



Put your Ad Revenue Growth on the ~~FAST~~ TRACK!

Print
& Digital

Why both print & digital ad programs used by most newspapers are **doomed** to "churn" advertisers!

This hands-on TRAINING & WORKSHOP will teach you what to do, right now, to fix them...
before it's too late.

"Ultimate Money-Making Print & Web Ads"

Presented by the Nation's #1 Digital and Print Ad Authority!

Attendees will learn:

- ✓ WHY the majority of print & web ads don't work...and what strategies you need to employ now.
- ✓ How to attract more prospects and make more money using QR codes, websites, data capture landing pages, and coupons.
- ✓ How to use "digital" media to drive new advertisers to your paper, faster and cheaper.
- ✓ What web ads really are...and no, they AREN'T what you think they are!
- ✓ How to quickly spot the strengths and weaknesses of print & digital ads and quickly make successful changes.
- ✓ How to create effective Call-to-Action phrases and use "tracking mechanisms" to ensure higher response.
- ✓ How to choose THE RIGHT ad content that will cause response.
- ✓ How to develop a truly "irresistible" offer.
- ✓ Why the right email campaign is a powerful "secret weapon" you need to employ and offer advertisers NOW.
- ✓ How to write effective headlines....and MUCH MUCH MORE!

Bring your questions, your concerns and an open mind. And most of all, be prepared to learn exactly what it takes to succeed in the demanding world of both print & digital advertising.

While there are many people claiming to be marketing and advertising "guru's"...very few people on the planet know the secrets for building NEW advertiser revenue...like Joe DeBiak does. Pay attention...take notes...implement his strategies. Because what Joe reveals is money in the bank for your newspaper.

WORKSHOP presented by Joe DeBiak in partnership with  call (760) 941-7120



Center for
Advertising Effectiveness

Using science to grow advertising revenue

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