

After UVA won the National Championship, The Daily Progress made over

\$30,000
selling sports page posters and plaques.

HOW THEY DID IT:

Readers chose from three special commemorative plaques available for purchase on their website.

They offered a mounted version of the Sunday, March 31 front page, the Sunday, April 7 front page, and the Tuesday, April 9 front page, with a protective coating and hook included on the back for easy mounting. There's no framing necessary!

The sale was a huge success. Their fans were thrilled to have access to this once-in-a-lifetime memento. It was a win-win, since they were able to capitalize on this occasion to increase revenue for the publication.

Want to find out how you can turn your local college, high school, or national teams win into extra revenue for your publication? We can help you turn your fan pages into big revenue.

Call us for more info:
804-232-4999 ext 116

