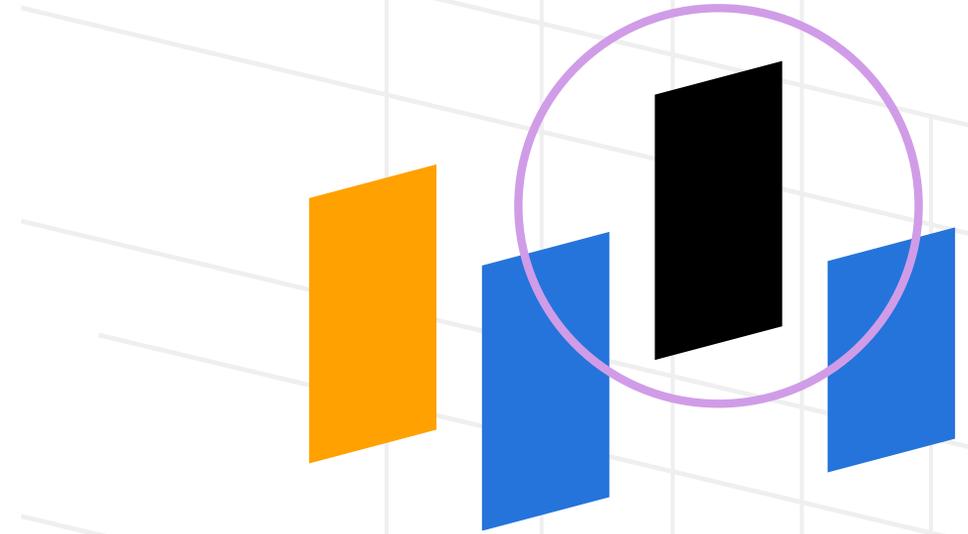
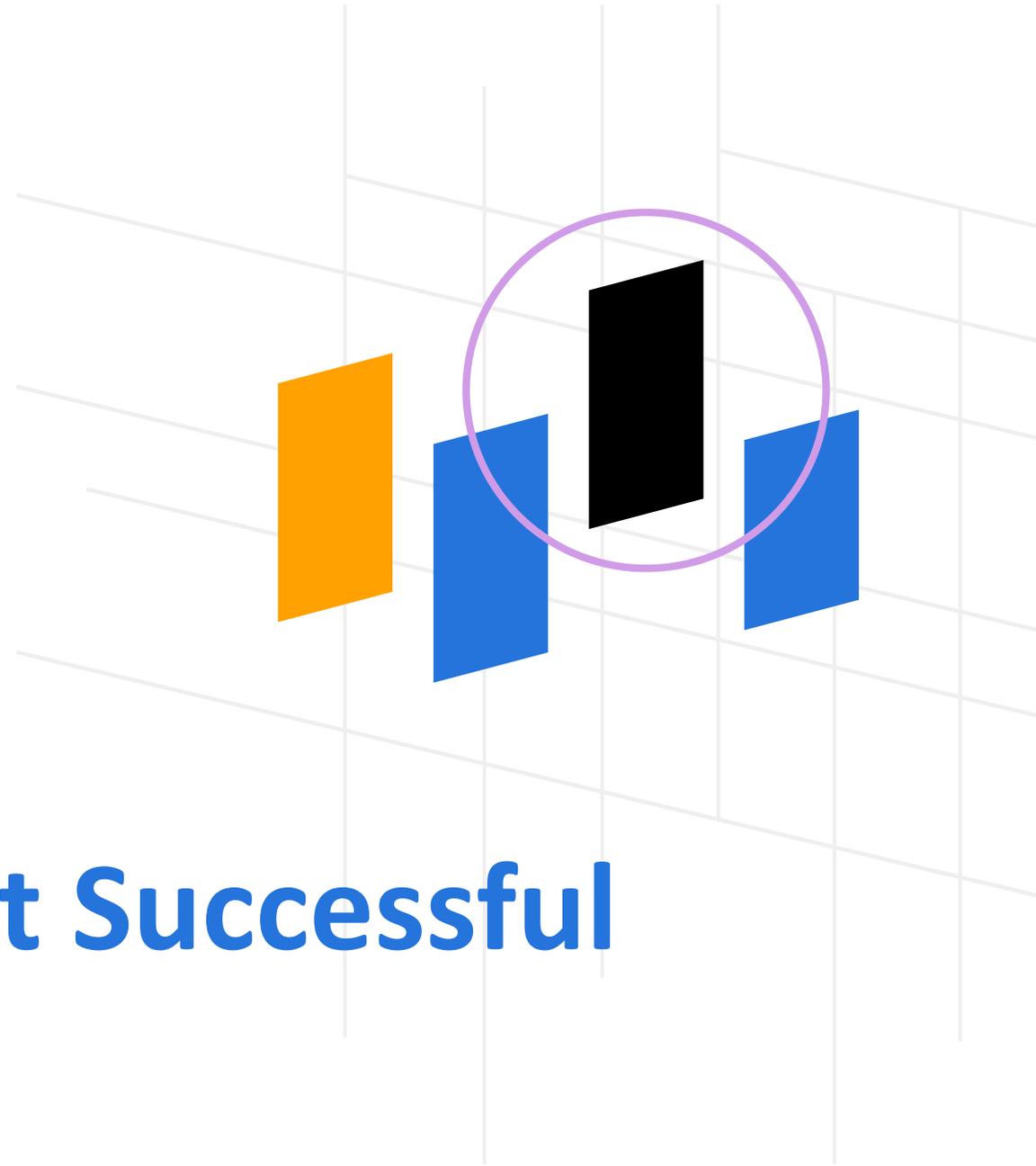


Webinar starting shortly...



How to Run your Most Successful 'Best of' Ballot yet



**How to Run your Most Successful
'Best of' Ballot yet**

Welcome!



Vince Johnson
Group Publisher
The Sumter Item & Gulf Coast Media



Samantha Cunningham
Advertising Account Executive
The Pilot, PineStraw, and The Sway



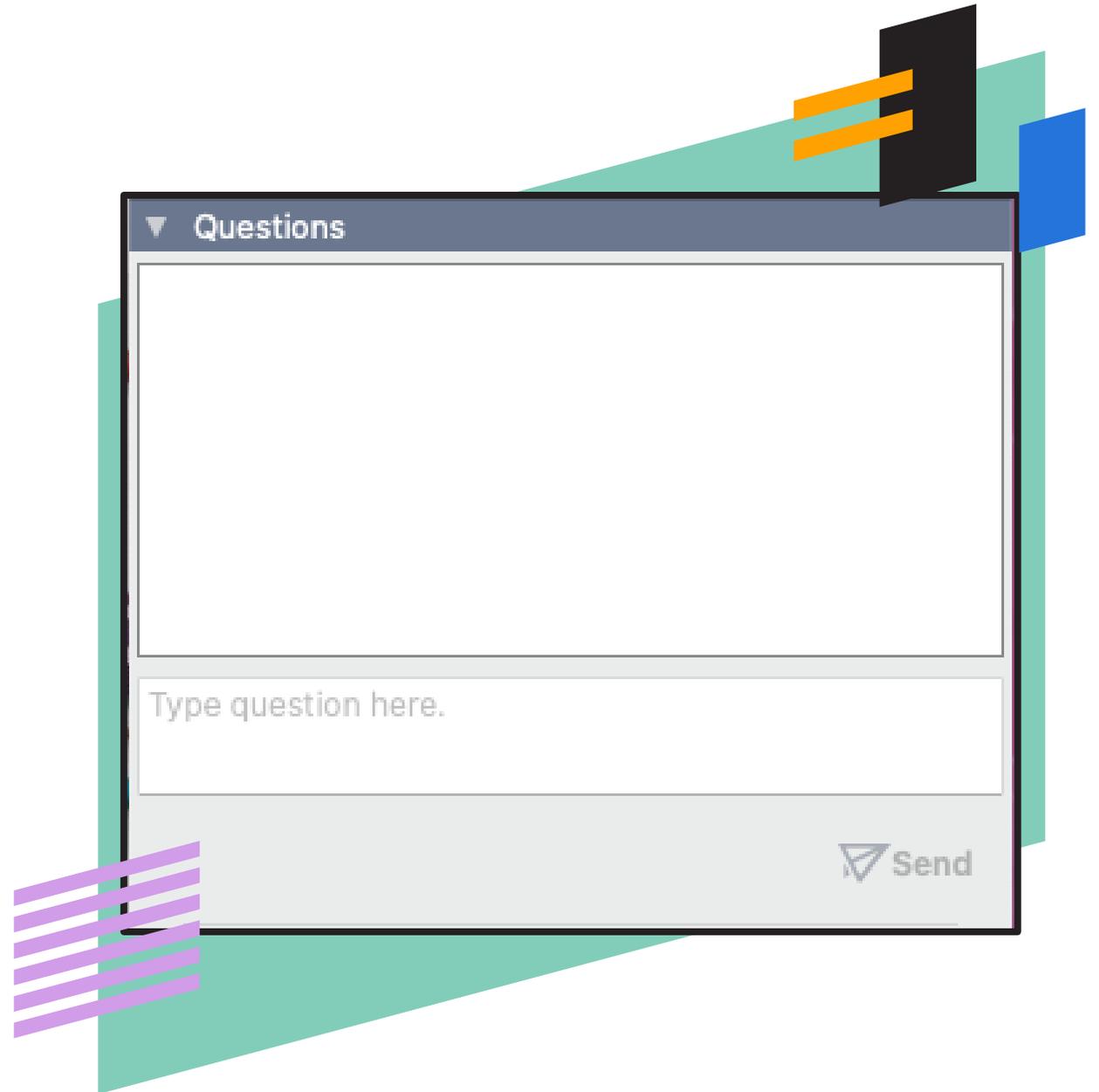
Julie Foley
Sr. Customer Success Manager
jfoley@uplandsoftware.com



Matt Hummert
Customer Success Representative
mhummert@uplandsoftware.com

Do you have questions?

