

# - Research 2 Revenue -



## Coda's Research Will Generate New Advertising Revenue for Your Newspaper – Guaranteed.

That's right. We're so confident that our audience data will generate dollars for your advertising sales team that we guarantee it. The program is simple. The execution is turn-key. And the results are proven. Here's how it works.

Coda has established a partnership with *The Weeks Group*, a leading media sales consultancy specializing in print and digital newspaper advertising. The **Research 2 Revenue** program combines Coda's newspaper research with sales training and in-market support, resulting in guaranteed revenue gains. In fact, according to Everton Weeks, partner of The Weeks Group, *"When we go into a market using Coda's audience research in our advertiser presentations, we can deliver 30% more sales for a newspaper, versus not having this critical data."*

First, Coda will conduct a local market survey that quantifies your newspaper's total audience delivery across all traditional and digital platforms. In addition, the study will profile your readers' purchasing power for 30+ advertising categories.



The Weeks Group will then create a data-driven presentation, train your team how to effectively sell with the numbers, and make advertiser calls

with your staff to present the information. And here's the win/win... The Weeks Group will not charge any commission on their incremental sales contribution until you recover the price of the initial research. Now that's ROI.

***Coda's research will quantify your newspaper's total audience reach across print and digital channels***

***The survey will also demonstrate your readers' buying power for 30+ advertising categories***

***Coda will also create compelling presentation materials and sales collateral for your team***

***The Weeks Group will then make advertiser calls with your sales staff and present the new data***