please see our website for more details on British Swim School, each of the class levels, and to register for a class. britishswimschool.com/southwest-chicagoland

Days	Tuesday, Wednesday & Thursday
Fee	\$139/month (lessons are ongoing)
Location	Hampton Inn Suites 100 Harvester Dr. Burr Ridge

NEW PROGRAM



TUMBLING

Whether your tumbler is just starting out or wants to fine-tune their skills for cheer or dance, our instructors will help them improve and achieve their goals through an individualized approach with over 50 years of combined gymnastics coaching experience. Visit www.sokolunited.org or follow us on Facebook for more information on our organization!

TUMBLE TOTS BS

Designed for children ages 3-5 years to learn introductory tumbling skills paired with fun games and activities. Our classes aim to enhance your child's social skills, coordination, strength, flexibility, and overall confidence all while having fun! Tumblers will prepare a short performance on the last day of class for family & friends to enjoy.

Day	Thursday
Fee	\$64R/\$83NR
Location	Rec Center Gym
Instructor	Sokol United Coaches
Min/Max	1/20

DATES	TIME	AGE
6/8-7/27	6:15-7P	3-5

BEGINNER TO ADVANCED TUMBLING BS

This class is designed for ALL skill levels ages 5 and up. Sokol United focuses on the tumbler's progression and improving strength, flexibility and overall confidence. Each new achievement is celebrated with Sokol United's "Ring the Bell" tradition leading to newfound confidence, determination and a desire to continue to improve. Tumblers will prepare a short performance on the last day of class to show off their new skills and for family & friends to enjoy.

Day	Thursday
Fee	\$121R/\$157NR
Location	Rec Center Gym
Instructor	Sokol United Coaches
Min/Max	1/20

DATES	TIME	AGE
6/8-7/27	6:15-7:15P	5-18



In conclusion

- The CD Board has already approved \$3,000 be budgeted annually to help our units recoup the expenses of a direct-to-consumer type advertising of their fitness program(s)
- Qualifying advertisement purchases will require a receipt for proof of use in their community
- A report of how the investment panned out in your unit would be appreciated for statistical research
- The reimbursement cap would be \$500.00 per unit entity, per year (*Tabor counts as one*)
- If the budget is approved on Sunday, this program is active
- Feel free to reach out with questions *Nazdar!*