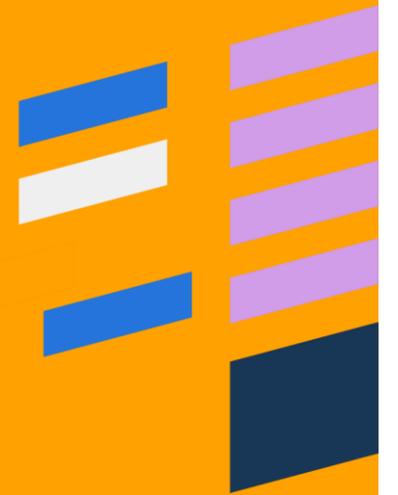
Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





Agenda

- The Pilot & Sumter Item
- Best Practices
- Sales Strategies
- Marketing Strategies for Audience Growth



The Pilot



Sam Cunningham



Advertising Account Executive
The Pilot, PineStraw, and The Sway
Southern Pines, NC

Best of the Pines

The Pilot | Southern Pines, NC

- 2020
 - \$144K in revenue
 - YOY revenue growth +\$41K
 - 11% over revenue goal

BEST OF THE Pines 2020 THE PILOT
BROUGHT TO YOU BY NATIONAL ATHLETIC VILLAGE

The Results Are In!

Voting for the 2020 Best of the Pines Awards is now closed.

Congratulations to everyone who placed in the Top 3!

Already Entered?

SHOPPING

FOOD & DRINK

HEALTH & FITNESS

BUSINESS & PROFESSIONAL SERVICES

HOME & HOME SERVICES

AUTO & TRANSPORTATION

Best of the Pines

The Pilot | Southern Pines, NC

- **2020**

- \$144K in revenue
- YOY revenue growth +\$41K
- 11% over revenue goal

- **2021**

- \$208K in revenue
- YOY revenue growth +\$64K
- 16% over revenue goal

Best of the Pines 2020
BROUGHT TO YOU BY NATIONAL ATHLETIC VILLAGE

The Results Are In!

secondstreet AWARDS

Voting for the 2020 Best of the Pines Awards is now closed.

Congratulations to everyone who placed in the top 3!

Best of the Pines 2021
THE PILOT

Voting Closes Friday

Vote in at least 25 categories and be entered to win a \$200 gift card!

PRESENTED BY
LIN HUTAFF'S PINEHURST REALTY GROUP

Already Entered?

SHIPPING

FOOD & DRINK

HEALTH & FITNESS

BUSINESS & PROFESSIONAL SERVICES

HOME & HOME SERVICES

AUTO & TRANSPORTATION

Voting for 2021 has closed.

Winners will be announced in a special edition magazine inside The Pilot newspaper on September 19, 2021.

Already Entered?

The Promotion has Ended

Shopping

Arts & Community

Food & Drink

Family

Health & Fitness

Auto & Transportation

Business & Professional Services

Home & Home Services

f t

Best of the Pines

The Pilot | Southern Pines, NC

- **2020**

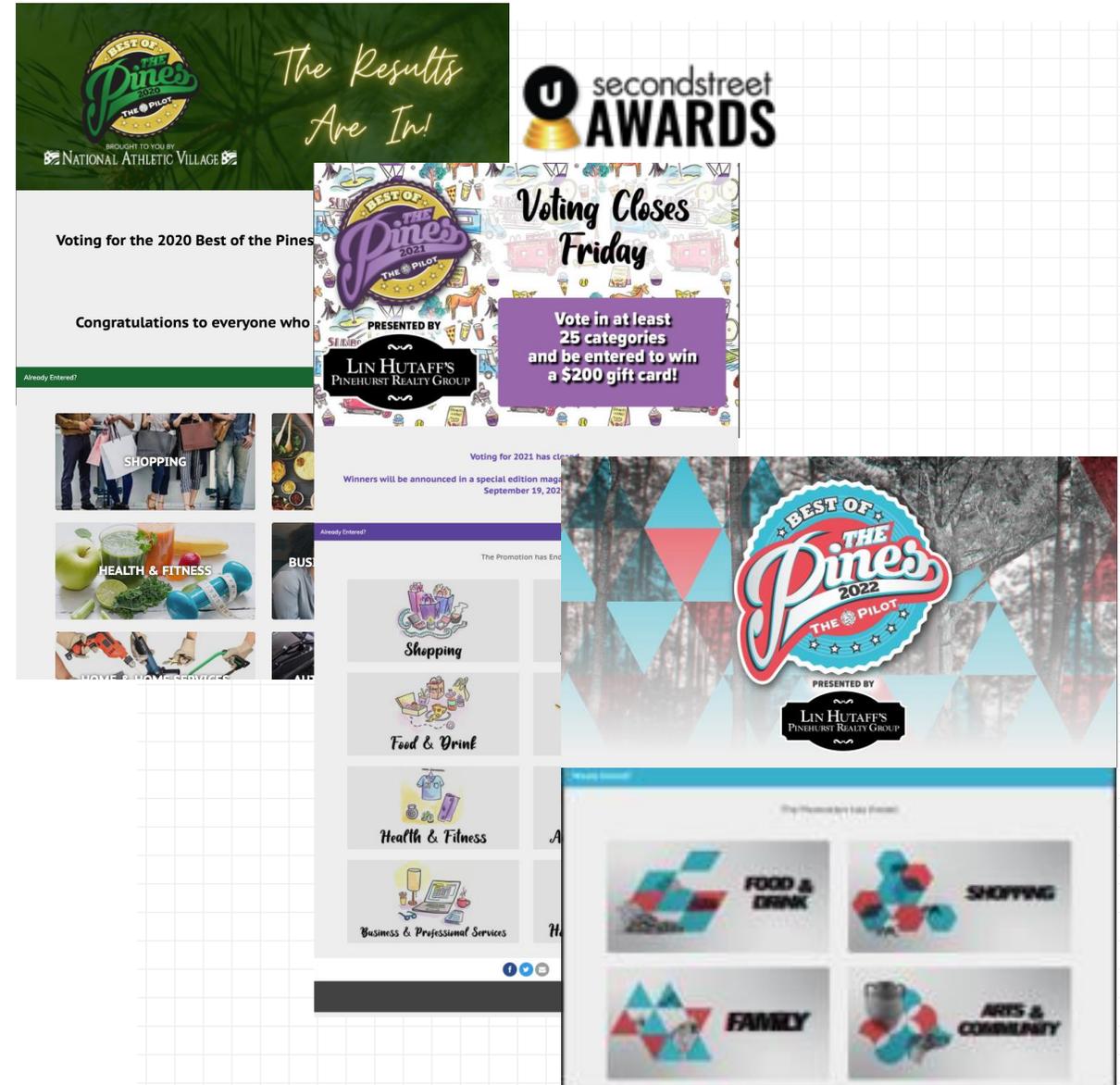
- \$144K in revenue
- YOY revenue growth +\$41K
- 11% over revenue goal

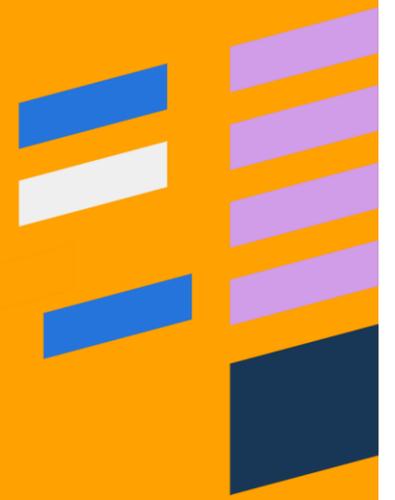
- **2021**

- \$208K in revenue
- YOY revenue growth +\$64K
- 16% over revenue goal

- **2022**

- \$234K in revenue
- YOY revenue growth +\$26K
- 7% over revenue goal





The Sumter Item



Vince Johnson



Group Publisher

The Sumter Item, Gulf Coast Media & Lexington County
Chronicle

Sumter, SC & Foley, AL

Best of Sumter

The Sumter Item | Sumter, SC

- 2020
 - **\$187K** in revenue
 - **YOY** revenue down -\$24K (Peak of COVID, No Event)
 - **15%** below revenue goal



See the list of BEST OF SUMTER 2020 winners below. The more than 300 winners were determined by nearly 440,000 votes. See the BEST OF SUMTER 2020 magazine [here](#).

Nominations and voting in more than 300 categories in BEST OF SUMTER 2020 was open throughout January and February and is now closed.

If you have any questions about promoting your win, contact your Sumter Item sales representative or marketing@theitem.com. BEST OF SUMTER 2021 will begin in January.

There is no purchase necessary to vote or win. All winners who receive the most votes will receive a free BEST OF SUMTER window cling, framed photo recognition, and be listed in the magazine and on the winners' website. See the magazine, videos and more from [BEST OF SUMTER 2019 here](#).

Already Entered?



Best of Sumter

The Sumter Item | Sumter, SC

- **2020**
 - \$187K in revenue
 - YOY revenue down - \$24K
 - 15% below revenue goal

- **2021**
 - \$243K in revenue
 - YOY revenue growth +\$56K
 - 12% over revenue goal



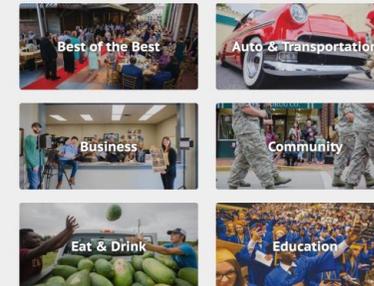
See the list of BEST OF SUMTER 2020 winners below. The more than 300 winners were determined by nearly 440,000 votes. See the BEST OF SUMTER 2020 magazine [here](#).

