



Lithograph of Washington, PA

“Truly we’ve not spent much time at all selling OwnLocal. We simply turned it on. That’s my favorite type of revenue stream.”

Why does the Observer-Reporter use OwnLocal? “My favorite part is that we added \$117k in gross revenue with zero effort from my sales staff,” - Matt Miller, Director of Sales and Marketing for the Observer-Reporter

You might already know the Observer-Reporter in Washington, Pennsylvania. If you don’t know them personally, you at least know a newspaper like them.

They’re a family-owned daily newspaper that reaches 32,000 subscribers and are located in a quiet suburb about 45 minutes outside of Pittsburgh.

They created Reimagine Main Street, a digital ad agency inside their news organization, to help their loyal advertisers find their way in the digital world. Like so many other digital ad agencies, they knew how to service clients with large budgets, but the small businesses with big dreams and tiny pocketbooks were falling by the wayside.

In early 2014, the Observer-Reporter reached out to OwnLocal to help them service their small business advertisers.

OwnLocal’s digital ad agency platform takes existing print advertisements, extracts valuable content, and automatically builds high quality digital marketing campaigns.

- Get Started With OwnLocal**
- 1) Collect all print advertisements
 - 2) Send a letter to print advertisers
 - 3) Add OwnLocal to your website
 - 4) Collect new digital revenue

Matt Miller, Director of Sales and Marketing at the Observer-Reporter, was initially skeptical but optimistic.

“We sent a letter to our advertisers letting them know about the new fee associated with this service and had a 100% success rate. One client called and after a quick conversation, they felt comfortable with what we were doing.

Truly we’ve not spent much time at all selling OwnLocal. We simply turned it on. That’s my favorite type of revenue stream.

It’s a valuable and relevant service to offer businesses and they will embrace your decision to help provide them with SEO.”

As The Observer-Reporter and more than 2,000 other publications in the United States, Canada, and Australia have learned, OwnLocal is the simplest and easiest way to build a brand new source of digital revenue.

For more information about how you can implement OwnLocal at your organization, call 888-850-2496 or e-mail sales@ownlocal.com to set up a demonstration.

Observer-Reporter

Washington, PA

Daily Circulation	32,000
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Monthly Ads	500-800
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Gross Revenue from OL (1st 12 months)	\$117,000
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