

**INCREASE
CIRCULATION
AND SELL MORE
ADVERTISING
BY GIVING
READERS THE
CHANCE TO
WIN UP TO
\$1,000,000, PAID
BY ODDS ON
PROMOTIONS.**

Ready to make headlines of your own? Odds On Promotions has dozens of attention-grabbing contests and promotions to help you drive traffic, engage your readers, capture more advertising dollars, maximize sponsorship and event opportunities, and ultimately, increase circulation. Best of all, when you have a big winner, Odds On Promotions will be there to pay for the prize – up to \$1,000,000! Here's a few of our most effective newspaper and magazine contests.

TOP FIVE NEWSPAPER contests & promotions



1

LUCKY LIST

Lucky list is a great promotion that will boost circulation and showcase your sponsors. Simply provide us with a selection of five to nine dream prizes based on your participating sponsor(s) and run a promo display ad with the list. Odds On will predetermine a winning order, and if one of your lucky contestants puts the items in the same order, we'll reward them with a huge cash bonus, along with all the prizes on your list. Award sponsored prizes based on the number of correct selections your contestants make.



2

FREE STANDING INSERT PROMOTIONS

Sell more advertising and help your sponsors achieve measurable results with a free standing insert promotion where your readers can win cars, houses, even \$1,000,000, paid for by Odds On Promotions. Simply incorporate a unique alphanumeric code, barcode, QR code, or other element into your clients insert/ad. If the winning piece/code is presented at your sponsor's location, or if the winning code is entered at your sponsor's website, Odds On Promotions will be there to pay for the prize!



3

NEWSPRINT BINGO

Want to drive traffic and prompt new and existing subscribers to pick up the paper or visit a designated website/social network daily for 25+days? Then you must check out \$100,000 Newsprint Bingo! Prior to the start of the promotion, you'll produce a custom bingo card featuring the names of various sponsors and their products. Each day you'll "reveal" a new sponsor or product name. If one of your readers achieves a particular pattern or a cover-all within a predetermined number of days, they'll score \$100,000, and Odds On Promotions will write the check!



4

\$100,000 HEADLINES

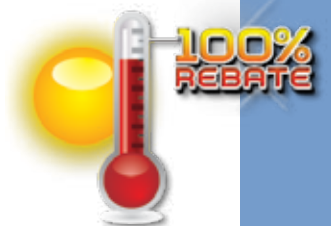
A great way to end the year – or make the most of your next event sponsorship. This promotion gives your readers the chance to win \$100,000 if they can pick the top 3 headlines out of a list of 20. Make the perfect choices and they'll score \$100,000, and Odds On will be there to hand over the dough.



5

CONDITIONAL REBATE

Give your sponsors the ability to hand out a 100% rebate to every customer who has made a purchase if it snows on New Year's Day, if there's a record-breaking high temperature on July 4th or if the hometown team wins the World Series, Super Bowl, or the Men's College Basketball tournament. If the condition holds true, Odds On will be there to cover the cost of every purchase made!



OddsOn
PROMOTIONS

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