Nominations and voting in more than 300 categories in BEST OF SUMTER 2020 was open throughout January and February and is now closed.

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Already Entered?



Nominations and voting occurred in early 2021 and are now closed. See the 338 winners below.

If you have any questions about promoting your nomination or win, contact your Sumter Item sales representative - [Karen Cava](#), [Devlin McDonald](#) or [Mark Pekuri](#).

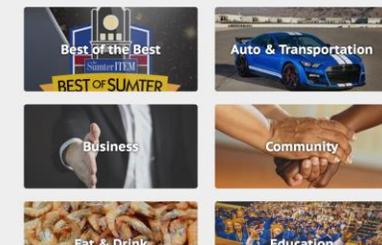
BEST OF SUMTER 2021 magazine is available in the May 1-3 Weekend Edition of The Sumter Item.

BEST OF SUMTER 2021: [The Red Carpet Event](#) will be held Tuesday, July 27 at Sumter Original Brewery.

See Best of Clarendon 2021 [here](#).

See the magazine, videos and more from [BEST OF SUMTER 2020 here](#).

Already Entered?



Best of Sumter

The Sumter Item | Sumter, SC

- 2020
 - \$187K in revenue
 - YOY revenue down - \$24K
 - 15% below revenue goal
- 2021
 - \$243K in revenue
 - YOY revenue growth +\$56K
 - 12% over revenue goal
- 2022
 - \$275K in revenue
 - YOY revenue growth +\$32K
 - 8% over revenue goal



See the list of BEST OF SUMTER 2020 winners below. The more than 300 winners were determined by nearly 440,000 votes. See the BEST OF SUMTER 2020 magazine [here](#).

Nominations and voting in more than 300 categories in BEST OF SUMTER 2020 was open throughout January and February and is now closed.

If you have any questions about promoting your win, contact your Sumter Item sales representative or marketing@theitem.com. BEST OF SUMTER 2021 will begin in January.

There is no purchase necessary to vote or win. All winners who receive the most votes will receive a free BEST OF SUMTER window cling, framed photo recognition, and be listed in the magazine and on the winners' website. See the magazine, videos and more from [BEST OF SUMTER 2019 here](#).

Already Entered?



Nominations and voting occurred in early 2021 and are now closed. See the 338 winners below.

If you have any questions about promoting your nomination or win, contact your Sumter Item sales representative - [Karen Cave](#), [Devin McDonald](#) or [Mark Pekuri](#).

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BEST OF SUMTER 2021: [The Red Carpet Event](#) will be held Tuesday, July 27 at Sumter Original Brewery.

See Best of Clarendon 2021 [here](#).

See the magazine, videos and more from BEST OF SUMTER 2020 [here](#).

Already Entered?



Welcome to Best of Sumter 2022, the area's premier contest to find the best of all things Sumter.

Voting is now closed and the winners have been chosen.

See the [Best of Sumter 2022 magazine](#).

See [photos](#) and [video](#) from the Best of Sumter 2022: Red Carpet Event.

Best of Sumter 2023 will begin in Jan. 2023. To promote your business prior to Best of Sumter, contact your Sumter Item sales representative - [Karen Cave](#), [Devin McDonald](#) or [Mark Pekuri](#).

See the [BEST OF SUMTER 2021 magazine](#).

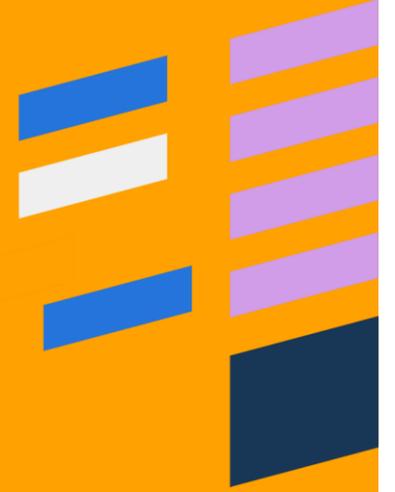
Already Entered?



More Ballots!

- Running multiple Ballot programs
- Best of Baldwin
 - \$25K 2021
 - \$80K 2022





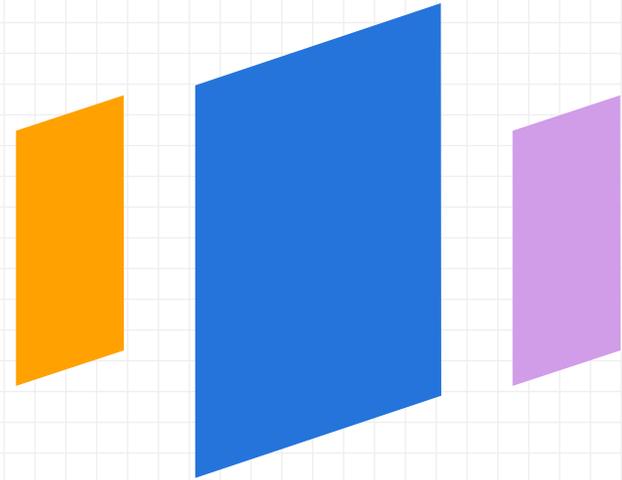
Best Practices



Designate a Ballot Champion

Designate a Champion

- Project manager:
 - Set goals, plan, and execute
- Work with other departments & teams

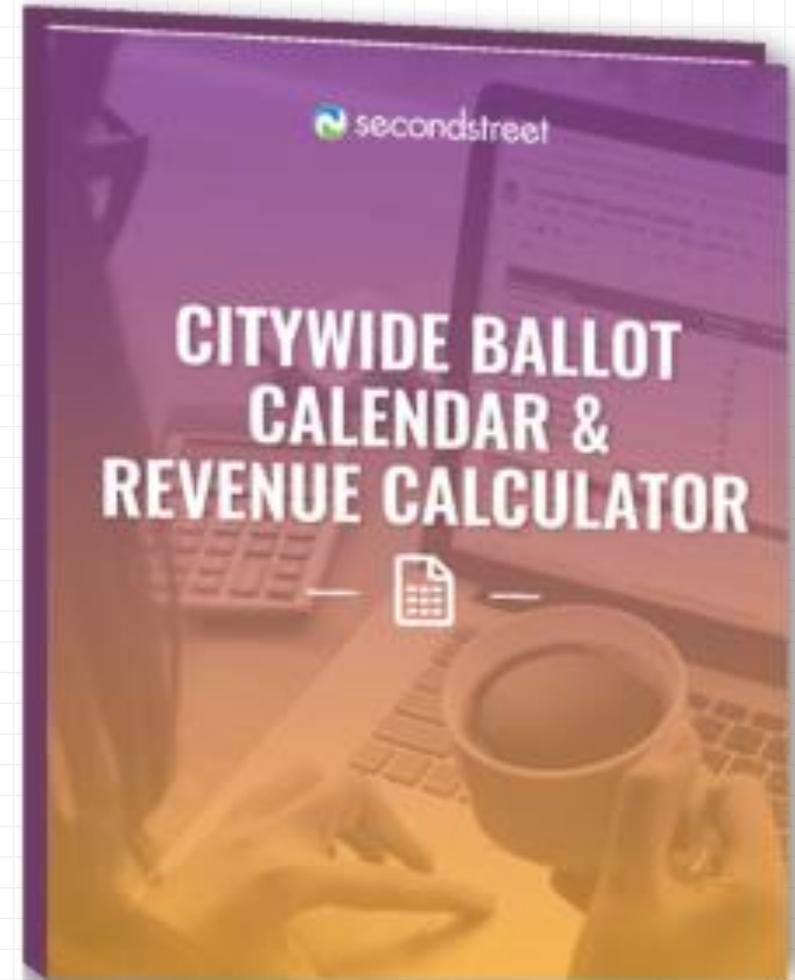




Plan 6 months out

Plan 6 months out

- 6 months out:
 - Create ballot timeline
 - Designate market champion
- 3 months out:
 - One on One weekly calls with local market champion
 - Make sure the timeline is on track
- 1 month out:
 - Sales Kickoff and Training



Plan 6 months out

The Pilot | Southern Pines, NC

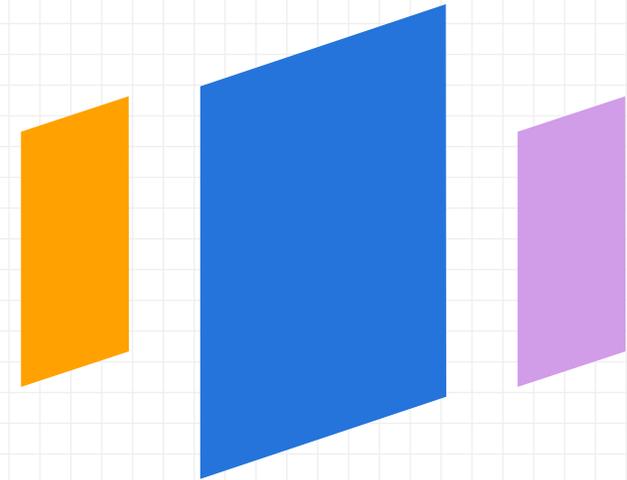
- Ballot runs June-September
- Planning begins in January
 - Audit ballot categories
 - Contact Local Artists for new look
 - Contact large sponsors from previous years to renew

DATE	TASK
January 25	Name and Logo completed
January 27	Pick all Groups and Categories for the ballot
February 1	Discuss what email opt-ins to include (newsletters, promotions, etc)
February 12	All Sales Packages completed; sponsor media kit finalized
February 15	Sponsorship and Group Ad sales Kickoff
May 7	Advertiser Social Media Kit and Landing Page complete; nominations media kit finalized
May 10	Inbound Marketing Campaign launches (B2B emails to your local businesses)
May 10	Nomination Sales Begin
June 4	Nomination Sales End
May 28	"Nominate Us" core/digital ads design deadline
May 28	"Nominations have begun" marketing ads for core/digital design deadline
May 28	Begin B2C Marketing Campaign e.g. "2020 Best of Begins on "date here"!"

