



# The Graduate Program

Each year our newspaper has every graduates picture in the paper supported by local businesses.

The Graduate Program takes this one step farther. When you ask the business to support the graduate instead of asking for 50 dollars ask for 60 or 65, depending on your wholesale cost per annual subscription. I bounced this idea off of a business owner that has been supporting grads for years and his response to the additional 10 of 15 dollars was, "No problem, what's an extra few bucks, it's a cool idea!"

If only 1 out of 4 graduates renewed their subscription at the end of their free period within 5 years you would have **125 subscribers** and nearly **\$2000.00 in digital subscription revenue** from these young readers alone!

**We don't put our graduates picture in the paper, how do I do the Graduate Program?**

We have developed an ad that congratulates the graduates and announces their free subscription to the online edition. It includes a thank you to the business that contributed to the "Keep connected" fund. Depending on the number of graduates you have the total cost for the entire graduating class could be less than \$1000.00. There are communities where one business will offer to support the entire class. You just need to call them and ask how much they are willing to donate. We can give you an exact amount of how much the program will run for your graduating class. Just send the number of students to [cal.sixta@arcasearch.com](mailto:cal.sixta@arcasearch.com) and Cal will send you a total figure.

**I'm ready to sign up, where do I start?**

- ◆ Contact the school to get the total number of graduates
  - ◆ Send the total to Cal Sixta
- ◆ Get financial support from local businesses for the "Keep connected" fund

We take care of the rest.

Contact:  
Cal Sixta  
Director of Online Marketing  
ArcaSearch  
109 West James Street  
Paynesville, MN 56362  
[Cal.sixta@arcasearch.com](mailto:Cal.sixta@arcasearch.com)  
320.243.7515