

OVER HALF-MILLION NET IN NEW-FOUND REVENUE

A WINNING IDEA FOR NEWSPAPER PUBLISHERS



SIMPLE AS BLACK & WHITE

MAKE MONEY THE OLD-FASHIONED WAY

This Is A Great Time To Get Started

There's never been a better time for newspapers to investigate non-traditional revenue opportunities. We've got the experience to prove it. And we want to share it with you. We've developed a one-day seminar, that gives you all the information, logistics, and tools you need to embark on this exciting, profitable project.

You're A Credible Source Of Local History

As the local newspaper, you can make the most of this yearning for learning, by creating a book of historic photos. At the Telegraph Herald, we know this works. We've published numerous books and made over \$500,000 in net profit. It works because residents view the local newspaper as the ultimate source for community information. The best part: citizens themselves provide most of the photos, making it easier to create and sell books.

Your Town's History Never Gets Old

Americans can't get enough nostalgia. And your town is no different. It's filled with people who want to learn about and celebrate the history of the place they call home—whether they've just moved in, or have had family roots for decades.

"We sold 10,000 books in a matter of months..."



Our first book in Toledo Ohio, was a grand slam home run and the coach was Connie Gibbs. Connie trained our folks and gave us the courage to go for the brass ring. We sold 10,000 books in a matter of months and during October and November our book was the best seller at several national book stores in our market. We made a terrific profit, touched thousands of our customers and branded The Blade in a way never before imagined. A Blade book will be an annual event and the training, motivation and expertise of Connie Gibbs made it happen!

Joseph H. Zerbey, IV
Vice President & General Manager
The Blade, Toledo, Ohio

GET READY FOR NEW REVENUE

You'll get our success formula delivered right to your door by Connie Gibbs. Gibbs coordinated every aspect of Dubuque, the Birthplace of Iowa, Vol. I, II, III, and IV collectible series, and has directed dozens of newspapers, coast to coast, in the development of their own profitable books. During Gibbs' turn-key training seminar you'll acquire all the tools you need to create your own revenue-producing book, and set the baseline for future books to continue a new revenue stream.

You'll Learn How To:

- Develop the book—from title to printing to distribution
- Plan a best-results timetable
- Unveil the book with a multimedia launch
- Collect photos from your readers and the community
- Secure additional monies from sales of business profile pages (ads)
- Estimate staffing requirements
- Price the book
- Increase revenue with group sales—corporations, foundations, college groups, etc.

You'll also get:

- Guidance from Gibbs all along the way
- Step-by-step timeline
- Complete logistics and procedure manual
- Multimedia ad campaign
- Internal tracking system for orders, and payments
- Ideas for promotional tie-ins and joint promotions

"...exceeded our revenue and profit expectations"



I heard Connie Gibbs and the successful work she has done with other publishers on history books. When Connie's willingness to share her expertise, gained from years of experience, helped us to more easily and effectively launch our first history book which exceeded our revenue and profit expectations.

Chuck Peters
President
Cedar Rapids Gazette
Cedar Rapids, IA

Contact Connie Gibbs Today:

563.588.5772 800.553.4801
cgibbs@wcinet.com



OMAHA
NEBRASKA

In five short months, we produced, printed, and marketed our book. With 10,000 copies sold, we were on the Nebraska best-seller list for three weeks.

Kristine Gerber
President, Midlands Marketing
Omaha World-Herald



GRAND FORKS
NORTH DAKOTA

Connie helped us imagine a book that pays tribute to our city and people. The book was a best seller. Even better, it helped rally our community after a devastating flood.

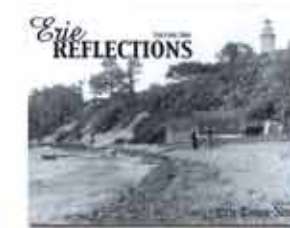
Mike Jacobs
Editor
Grand Forks Herald



BERMUDA

We have produced three volumes and are working on a fourth. The community has expressed gratitude for preserving the history of ordinary people at work, at home and at play. Our targets for all three books were met and exceeded. The high level of success we have experienced could not have been attained without Connie's guidance.

Victor Lee
Managing Director
The Royal Gazette



ERIE
PENNSYLVANIA

Our first effort to provide a community photo book was a huge success. We learned a lot by publishing our first reader-contributed coffee-table book. But, we couldn't have done it without Connie Gibbs' expertise and guidance.

Jim Dible
Vice President and General Manager
Erie Times-News



MORGANTOWN
WEST VIRGINIA

Without Connie's guidance, our project might not have been the success it was. She got us started on the right foot and helped us throughout the project's development.

Dave Reese
Publisher
The Dominion Post



ANCHORAGE
ALASKA

I have published three books under the guidance of Connie Gibbs. These are extremely positive projects that can enhance community image - and make money, as well.

Mike Sexton
Publisher and President
Anchorage Daily News



Dubuque, Iowa

"The Telegraph Herald has enjoyed great success in the book publishing arena on several fronts. The connection between the newspaper and the community is the underlining value in this niche publishing endeavor. Gibbs' passion for repurposing this local historic content is evident by not only realizing more than a half-million dollars in net profit, but as importantly, the ongoing bond between readers of all ages with the newspaper."

James F. Normandin
Telegraph Herald Publisher & Vice President

OUR ADVICE IS GOLDEN

Our Pictorial History Book Seminars are conducted by Connie Gibbs, who has successfully directed dozens of projects for newspapers—small, medium, and large—all across the country. Gibbs is the veteran promotion director of the *Telegraph Herald* in Dubuque, Iowa.

Gibbs was a North American board member of the International Newspaper Marketing Association and serves on the American Press Institute's Marketing Advisory Track. A popular speaker, Gibbs has made numerous presentations, including engagements with the United Kingdom Newspaper Society (Dublin, 1999), the World Organization of Newspapers (Vienna 1998, Athens 2005), Inland Press Association, Society of Newspaper Design and other newspaper organizations.

Telegraph Herald is one of the nation's most successful, employee-owned newspapers.



Connie Gibbs

563.588.5772 800.553.4801
cgibbs@wcinet.com



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TELEGRAPH HERALD

801 Bluff Street • P.O. Box 688 • Dubuque, Iowa 52004
800-553-4801 • www.THonline.com

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It's a good read!