Plan 6 months out

The Sumter Item | Sumter, SC

- Always running a ballot
- Planning is year-round
 - Audit ballot categories
 - Adding categories for revenue and audience growth
 - Continually innovating sales packages and process





Train your Sales Team

Train your Sales Team

- Sales Rep education is very important
- Sample Ballot to show what is available to sell
- Once you train your sales team this becomes the easiest thing they sell all year

SAMPLE BALLOT

Already Entered?

Sponsored by

For more than 40 years *your vision* has been our *focus*.

Cataracts • Glaucoma • Diabetic Eye
Cornea • Retina • Dry Eye
Macular Degeneration • LASIK
Eyelid & Brow Lifts • Cosmetic Botox

CAROLINA EYE ASSOCIATES, P.A.

BEST OF THE PINES
2014-2015

Vote For Us Best Ophthalmology/Optometry Office

HEALTH & FITNESS

🏠 All Categories Vote until 9/30 @ 8:01pm Eastern

- > SHOPPING
- > FOOD & DINING
- ▼ **HEALTH & WELLNESS**
 - PLASTIC SURGERY PRACTICE
 - CHIROPRACTIC PRACTICE
 - PHYSICAL THERAPY PRACTICE
 - GENERAL DENTISTRY PRACTICE
 - CHILDREN'S DENTIST
 - OPHTHALMOLOGY/OPTOMETRY OFFICE
 - HOME HEALTH SERVICE
 - PHARMACY
 - SPA
 - PLACE FOR A FACIAL
 - PLACE FOR A MASSAGE

PLASTIC SURGERY PRACTICE

Featured Entrants

PINEHURST SURGICAL
excellence in practice

Pinehurst Surgical - Dr. Kilpatrick & Dr. Stokes

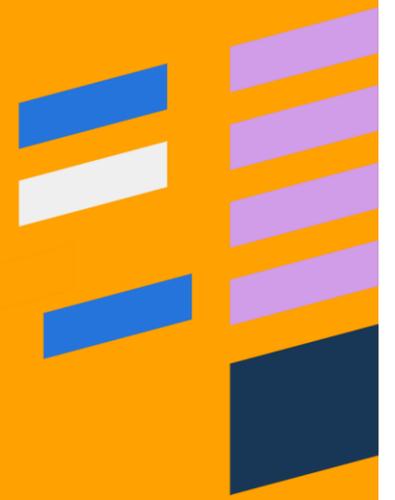
📍 5 1st Village Dr, Pinehurst, NC 283...

📞 (855) 294-2639 [CALL](#)

🌐 www.pinehurstsurgica... [VISIT SITE](#)

📘 facebook.com/pinehur... [VISIT PAGE](#)

[VOTE](#)



Sales Strategies



Set Revenue Goals

Set Revenue Goals

- **Goals**

- Individual Goals
- Teams Goals
- Goals for each phase
 - How you do it

- **Sales Incentives**

BOP 2022

Individual Goal: \$47,054

TEAM GOAL: **\$216,819**

Nominations Phase Goal: \$7,529

Voting Phase Goal: \$10,823

Winners Phase Goal: \$13,175



BOP 2020 WINNERS PHASE SALES GOALS + CHEAT SHEET

Team Goal for Winners Phase: \$20,000

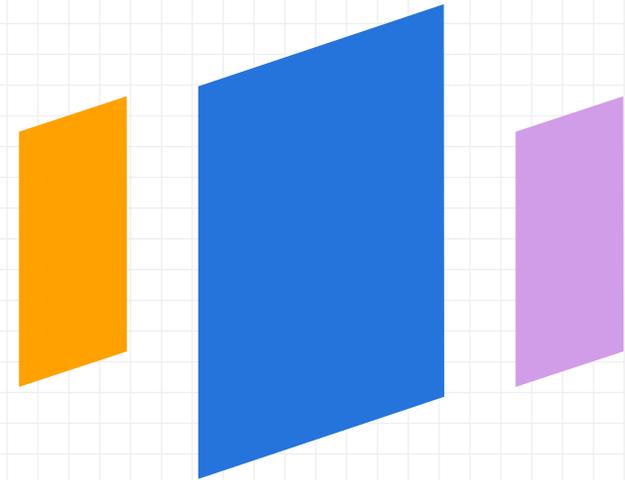
That equals \$5,000 per sales rep. SO EASY!

Here's how you can do it:

1 premier package:	\$999	_____
2 deluxe packages (\$799 each):	\$1598	_____
3 basic packages (\$499 each):	\$1497	_____
1 full page ad in magazine:	\$750	_____
1 1/4 page ad in magazine:	\$350	_____
Total revenue:	\$5,194	

Set Revenue Goals

- #1 focus is reaching **EVERY** winner from the previous year
 - Not an email, a CONVERSATION
 - Use a Contact Tracker





Increase Value of Sales Packages

Increase Value of Sales Packages



Nominations Dec. 1 - 31 Voting Jan. 4 - Feb. 6

"BEST OF" PACKAGE	\$1,499	1/2 page 'Vote for Us' campaign launch print ad also included in email newsletter, (8) 1/16 Cube Full Color Print Ads, Category Ad & Online Ad, Ballot Expanded Listing and digital Best of Sumter Live Feed for the voting period.
"BETTER OF" PACKAGE	\$999	1/4 page 'Vote for Us' campaign launch print ad also included in email newsletter, (4) 1/16 Cube Full Color Print Ads, Category Ad & Online Ad, Ballot Expanded Listing and digital Best of Sumter Live Feed for the voting period.
"VOTE FOR US" PRINT ADS	\$399	8 Days - 1/16 Cube (3.9x4) print ad with Full Color in The Sumter Item. 4 Days - \$250 Reg. Price - \$205.00 per ad

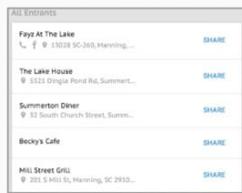
<p>Nominations: Dec. 1 - 31 Voting: Jan. 4 - Feb. 6 Winners Announced: BEST OF SUMMER 2023 – The Red Carpet Event Tuesday, April 25, 2023 BEST OF SUMMER 2023 Magazine Weekend Edition, April 29, 2023</p>	<p>"VOTE FOR US" CATEGORY AD & ONLINE AD</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">\$399</p> <p>(1) 728x90 Online Banner ad on top of category on desktop/mobile; 300x250 web ad down side of entire ballot on desktop. Each additional category \$50</p>	<p>BALLOT EXPANDED LISTING</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">\$249</p> <p>Add a logo, address, short bio, and links to a website/social media pages to your nomination. PLUS – get a unique URL direct to your entry! Each additional category \$50</p>	<p>LIVE FEED</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">\$199</p> <p>An all-new addition, feature your social media posts on the Best of Sumter contest page and across Sumter Item digital platforms during the voting period, all in real-time. Facebook, Twitter or Instagram options available.</p>	<p>VIDEO NOMINATION</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">\$500</p> <p>30 Second promotional video produced by the Studio Sumter team.</p>
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All Category Ads and Expanded Listings will be listed in the top spot on a first-come, first-come serve basis based on package size.



Nominate Dec. 1 - 31. Vote Daily Jan. 4 - Feb 6 at TheItem.com/BestOf
Winners will receive a BEST OF SUMMER window cling, event ticket and framed photo recognition at no charge.

EXAMPLE OF A REGULAR LISTING



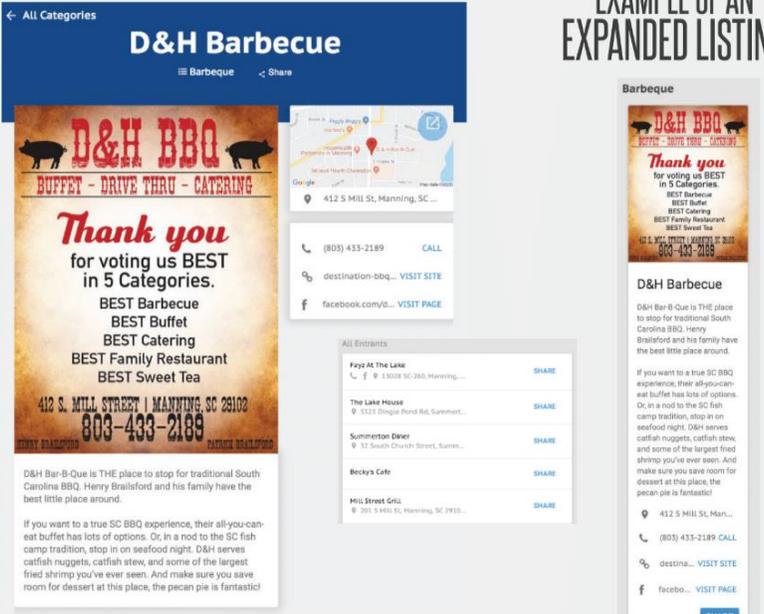
EXAMPLE OF A CATEGORY AD



EXAMPLE OF A BEST OF SUMMER LIVE FEED

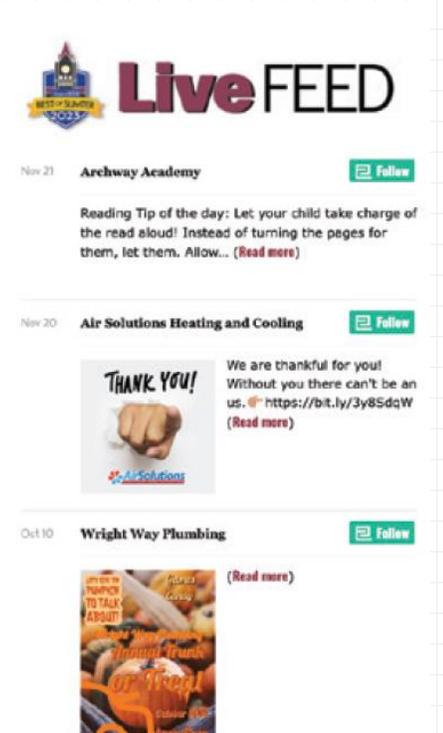


EXAMPLE OF AN EXPANDED LISTING



Increase Value of Sales Packages

- Add new items to the packages each year to increase value for local businesses
 - Live FEED \$199 to add on during nom/voting
 - Enhanced Listings in daily newsletter



Increase Value of Sales Packages



2022 BEST OF THE PINES VOTING PACKAGES

REACH OUR BIGGEST AUDIENCE OF THE YEAR

The Pilot is highlighting the Best of the Pines, our tribute to the Sandhills' finest. Who tops the locals' lists? In June, readers weighted in by nominating their favorites, and the top 8 in each category have made it to the final voting ballot. The winners will be recognized in our annual Best of the Pines magazine and at a special awards party in September. To promote your business, we've created promotional packages, ideal for helping ensure you're at the top of everyone's list.

FLIP TO SEE THE LIST OF CATEGORIES AND A SAMPLE BALLOT ►

IMPORTANT DATES

FINAL VOTING ROUND: July 10-31, 2022

*Enhanced Listings purchased by Wednesday, July 6th are guaranteed to be live at launch of voting on July 10th!

BEST OF THE PINES PARTY: September 14

WINNERS ANNOUNCED: In the Best of the Pines magazine, September 18, 2022

ONLY THE TOP 8 NOMINEES IN EACH CATEGORY MOVE ON TO THE VOTING ROUND IN JULY.

226,000
VOTES IN 2021

BASIC VOTING PACKAGE

PRINT CAMPAIGN
- One 2x5 ad in *The Pilot* during voting

DIGITAL CAMPAIGN
- 1 Enhanced Listing
- A 300x250 web ad on thepilot.com

INVESTMENT: \$289
Value: \$415

DELUXE VOTING PACKAGE

PRINT CAMPAIGN
- Three 1/8-page ads in *The Pilot* during voting

DIGITAL CAMPAIGN
- A 300x250 web ad on thepilot.com

- 1 banner ad in the *The Pilot's* Briefing email
- Up to 2 Enhanced Listings

INVESTMENT: \$499
Value: \$864

PREMIER VOTING PACKAGE

PRINT CAMPAIGN
- Three 1/4-page ads in *The Pilot* during voting

DIGITAL CAMPAIGN
- A 300x250 web ad on thepilot.com

- 1 banner ad in the *The Pilot's* Briefing email
- Up to 3 Enhanced Listings

INVESTMENT: \$1049
Value: \$1408

FRONT RUNNER PACKAGE

PRINT CAMPAIGN
- Ad in the 2022 Best of the Pines magazine in September (full page, 1/2 page or 1/4 page)

DIGITAL CAMPAIGN
- 1 Enhanced Listing
- A 300x250 web ad on thepilot.com during voting

INVESTMENT: \$1180 / \$825 / \$665
Value: \$1360 / \$1100 / \$840

"VOTE FOR US" BANNER AD IN THE PILOT'S BRIEFING EMAIL: \$250

Advertising does not guarantee winning. Votes are tracked and validated by a third party ballot platform.

***ENHANCED LISTING ONLY: \$95 PER CATEGORY**

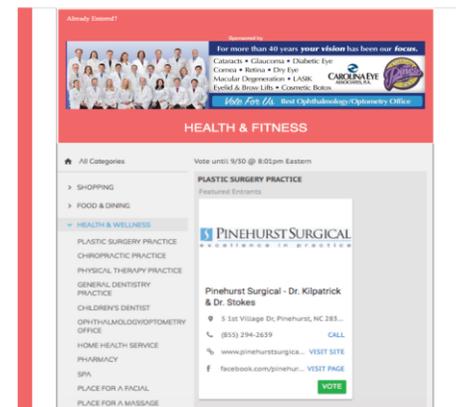
FULL PAGE AD: \$1040 **HALF PAGE AD: \$780** **1/4 PAGE AD \$520**

For more information, contact your Account Representative or call 910.692.7271

THE PILOT

2022 BEST OF THE PINES GROUP HEADER PACKAGES

SAMPLE BALLOT



90,000
Total Nominations in 2021
226,000
Total Votes in 2021

IMPORTANT DATES

RIGHT OF FIRST REFUSAL DEADLINE: May 11

NOMINATION ROUND: June 6-26

FINAL VOTING ROUND: July 10-31

BEST OF THE PINES PARTY: September 14

WINNERS ANNOUNCED: In the Best of the Pines magazine September 18

GROUP HEADER PACKAGE

- Group header ad on ballot page
- 1800 x 450 pixels
- links to URL of your choice
- can change design after nominations close in June before voting opens in July
- Shopping
- Food & Dining
- Health & Wellness
- Business & Professional Services
- Home & Home Services
- Family
- Pets
- Arts & Culture
- Up to 3 Enhanced Listings during nominations & voting phases
- Full page ad in Best of the Pines magazine in September

INVESTMENT: \$2000 Value \$2420
(bills \$500/mo June-September)

For more information, contact your Account Representative or call 910.692.7271



Sell Ballot Sponsorships

Sell Ballot Sponsorships



BEST OF BALDWIN WINNERS' PACKAGES

Exclusive Publisher's Title Sponsorship - \$8,995 (Total Value: \$15,250)

- Red Carpet Event presented by Title Sponsor.
- Brief welcome speech at event (2-3 minutes).
- Large sponsor logo accompanies all print/digital event promotions, including event banner. (\$2000 Value)
- Premium 2-page spread in the Best Of Baldwin 2023 magazine. (\$3500 Value)
- ½ page advertorial (400 words) near corresponding ad. (\$600 Value)
- 300x250 banner ad on GulfCoastMedia.com/Best Of for 12 months. (\$600 Value)
- Featured Listing (map, social media/website links, image, etc.) on GulfCoastMedia.com/Best Of for 12 months. (\$600 Value)
- 4 days of digital takeover on GulfCoastMedia.com promoting Best Of win. (\$2000 Value)
- 4 days of Top Ads in the Baldwin Top Stories email promoting Best Of win. (\$1600 Value)
- 2 full-page ads in Gulf Coast Media newspaper to run in March or April. (\$3450 Value)
- 10 tickets to BEST OF BALDWIN 2023 Red Carpet Event (includes FREE winners ticket). (\$1035 Value)

Platinum Sponsorship - \$4,995 (Total Value: \$10,575)

- Medium sponsor logo accompanies all print/digital event promotions, including event banner. (\$1550 Value)
- Premium position full-page ad in the Best Of Baldwin 2023 magazine. *first-come, first-serve on premium positions* (\$2000 Value)
- ½ page advertorial (400 words) near corresponding ad. (\$500 Value)
- 300x250 banner ad on GulfCoastMedia.com/Best Of for 12 months. (\$600 Value)
- 3 days of digital takeover on GulfCoastMedia.com promoting Best Of win. (\$1500 Value)
- 3 days of Top Ads in the Baldwin Top Stories email promoting Best Of win. (\$1200 Value)
- Featured Listing (map, social media/website links, image, etc.) on GulfCoastMedia.com/BestOf for 12 months. (\$600 Value)
- 1 full-page ad in Gulf Coast Media newspapers to run in March or April. (\$1725 Value)
- 10 tickets to Best Of Baldwin 2023 Red Carpet Event (includes FREE winners ticket). (\$1035 Value)

Gold Sponsorship - \$2,995 (Total Value: \$6,650)

- Sponsor logo accompanies all print/digital event promotions, including event banner. (\$1350 Value)
- Full-page ad in the Best Of Baldwin 2023 magazine. (\$1500 Value)
- ½ page advertorial (400 words) near corresponding ad. (\$500 Value)
- 300x250 banner ad on GulfCoastMedia.com/Best Of for 12 months. (\$600 Value)
- 2 days of backgrounds on GulfCoastMedia.com promoting Best Of win. (\$1000 Value)
- 2 days of Top Ads in the Baldwin Top Stories email promoting Best Of win. (\$800 Value)
- Expanded Listing (map, social media/website links, image, etc.) on GulfCoastMedia.com/Best Of for 12 months. (\$600 Value)
- 4 tickets to Best Of Baldwin 2023 Red Carpet Event (includes FREE winners ticket). (\$345 Value)

**Split billing over 2 months is available for sponsorship packages upon request.*



2022 BEST OF THE PINES SPONSORSHIP PACKAGES

<p>IMPORTANT DATES</p> <p>RIGHT OF FIRST REFUSAL DEADLINE: March 21 SPONSOR DEADLINE: APRIL 30 NOMINATION ROUND: June 6-26 FINAL VOTING ROUND: July 10-31 BEST OF THE PINES PARTY: September 14 WINNERS ANNOUNCED: In the Best of the Pines magazine September 18</p>	<p>90,237 Total Nominations in 2021</p> <p>226,578 Total Votes in 2021</p>	
<p>PRESENTING SPONSOR</p> <p>ADVERTISING CAMPAIGN</p> <ul style="list-style-type: none"> - 8 full page ads in <i>The Pilot</i> newspaper - Leaderboard ad with 100% SOV on the ballot and results page (12 months) - 2-page ad in the Best of the Pines magazine - 4 banner ads in <i>The Pilot's</i> Briefing email - Unlimited Enhanced Listings <p>AWARDS PARTY</p> <ul style="list-style-type: none"> - Host and naming rights to the Hospitality Lounge - Logo on red carpet backdrop - Signage at awards party - Recognition as presenting sponsor at awards party - 6 tickets with reserved VIP seating - Early access to purchase additional tickets - Swag in bag to all attendees <p>PROMOTIONAL VALUE</p> <ul style="list-style-type: none"> - Logo on all Best of the Pines promotional ads - Logo on the front cover of the magazine - Special offer or custom message in all Thank You emails <p>INVESTMENT: \$10,500 Value: \$15,665</p>	<p>GOLD SPONSOR</p> <p>ADVERTISING CAMPAIGN</p> <ul style="list-style-type: none"> - 4 half-page ads in <i>The Pilot</i> newspaper - Full page ad in the Best of the Pines magazine - Web ad on the ballot and results page (12 months!) - 3 banner ads in <i>The Pilot's</i> Briefing email - Up to 3 Enhanced Listings on the ballot <p>AWARDS PARTY</p> <ul style="list-style-type: none"> - 4 tickets with reserved VIP seating - Recognition as sponsor at awards party - Early access to purchase additional tickets (up to 4) - Swag in bag to all attendees <p>PROMOTIONAL VALUE</p> <ul style="list-style-type: none"> - Logo on all Best of the Pines promotional print ads - Best of the Pines sponsor logo to use at your discretion <p>INVESTMENT: \$3500 Value: \$8,135</p>	<p>SILVER SPONSOR</p> <p>ADVERTISING CAMPAIGN</p> <ul style="list-style-type: none"> - 4 half-page ads in <i>The Pilot</i> newspaper - Full page ad in the Best of the Pines magazine - Web ad on the ballot and results page (12 months!) - 2 banner ads in <i>The Pilot's</i> Briefing email - 2 Enhanced Listings on the ballot <p>AWARDS PARTY</p> <ul style="list-style-type: none"> - 2 tickets with reserved VIP seating - Recognition as sponsor at awards party - Early access to purchase additional tickets (up to 4) - Swag in bag to all attendees <p>PROMOTIONAL VALUE</p> <ul style="list-style-type: none"> - Logo on all Best of the Pines promotional print ads - Best of the Pines sponsor logo to use at your discretion <p>INVESTMENT: \$2500 Value: \$5,840</p>

Sponsor packages can either bill in full in June OR in four equal payments, June - September 2022.

For more information, contact your Account Representative or call 910.692.7271

Sell Ballot Sponsorships

- Larger advertisers
- Red Carpet sponsor
- Brief Welcome Speech at event
- Allow sponsors to pay over several months vs. all at once



The



Ballot Sponsorships

Best of Baldwin

- Sponsorships
- Table sales
- Ticket sales



Ballot Sponsorships

Best of The Pines

- Specialty Cocktail
- Sponsor Lounge
- Table sales
- Ticket sales





Perfect Your Pitch

Perfect your Pitch

- Create Scripts with Value Proposition
 - Unique URL for enhanced listing
 - YOY Audience Growth
 - Not Pay to Play
 - What you get as a winner at NO cost:
 - Window Cling, Ticket to the Event, Certificate, Mention in the Special Issue

Best of the Pines brings us our largest audience of the year.

- Click [here](#) to view our media kit. We have specially priced promotional packages that maximize exposure and increase awareness for your business during our largest audience of the year. Remember, you could reach 25,000 potential new customers!
- [Free Graphics](#) & [Voting Toolkit](#)! Once again, we're offering free social media graphics and tips to help you encourage your customers to vote for you.



Be Prepared to Overcome Objections

Be Prepared to Overcome Objections

- Value of Packages
- Audience Numbers
 - Know your stats!



2022 BEST OF THE PINES VOTING PACKAGES

REACH OUR BIGGEST AUDIENCE OF THE YEAR

The Pilot is highlighting the Best of the Pines, our tribute to the Sandhills' finest. Who tops the locals' lists? In June, readers weighted in by nominating their favorites, and the top 8 in each category have made it to the final voting ballot. The winners will be recognized in our annual Best of the Pines magazine and at a special awards party in September. To promote your business, we've created promotional packages, ideal for helping ensure you're at the top of everyone's list.

FLIP TO SEE THE LIST OF CATEGORIES AND A SAMPLE BALLOT ►

IMPORTANT DATES

FINAL VOTING ROUND: July 10-31, 2022

*Enhanced Listings purchased by Wednesday, July 6th are guaranteed to be live at launch of voting on July 10th!

BEST OF THE PINES PARTY: September 14

WINNERS ANNOUNCED: In the Best of the Pines magazine, September 18, 2022

ONLY THE TOP 8 NOMINEES IN EACH CATEGORY MOVE ON TO THE VOTING ROUND IN JULY.

**226,000
VOTES IN 2021**

BASIC VOTING PACKAGE

PRINT CAMPAIGN
- One 2x5 ad in *The Pilot* during voting

DIGITAL CAMPAIGN
- 1 Enhanced Listing
- A 300x250 web ad on thepilot.com

INVESTMENT: \$299
Value: \$415

DELUXE VOTING PACKAGE

PRINT CAMPAIGN
- Three 1/8-page ads in *The Pilot* during voting

DIGITAL CAMPAIGN
- A 300x250 web ad on thepilot.com

- 1 banner ad in the *The Pilot's* Briefing email
- Up to 2 Enhanced Listings

INVESTMENT: \$499
Value: \$864

PREMIER VOTING PACKAGE

PRINT CAMPAIGN
- Three 1/4-page ads in *The Pilot* during voting

DIGITAL CAMPAIGN
- A 300x250 web ad on thepilot.com

- 1 banner ad in the *The Pilot's* Briefing email
- Up to 3 Enhanced Listings

INVESTMENT: \$1049
Value: \$1408

FRONT RUNNER PACKAGE

PRINT CAMPAIGN
- Ad in the 2022 Best of the Pines magazine in September (full page, 1/2 page or 1/4 page)

DIGITAL CAMPAIGN
- 1 Enhanced Listing
- A 300x250 web ad on thepilot.com during voting

INVESTMENT: \$1180 / \$925 / \$665
Value: \$1360 / \$1100 / \$840

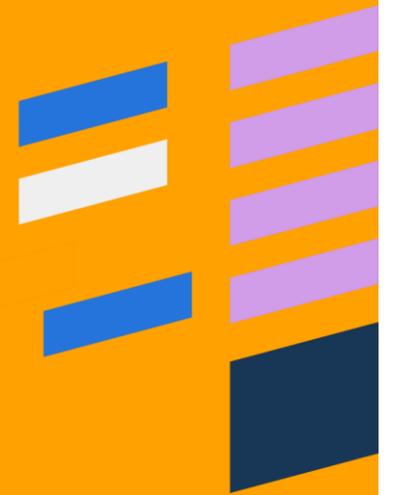
"VOTE FOR US" BANNER AD IN THE PILOT'S BRIEFING EMAIL: \$250

***ENHANCED LISTING ONLY: \$95 PER CATEGORY**

Advertising does not guarantee winning. Votes are tracked and validated by a third party ballot platform.

FULL PAGE AD: \$1040 **HALF PAGE AD: \$780** **1/4 PAGE AD \$520**

For more information, contact your Account Representative or call 910.692.7271



Marketing Strategies



Focus on your Branding

Focus on your Branding

Establish a brand within the community that is synonymous with the very best within your market.



“Fix your dang logos”





Have an Inbound Marketing Strategy

Have an Inbound B2B Marketing Strategy

- Put Featured Entrant examples in daily Newsletters so business owners know what they look like in the ballot
- Send out Congratulations Email to your top 3

A new eight-room addition to Gulf Shores Elementary School should be open for students by the beginning of the 2023-24 academic year following action by the city council.

[Read the full story from our Guy Busby.](#)

Best of Baldwin

The Featured Entrants are pouring in for

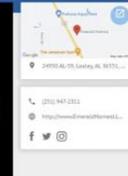
The Top 5 finalists in each of our more than 400 categories and voting for the final round began on Oct. 19. Stop by the contest portal now to make sure you know who the winners are. Winners will walk the red carpet.

To be more seen by voters, become a Featured Entrant by listing expanded on the contest site. For more information, contact a representative or email promotions@bestofbaldwin.com

Alan Ryals Wealth Manager/ Co Founder RFG Advisory



Emerald Homes LLC



Congratulations!! You're in the Top 3!

Our community has spoken and they've determined that your business is one of the very best in The Pines!

You've placed either first, second, or third in one or more categories. [You can find out exactly how you placed at the celebration on September 14th.](#)



Get Your Party Tickets Now!

The awards celebration will be at the Fair Barn in Pinehurst on Wednesday, September 14th from 5:00-9:00 p.m.

Tickets are \$32 each and include heavy hors d'oeuvres, beer and wine. [Get your tickets now.](#)



Send Us a Photo!

Throughout the evening, we will project the names of our winning businesses and photos of their incredible teams, and we need your help.

Please upload a photo of your team by August 29th so we can see you on screen! [Share your photo now.](#)



Create a Media Kit

Create a Media Kit

- FAQs
- Social Media Images
- Tips to get nominated



GET NOMINATED.

TOP TIPS TO GET NOMINATIONS

1. Promote nominations prominently on your **website**.
2. Post regularly on all of your **social media** accounts.
3. Send multiple **emails** to your database. Recommended dates:
 - June 6: Nominations are open
 - June 16: Friendly reminder to make nominations
 - June 23: Last call, nominations end June 26!
4. Give your customers **flyers** with the Categories you want to be nominated in.

Make it a priority to spread the word and get your customers to NOMINATE YOU!
Feel free to use the images* in our Nominations Toolkit. Download the graphics and share them on your own platforms. Everything is pre-formatted and labeled for the appropriate platform. **BEST OF luck to you!**

*By using our images you agree: The images may not be altered in any way such as adding your logo or additional wording. The Best of the Pines logo may not be used without permission.

bestofthepines.com
NOMINATIONS CLOSE JUNE 26th at 8 p.m.

The Nominations Are In! Now it's time to

VOTE

for your favorite businesses to win!

PLEASE VOTE FOR US!

bestofthepines.com
Voting ends July 31, 2022



B2C Marketing

B2C

- Nominations are open
- Voting has opened
- Winners



Don't Miss Your Cl

Remember, this year, we'r
categories. This helps ensu
accurate.

Oops! I already nominated
Don't worry, you still have p



Last Chance to Vote in Best o

Once again, we're upping the
chance to win a \$200 Visa gift
least 25 categories and you ca
winner!

Voting ends this Sunday, Jul

Check out this year's winners in the
2022 Best of the Pines magazine!

The annual [Best of the Pines awards](#) are *The Pilot's* tribute to Moore County's finest in dining, the arts, shopping, and much more.

After months of nominating and voting, the wait is finally over! We're excited to feature your winners in our 2022 Best of the Pines magazine. Take a look inside the [digital edition](#), or pick up a copy inside *The Pilot* newspaper on newsstands today (available at area post offices, grocery stores, and gas stations).

We thank you for taking the time to support your favorite local businesses with your votes!

Cheers to another year of celebrating Moore County's finest, and congratulations to all of this year's winners and finalists.

[VIEW THE ISSUE](#)

B2C

- Letter from the publisher

GULF COAST MEDIA



[VIEW THIS EMAIL IN YOUR BROWSER](#)

Wednesday, October 26, 2023



Hello, Baldwin County.

Voting is still going strong in [Best of Baldwin](#) website at [GulfCoastMedia.com](#) is receiving more than 150,000 votes have already been cast.

Last week, I traveled to New Orleans for an Leadership Conference. With more than 2,000 attendees, it's obviously a challenging time for Baldwin County.

THE PILOT

DAILY BRIEFING

TUESDAY, JUNE 14

Hello from editor John Nagy. In case you've missed the ads or the social media posts or the various emails going out from local businesses, The Pilot's annual Best of the Pines nominating process is underway.

Through June 26, you can go to [bestofthepines.com](#) to examine the categories and submit your favorites to be nominated. There are eight main categories — Food and Drink; Shopping; Family; Arts and Community; Home and Home Services; Business and Professional Services; Health and Wellness; and Pets — and then each has sub-categories.

It's a lot to go through and you don't have to do it in one sitting; do some and then come back later. We ask that you cast nominations in at least 10 categories. Voting on successful nominees will occur next month.

The Pilot is proud to produce this annual event and we look forward to your participation.

B2C

- Social Media posts

Gulf Coast Media
October 9 · 🌐

The first reveal! The Top 5 Finalists for Best Boss in #BestOfBaldwin 2023, in no particular order:

James Nail, [Original Oyster House](#)
Dr. Michelle Moore, [Foley Elementary School](#)
Jimmy Fazekas, [Bluewater Exteriors](#)
Mike Koch, [The Cove Bar & Grill](#)
Greg Bratton, [Cowbell Rolled Ice Cream](#)

More than 150,000 nominations were made in #BestOfBaldwin 2023, and the Top 5 finalists in more than 400 categories will be revealed Monday, Oct. 10 at 10 a.m. at [GulfCoastMedia.com/BestOf](#). Voting begins Oct. 19.



The Pilot Newspaper

We're giving away a \$200 Visa gift card to one lucky voter in our 2021 Best of the Pines contest! Vote in at least 25 categories and you'll automatically be entered to win. If you've already voted in just a few categories, you can go back in and vote in additional categories. Voting closes this Friday, July 30th at 8:00 p.m. Visit [www.bestofthepines.com](#) to vote.





Celebrate Winners Year-Round

Celebrate Year-Round

- Showcase winners year-round
- Simply the Best
- \$33K in additional revenue



Because you won *FIRST PLACE*, let's shout it from the mountaintops all year long with this **Simply The Best** special advertising package that includes PineStraw & The Pilot at one low monthly rate!

Your ad will run in The Pilot newspaper on the first Sunday of every month and every issue of PineStraw magazine November 2022 - July 2023.*

**February PineStraw, we will print a special section just for 1st place winners with half page ads to tell our readers why you were voted the best!*

- 2x4" ad in The Pilot once a month
- 1/8 page ad in PineStraw every month
- 1/2 page ad in PineStraw in February **\$200/mo** with signed contract

- 2x2" ad in The Pilot once a month
- 1/8 page ad in PineStraw every month
- 1/2 page ad in PineStraw in February **\$170/mo** with signed contract

- * 1/2 page ad in PineStraw magazine's "Simply the Best" special feature in February: **\$575 a la carte**



DEADLINE TO RESERVE SPACE: MONDAY, OCT. 3

For more information, contact your Account Representative or call 910.692.7271

Celebrate Year-Round

- Hall of Fame
- Do this during special anniversary years (5,10,15)
- \$12,000 revenue



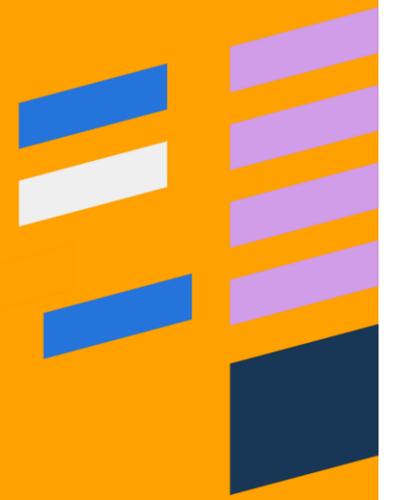
10+ Year Winners

Ace Parker Tire	NHC HealthCare Sumter
Baskin-Robbins	Petco
Broadstone Manor Antiques	Piggly Wiggly
Charpy's Pools & Spas	Red Lobster
Comfort Suites	Reliable Medical Equipment
Dickie Jones	Sambino's
Dixie Carpets	Sherwin Williams
Dixie Products	Staples
FTC	
Galloway	
Gary's Floor	
Hill Plumbing	
Honda of Sumter	
Iris Festival	
James Forney	
Jones Chevrolet	
KFC	
Kyla Ann's	
McLean Nails	
My Buddy's	

15+ Year Winners

Ard's Appliance Sales and Service	Miss Libby's School of Dance and Gymnastics
Baker's Sweets	Nicole Norris Design Studio
Belk	Norman Williams
Bradley's	Outback Steakhouse
Chick-fil-A	Pizza Lane
Covenant Place	Reliable Pawn Shop
Edward Jones	Sonic
Guignard Diner	Staples
Leo's	State Farm
Lowe's	USC Sumter
Market Place Spirits	Ward's Bar-B-Q
McDonald's	Yucatan





Takeaways



Designate a Ballot Champion



Plan 6 months out



Train your Sales Team



Set Revenue Goals



Increase Value of Sales Packages



Sell Ballot Sponsorships



Perfect Your Pitch



Be Prepared to Overcome External Objections



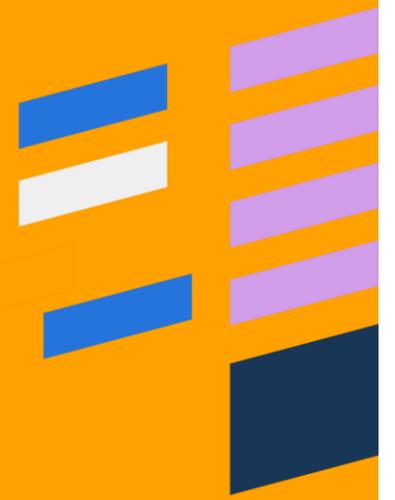
Focus on your Branding



Have an Inbound Marketing Strategy



Celebrate Winners Year-Round



Resources

What can we help you tackle today?

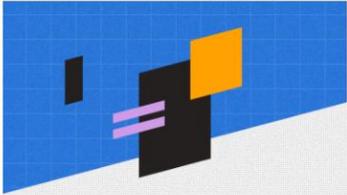
Find definitive best practices, guidance, and thought leadership from our world-class team of industry and product experts.

Search Filter Second Street

Editor's Picks

ARTICLE
The Ultimate Guide to Recurring Revenue Campaigns

EBOOK
Seller's Guide: Solutions for Top Advertisers



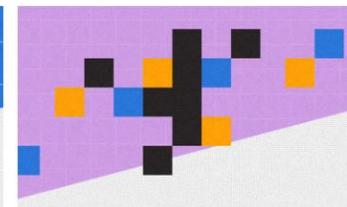
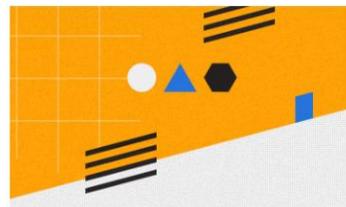
ARTICLE
Everything You Need from the 2021 Virtual Summit
1 minute read



ARTICLE
93 Ideas for May Holidays
4 minute read



ARTICLE
103 Ideas for March Holidays
5 minute read



uplandsoftware.com/ss-resources



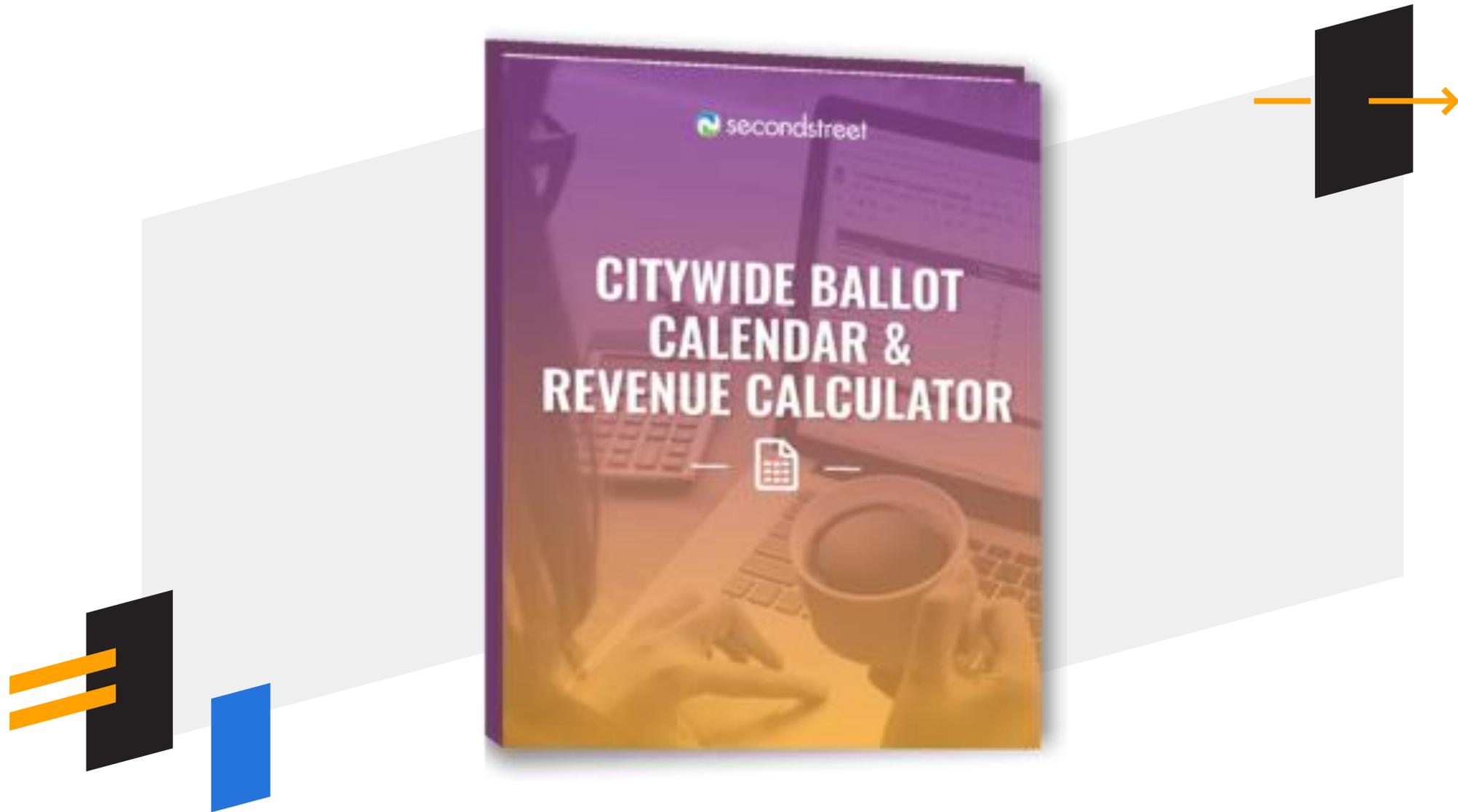
Ballot Best Practices Guide

How to create more revenue and engagement with 'Best Of' ballots

 Second Street



uplandsoftware.com/ballots-guide



uplandsoftware.com/ballots-calendar

Best of the Best Nomination Packages

Your
Logo
Here

We are highlighting the best of the best. Our readers will nominate their favorite businesses in our community to tell us what they want to see in the voting round. To promote your business, we have created 3 promotional packages.

Important Dates:

Nomination Round: Enter Dates Here

Voting Round: Enter Dates Here

Winners Announced: Enter Dates Here

REACH OUR
BIGGEST AUDIENCE
OF THE YEAR

Basic Package

Campaign runs for 4 weeks

Digital:

- Sponsor 1 category on the ballot
- 300x 250 ad on ballot page

INVESTMENT: \$349

Deluxe Package

Campaign runs for 4 weeks

Digital:

- Sponsor up to 3 categories on the ballot
- 300x 250 ad on ballot page

TV:

- 20x :30 on-air commercials weekly (M-F 6a-7p)
- Audio/Video ID in :15 promotional spots (M-F 5a-5p, minimum 10/week)

INVESTMENT: \$549

Premium Package

Campaign runs for 4 weeks

Digital:

- Sponsor 1 group and up to 5 categories on the ballot
- 300x 250 ad on ballot page

TV:

- 40x :30 on-air commercials weekly (M-F 6a-7p)
- Audio/Video ID in :15 promotional spots (M-F 5a-5p, minimum 15/week)

INVESTMENT: \$999

YES, I'M INTERESTED IN ADVERTISING IF I MAKE IT TO THE VOTING ROUND.

For more information, contact your Account Representative or call 000.000.0000

Pick Your Categories & Campaign to Win

Arts & Entertainment

Attraction
Art Gallery
Cultural Event
Dance Club
Entertainment Venue
Family Entertainment Center
Festival
Fundraising Event
Live Music Event
Live Theater Group
Local Band
Local Casino
Local Event
Movie Theater
Museum
Musician
Nightclub
Outdoor Event
Place for Kids' Birthday Party

Eating & Drinking

24-Hour Restaurant
Bakery
Barbecue Restaurant
Bartender (Name & Place)
Bed & Breakfast
Beer Selection
Breakfast
Brunch
Buffet Restaurant
Catering
Chef (Name & Place)
Chicken Wings
Chinese Restaurant
Coffeehouse
Deli
Dive Bar
Donuts
Food Truck
French Fries
Fried Chicken
Hamburger
Happy Hour
Indian Restaurant
Italian Restaurant
Japanese Restaurant
Kid-Friendly Restaurant
Margarita
Mexican Restaurant

Romantic Restaurant

Outdoor Patio
Pizzeria
Seafood Restaurant
Soul Food
Sports Bar
Steakhouse
Take Out
Thai/Vietnamese Restaurant
Upscale Bar
Vegetarian Restaurant
Wine Selection
Winery

Health & Fitness

Acupuncturist
Assisted Living Facility
Audiologist
Chiropractor
Clinic
Cosmetic Dermatologist
Cosmetic Surgeon
Day Spa
Dentist
Dermatologist
Eye Clinic
Hospital
In-Home Care Elder Services
Laser Eye Center
Massage
Massage Therapist
Medical Group
Medical Spa
Orthodontist
Pediatrician
Personal Trainer
Pharmacy
Physician
Weight Loss Clinic/Counseling

Services

Accounting Firm
Auto Loan Provider
Bank
Bookkeeping/Tax Service
Car Wash
Carpet Cleaner
Child Care
Commercial Real Estate
Computer/IT Services
Construction Company
Contractor

Financial Institution

Financial Planning
Hair Salon
Heating & Air Company
Home Lighting
Home Security
Hotel
Insurance Agency
Jeweler
Kitchen & Bath Remodeler
Landscaper
Law Firm/Lawyer
Mechanic
Mortgage/Home Loan Provider
Motorcycle Shop
Nail Salon
New Home Builder
Oil Change
Pet Control
Pet Boarding/Daycare
Pet Groomer
Photographer
Piercing Studio
Plumber
Property Management Company
Real Estate Agency
Real Estate Agent
Travel Agent
Veterinarian

Sports & Recreation

Bowling Alley
Driving Range
Golf Course
Gym
Health & Fitness Club
Local Park
Platter Studio
Pool Hall
Shooting Range
Swimming Pool/Waterpark
Yoga Studio

Shopping

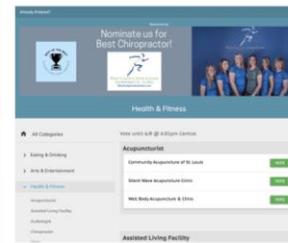
Antique Store
Appliance Store
Bicycle Shop
Book Store

Boutique

Bridal/Formal Wear
Children's Clothing Store
Consignement Store
Department Store
Flooring/Carpet Store
Florist
Garden Store/Nursery
Gift Store
Golf Shop
Grocery Store
Health Food Store
Home Electronics Store
Home Furnishing Store
Home Improvement Store
Liquor Store
Mattress Store
Men's Clothing Store
Outdoor Outfitters
Place to Buy a Used Car
Shoe Store
Sporting Goods Store
Thrift Store
Toy Store
Women's Clothing Store

Local

Church
Community Activist
Local Actor
Local Actress
Local Athlete
Local Author
Local Cause
Local Clothing Designer
Local Hero
Local Legislator
Local Radio Personality
Local Sports Team
Local Talk Show Host
Local Television Personality
Local Twitter Feed
Local Website/Blog
Neighborhood
Philanthropist
Place to Get Married
Place to Take Out-of-Town Guest
Place to Work
Scenic Spot
Stavation Location



1. GROUP AD



2. CATEGORY AD

Sample Ballot



3. DIGITAL AD



uplandsoftware.com/sales-one-sheets

Thank You



Vince Johnson
Group Publisher
The Sumter Item & Gulf Coast Media



Samantha Cunningham
Advertising Account Executive
The Pilot, PineStraw, and The Sway



Julie Foley
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